



**Information Technology Career Cluster
Web and Digital Communications Pathway
Knowledge and Skill Statements**

The Pathway Knowledge and Skills Chart describes what all/most learners/workers need to know and be able to do to demonstrate competence within a career pathway. Following the pathway description, there are four sets of knowledge and skill expectations:

A. Foundational Academic Expectations
B. Essential Knowledge and Skills
C. Cluster (Foundation) Knowledge and Skills
D. Pathway Knowledge and Skills

PATHWAY DESCRIPTION

Web and Digital Communications: Careers in Web and Digital Communications involve creating, designing and producing interactive multimedia products and services, including development of digitally-generated or computer-enhanced media used in business, training, entertainment, communications and marketing. Organizations of all types and sizes use digital media (the World Wide Web, CD-ROM, DVD) to communicate with existing and potential customers, to track transactions, and to collaborate with colleagues. Web and digital communications experts can find employment opportunities in organizations of all sizes and types, doing work such as creating e-business auction Web sites that allow people around the world to buy and sell items in real-time.

A. FOUNDATIONAL ACADEMIC EXPECTATIONS

All secondary students should meet their state’s academic standards. All Essential Cluster and Pathway Knowledge and Skills are predicated on the assumption that foundational academic skills have been attained. Some knowledge and skill statements will further define critical linkages and applications of academics in the cluster and/or pathway.

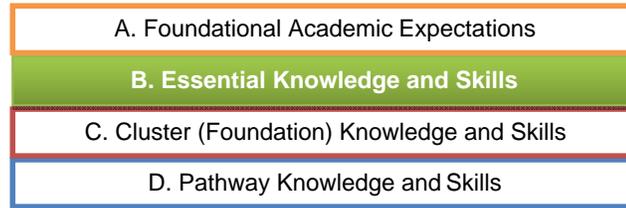
A. Foundational Academic Expectations
B. Essential Knowledge and Skills
C. Cluster (Foundation) Knowledge and Skills
D. Pathway Knowledge and Skills

B. ESSENTIAL KNOWLEDGE AND SKILLS

The following Essential Knowledge and Skill statements apply to careers in all clusters and pathways. Persons preparing for careers in this pathway should be able to demonstrate these skills in the context of this cluster and pathway.



**Information Technology Career Cluster
Web and Digital Communications Pathway
Knowledge and Skill Statements**



Essential Topic ESS01 **ACADEMIC FOUNDATIONS:** *Achieve additional academic knowledge and skills required to pursue the full range of career and postsecondary education opportunities within a career cluster.*

ESS01.01 **Complete required training, education, and certification to prepare for employment in a particular career field.**

- ESS01.01.01 Identify training, education and certification requirements for occupational choice.
- ESS01.01.02 Participate in career-related training and/or degree programs.
- ESS01.01.03 Pass certification tests to qualify for licensure and/or certification in chosen occupational area.

ESS01.02 **Demonstrate language arts knowledge and skills required to pursue the full range of post-secondary education and career opportunities.**

- ESS01.02.01 Model behaviors that demonstrate active listening.
- ESS01.02.02 Adapt language for audience, purpose, situation. (i.e. diction/structure, style).
- ESS01.02.03 Organize oral and written information.
- ESS01.02.04 Compose focused copy for a variety of written documents such as agendas, audio-visu- als, bibliographies, drafts, forms/documents, notes, oral presentations, reports, and technical terminology.
- ESS01.02.05 Edit copy to create focused written documents such as agendas, audio-visu- als, bibliographies, drafts, forms/documents, notes, oral presentations, reports, and technical terminology.
- ESS01.02.06 Comprehend key elements of oral and written information such as cause/effect, comparisons/contrasts, conclusions, context, purpose, charts/tables/graphs, evaluation/critiques, mood, persuasive text, sequence, summaries, and technical subject matter.
- ESS01.02.07 Evaluate oral and written information for accuracy, adequacy/sufficiency, appropriateness, clarity, conclusions/solutions, fact/opinion, propaganda, relevancy, validity, and relationship of ideas.
- ESS01.02.08 Identify assumptions, purpose, outcomes/solutions, and propaganda techniques.
- ESS01.02.09 Predict potential outcomes and/or solutions based on oral and written information regarding trends.
- ESS01.02.10 Present formal and informal speeches including discussion, information requests, interpretation, and persuasive arguments.



**Information Technology Career Cluster
Web and Digital Communications Pathway
Knowledge and Skill Statements**

ESS01.03 Demonstrate mathematics knowledge and skills required to pursue the full range of post-secondary education and career opportunities.

- ESS01.03.01 Identify whole numbers, decimals, and fractions.
- ESS01.03.02 Demonstrate knowledge of basic arithmetic operations such as addition, subtraction, multiplication, and division.
- ESS01.03.03 Demonstrate use of relational expressions such as equal to, not equal, greater than, less than, etc.
- ESS01.03.04 Apply data and measurements to solve a problem.
- ESS01.03.05 Analyze Mathematical problem statements for missing and/or irrelevant data.
- ESS01.03.06 Construct charts/tables/graphs from functions and data.
- ESS01.03.07 Analyze data when interpreting operational documents.

ESS01.04 Demonstrate science knowledge and skills required to pursue the full range of post-secondary and career education opportunities.

- ESS01.04.01 Evaluate scientific constructs including conclusions, conflicting data, controls, data, inferences, limitations, questions, sources of errors, and variables.
- ESS01.04.02 Apply scientific methods in qualitative and quantitative analysis, data gathering, direct and indirect observation, predictions, and problem identification.

**Essential Topic
ESS02 COMMUNICATIONS: Use oral and written communication skills in creating, expressing and interpreting information and ideas including technical terminology and information.**

ESS02.01 Select and employ appropriate reading and communication strategies to learn and use technical concepts and vocabulary in practice.

- ESS02.01.01 Determine the most appropriate reading strategy for identifying the overarching purpose of a text (i.e. skimming, reading for detail, reading for meaning or critical analysis).
- ESS02.01.02 Demonstrate use of content, technical concepts and vocabulary when analyzing information and following directions.
- ESS02.01.03 Select the reading strategy or strategies needed to fully comprehend the content within a written document (i.e., skimming, reading for detail, reading for meaning or critical analysis).
- ESS02.01.04 Interpret information, data, and observations to apply information learned from reading to actual practice.
- ESS02.01.05 Transcribe information, data, and observations to apply information learned from reading to actual practice.
- ESS02.01.06 Communicate information, data, and observations to apply information learned from reading to actual practice.



**Information Technology Career Cluster
Web and Digital Communications Pathway
Knowledge and Skill Statements**

- ESS02.02 Demonstrate use of the concepts, strategies, and systems for obtaining and conveying ideas and information to enhance communication in the workplace.**
- ESS02.02.01 Employ verbal skills when obtaining and conveying information.
 - ESS02.02.02 Record information needed to present a report on a given topic or problem.

 - ESS02.02.03 Write internal and external business correspondence that conveys and/or obtains information effectively.
 - ESS02.02.04 Communicate with other employees to clarify workplace objectives.
 - ESS02.02.05 Communicate effectively with customers and employees to foster positive relationships.
- ESS02.03 Locate, organize and reference written information from various sources to communicate with co-workers and clients/participants.**
- ESS02.03.01 Locate written information used to communicate with co-workers and customers.
 - ESS02.03.02 Organize information to use in written and oral communications.
 - ESS02.03.03 Reference the sources of information.
- ESS02.04 Evaluate and use information resources to accomplish specific occupational tasks.**
- ESS02.04.01 Use informational texts, Internet web sites, and/or technical materials to review and apply information sources for occupational tasks.
 - ESS02.04.02 Evaluate the reliability of information from informational texts, Internet Web sites, and/or technical materials and resources.
- ESS02.05 Use correct grammar, punctuation and terminology to write and edit documents.**
- ESS02.05.01 Compose multi-paragraph documents clearly, succinctly, and accurately.

 - ESS02.05.02 Use descriptions of audience and purpose when preparing and editing written documents.
 - ESS02.05.03 Use correct grammar, spelling, punctuation, and capitalization when preparing written documents.
- ESS02.06 Develop and deliver formal and informal presentations using appropriate media to engage and inform audiences.**
- ESS02.06.01 Prepare oral presentations to provide information for specific purposes and audiences.
 - ESS02.06.02 Identify support materials that will enhance an oral presentation.
 - ESS02.06.03 Prepare support materials that will enhance an oral presentation.
 - ESS02.06.04 Deliver an oral presentation that sustains listeners' attention and interest.

 - ESS02.06.05 Align presentation strategies to the intended audience.
 - ESS02.06.06 Implement multi-media strategies for presentations.
- ESS02.07 Interpret verbal and nonverbal cues/behaviors to enhance communication with co-workers and clients/participants.**



**Information Technology Career Cluster
Web and Digital Communications Pathway
Knowledge and Skill Statements**

ESS02.07.01 Interpret verbal behaviors when communicating with clients and co-workers.

ESS02.07.02 Interpret nonverbal behaviors when communicating with clients and co-workers.

ESS02.08 Apply active listening skills to obtain and clarify information.

ESS02.08.01 Interpret a given verbal message/information.

ESS02.08.02 Respond with restatement and clarification techniques to clarify information.

ESS02.09 Develop and interpret tables, charts, and figures to support written and oral communications.

ESS02.09.01 Create tables, charts, and figures to support written and oral communications.

ESS02.09.02 Interpret tables, charts, and figures used to support written and oral communication.

ESS02.10 Listen to and speak with diverse individuals to enhance communication skills.

ESS02.10.01 Apply factors and strategies for communicating with a diverse workforce.

ESS02.10.02 Demonstrate ability to communicate and resolve conflicts within a diverse workforce.

ESS02.11 Exhibit public relations skills to increase internal and external customer/client satisfaction.

ESS02.11.01 Communicate effectively when developing positive customer/client relationships.

Essential Topic ESS03 PROBLEM-SOLVING AND CRITICAL THINKING: *Solve problems using critical thinking skills (analyze, synthesize, and evaluate) independently and in teams. Solve problems using creativity and innovation.*

ESS03.01 Employ critical thinking skills independently and in teams to solve problems and make decisions (e.g., analyze, synthesize and evaluate).

ESS03.01.01 Identify common tasks that require employees to use problem-solving skills.

ESS03.01.02 Analyze elements of a problem to develop creative solutions.

ESS03.01.03 Describe the value of using problem-solving and critical thinking skills to improve a situation or process.

ESS03.01.04 Create ideas, proposals, and solutions to problems.

ESS03.01.05 Evaluate ideas, proposals, and solutions to problems.

ESS03.01.06 Use structured problem-solving methods when developing proposals and solutions.

ESS03.01.07 Generate new and creative ideas to solve problems by brainstorming possible solutions.

ESS03.01.08 Critically analyze information to determine value to the problem-solving task.



**Information Technology Career Cluster
Web and Digital Communications Pathway
Knowledge and Skill Statements**

- ESS03.01.09 Guide individuals through the process of recognizing concerns and making informed decisions.
- ESS03.01.10 Identify alternatives using a variety of problem-solving and critical thinking skills.
- ESS03.01.11 Evaluate alternatives using a variety of problem-solving and critical thinking skills.

ESS03.02 Employ critical thinking and interpersonal skills to resolve conflicts with staff and/or customers.

- ESS03.02.01 Analyze situations and behaviors that affect conflict management.
- ESS03.02.02 Determine best options/outcomes for conflict resolution using critical thinking skills.
- ESS03.02.03 Identify with others' feelings, needs, and concerns.
- ESS03.02.04 Implement stress management techniques.
- ESS03.02.05 Resolve conflicts with/for customers using conflict resolution skills.
- ESS03.02.06 Implement conflict resolution skills to address staff issues/problems.

ESS03.03 Identify, write and monitor workplace performance goals to guide progress in assigned areas of responsibility and accountability.

- ESS03.03.01 Write realistic performance goals, objectives and action plans.
- ESS03.03.02 Monitor performance goals and adjust as necessary.
- ESS03.03.03 Recognize goal achievement using appropriate rewards in the workplace.
- ESS03.03.04 Communicate goal achievement with managers and co-workers.

ESS03.04 Conduct technical research to gather information necessary for decision-making.

- ESS03.04.01 Align the information gathered to the needs of the audience.
- ESS03.04.02 Gather technical information and data using a variety of resources.
- ESS03.04.03 Analyze information and data for value to the research objectives.
- ESS03.04.04 Evaluate information and data to determine value to research objectives.

Essential Topic ESS04 INFORMATION TECHNOLOGY APPLICATIONS: *Use information technology tools specific to the career cluster to access, manage, integrate, and create information.*

ESS04.01 Use Personal Information Management (PIM) applications to increase workplace efficiency.

- ESS04.01.01 Manage personal schedules and contact information.
- ESS04.01.02 Create memos and notes.

ESS04.02 Employ technological tools to expedite workflow.

- ESS04.02.01 Use information technology tools to manage and perform work responsibilities.

ESS04.03 Operate electronic mail applications to communicate within a workplace.

- ESS04.03.01 Use email to share files and documents.



**Information Technology Career Cluster
Web and Digital Communications Pathway
Knowledge and Skill Statements**

ESS04.03.02 Identify the functions and purpose of email systems.

ESS04.03.03 Use email to communicate within and across organizations.

ESS04.04 Operate Internet applications to perform workplace tasks.

ESS04.04.01 Access and navigate Internet (e.g., use a web browser).

ESS04.04.02 Search for information and resources.

ESS04.04.03 Evaluate Internet resources for reliability and validity.

ESS04.05 Operate writing and publishing applications to prepare business communications.

ESS04.05.01 Prepare simple documents and other business communications.

ESS04.05.02 Prepare reports and other business communications by integrating graphics and other non-text elements.

ESS04.05.03 Prepare complex multi-media publications.

ESS04.06 Operate presentation applications to prepare presentations.

ESS04.06.01 Prepare presentations for training, sales and information sharing.

ESS04.06.02 Deliver presentations with supporting materials.

ESS04.07 Employ spreadsheet applications to organize and manipulate data.

ESS04.07.01 Create a spreadsheet.

ESS04.07.02 Perform calculations and analyses on data using a spreadsheet.

ESS04.08 Employ database applications to manage data.

ESS04.08.01 Manipulate data elements.

ESS04.08.02 Manage interrelated data elements.

ESS04.08.03 Analyze interrelated data elements.

ESS04.08.04 Generate reports showing interrelated data elements.

ESS04.09 Employ collaborative/groupware applications to facilitate group work.

ESS04.09.01 Facilitate group work through management of shared schedule and contact information.

ESS04.09.02 Facilitate group work through management of shared files and online information.

ESS04.09.03 Facilitate group work through instant messaging or virtual meetings.

ESS04.10 Employ computer operations applications to manage work tasks.

ESS04.10.01 Manage computer operations.

ESS04.10.02 Manage file storage.

ESS04.10.03 Compress or alter files.

ESS04.11 Use computer-based equipment (containing embedded computers or processors) to control devices.

ESS04.11.01 Operate computer driven equipment and machines.

ESS04.11.02 Use installation and operation manuals.

ESS04.11.03 Troubleshoot computer driven equipment and machines.

ESS04.11.04 Access support as needed to maintain operation of computer driven equipment and machines.



Information Technology Career Cluster
Web and Digital Communications Pathway
Knowledge and Skill Statements

**Essential Topic
ESS05**

SYSTEMS: *Understand roles within teams, work units, departments, organizations, inter-organizational systems, and the larger environment. Identify how key organizational systems affect organizational performance and the quality of products and services. Understand global context of industries and careers.*

ESS05.01 Describe the nature and types of business organizations to build an understanding of the scope of organizations.

ESS05.01.01 List the types and functions of businesses.

ESS05.01.02 Describe the types and functions of businesses.

ESS05.01.03 Explain the functions and interactions of common departments within a business.

ESS05.02 Implement quality control systems and practices to ensure quality products and services.

ESS05.02.01 Describe quality control standards and practices common to the workplace.

**Essential Topic
ESS06**

SAFETY, HEALTH AND ENVIRONMENTAL: *Understand the importance of health, safety, and environmental management systems in organizations and their importance to organizational performance and regulatory compliance. Follow organizational policies and procedures and contribute to continuous improvement in performance and compliance.*

ESS06.01 Implement personal and jobsite safety rules and regulations to maintain safe and healthful working conditions and environments.

ESS06.01.01 Assess workplace conditions with regard to safety and health.

ESS06.01.02 Align safety issues with appropriate safety standards to ensure a safe workplace/jobsite.

ESS06.01.03 Identify safety hazards common to workplaces.

ESS06.01.04 Identify safety precautions to maintain a safe worksite.

ESS06.01.05 Select appropriate personal protective equipment as needed for a safe workplace/jobsite.

ESS06.01.06 Inspect personal protective equipment commonly used for selected career pathway.

ESS06.01.07 Use personal protective equipment according to manufacturer rules and regulations.

ESS06.01.08 Employ a safety hierarchy and communication system within the workplace/jobsite.

ESS06.01.09 Implement safety precautions to maintain a safe worksite.

ESS06.02 Complete work tasks in accordance with employee rights and responsibilities and employers obligations to maintain workplace safety and health.

ESS06.02.01 Identify rules and laws designed to promote safety and health in the workplace.

ESS06.02.02 State the rationale of rules and laws designed to promote safety and health.



Information Technology Career Cluster
Web and Digital Communications Pathway
Knowledge and Skill Statements

ESS06.03 **Employ emergency procedures as necessary to provide aid in workplace accidents.**

- ESS06.03.01 Use knowledge of First Aid procedures as necessary.
- ESS06.03.02 Use knowledge of CPR procedures as necessary.
- ESS06.03.03 Use safety equipment as necessary.

ESS06.04 **Employ knowledge of response techniques to create a disaster and/or emergency response plan.**

- ESS06.04.01 Complete an assessment of an emergency and/or disaster situation.
- ESS06.04.02 Create an emergency and/or disaster plan.

Essential Topic **LEADERSHIP AND TEAMWORK: *Use leadership and teamwork skills in collaborating with others to accomplish organizational goals and objectives.***
ESS07

ESS07.01 **Employ leadership skills to accomplish organizational goals and objectives.**

- ESS07.01.01 Analyze the various roles of leaders within organizations (e.g. contribute ideas; share in building an organization; act as role models to employees by adhering to company policies, procedures, and standards; promote the organization's vision; and mentor others).
- ESS07.01.02 Exhibit traits such as empowerment, risk, communication, focusing on results, decision-making, problem solution, and investment in individuals when leading a group in solving a problem.
- ESS07.01.03 Exhibit traits such as compassion, service, listening, coaching, developing others, team development, and understanding and appreciating others when acting as a manager of others in the workplace.
- ESS07.01.04 Exhibit traits such as enthusiasm, creativity, conviction, mission, courage, concept, focus, principle-centered living, and change when interacting with others in general.
- ESS07.01.05 Consider issues related to self, team, community, diversity, environment, and global awareness when leading others.
- ESS07.01.06 Exhibit traits such as innovation, intuition, adaptation, life-long learning and coachability to develop leadership potential over time.
- ESS07.01.07 Analyze leadership in relation to trust, positive attitude, integrity, and willingness to accept key responsibilities in a work situation.
- ESS07.01.08 Describe observations of outstanding leaders using effective management styles.
- ESS07.01.09 Participate in civic and community leadership and teamwork opportunities to enhance skills.

ESS07.02 **Employ organizational and staff development skills to foster positive working relationships and accomplish organizational goals.**

- ESS07.02.01 Implement organizational skills when facilitating others' work efforts.



**Information Technology Career Cluster
Web and Digital Communications Pathway
Knowledge and Skill Statements**

- ESS07.02.02 Explain how to manage a staff that satisfies work demands while adhering to budget constraints.
- ESS07.02.03 Describe how staff growth and development to increase productivity and employee satisfaction.
- ESS07.02.04 Organize team involvement within a group environment.
- ESS07.02.05 Work with others to develop and gain commitment to team goals.
- ESS07.02.06 Distribute responsibility and work load fairly.
- ESS07.02.07 Model leadership and teamwork qualities to aid in employee morale.
- ESS07.02.08 Identify best practices for successful team functioning.
- ESS07.02.09 Explain best practices for successful team functioning.

ESS07.03 Employ teamwork skills to achieve collective goals and use team members' talents effectively.

- ESS07.03.01 Work with others to achieve objectives in a timely manner.
- ESS07.03.02 Promote the full involvement and use of team members' individual talents and skills.
- ESS07.03.03 Employ conflict-management skills to facilitate solutions.
- ESS07.03.04 Demonstrate teamwork skills through working cooperatively with co-workers, supervisory staff, and others, both in and out of the organization, to achieve particular tasks.
- ESS07.03.05 Demonstrate teamwork processes that provide team building, consensus, continuous improvement, respect for the opinions of others, cooperation, adaptability, and conflict resolution.
- ESS07.03.06 Develop plans to improve team performance.
- ESS07.03.07 Demonstrate commitment to and a positive attitude toward team goals.
- ESS07.03.08 Take responsibility for shared group and individual work tasks.
- ESS07.03.09 Assist team members in completing their work.
- ESS07.03.10 Adapt effectively to changes in projects and work activities.
- ESS07.03.11 Negotiate effectively to arrive at decisions.

ESS07.04 Establish and maintain effective working relationships with all levels of personnel and other departments in order to accomplish objectives and tasks.

- ESS07.04.01 Build effective working relationships using interpersonal skills.
- ESS07.04.02 Use positive interpersonal skills to work cooperatively with co-workers representing different cultures, genders and backgrounds.
- ESS07.04.03 Manage personal skills to accomplish assignments.
- ESS07.04.04 Treat people with respect.
- ESS07.04.05 Provide constructive praise and criticism.
- ESS07.04.06 Demonstrate sensitivity to and value for diversity.
- ESS07.04.07 Manage stress and control emotions.

ESS07.05 Conduct and participate in meetings to accomplish work tasks.

- ESS07.05.01 Develop meeting goals, objectives and agenda.
- ESS07.05.02 Assign responsibilities for preparing materials and leading discussions.
- ESS07.05.03 Prepare materials for leading discussion.
- ESS07.05.04 Assemble and distribute meeting materials.
- ESS07.05.05 Conduct meeting to achieve objectives within scheduled time.



**Information Technology Career Cluster
Web and Digital Communications Pathway
Knowledge and Skill Statements**

- ESS07.05.06 Demonstrate effective communication skills in meetings.
- ESS07.05.07 Produce meeting minutes including decisions and next steps.
- ESS07.05.08 Use parliamentary procedure, as needed, to conduct meetings.

ESS07.06 Employ mentoring skills to inspire and teach others.

- ESS07.06.01 Use motivational techniques to enhance performance in others.
- ESS07.06.02 Provide guidance to enhance performance in others.

Essential Topic ETHICS AND LEGAL RESPONSIBILITIES: *Know and understand the*
ESS08 *importance of professional ethics and legal responsibilities.*

ESS08.01 Apply ethical reasoning to a variety of workplace situations in
order to make ethical decisions.

- ESS08.01.01 Evaluate alternative responses to workplace situations based on legal responsibilities and employer policies.
- ESS08.01.02 Evaluate alternative responses to workplace situations based on personal or professional ethical responsibilities.
- ESS08.01.03 Identify personal and long-term workplace consequences of unethical or illegal behaviors.
- ESS08.01.04 Explain personal and long-term workplace consequences of unethical or illegal behaviors.
- ESS08.01.05 Determine the most appropriate response to workplace situations based on legal and ethical considerations.
- ESS08.01.06 Explain the most appropriate response to workplace situations based on legal and ethical considerations.

ESS08.02 Interpret and explain written organizational policies and
procedures to help employees perform their jobs according to
employer rules and expectations.

- ESS08.02.01 Locate information on organizational policies in handbooks and manuals.
- ESS08.02.02 Discuss how specific organizational policies and procedures influence a specific work situation.

Essential Topic EMPLOYABILITY AND CAREER DEVELOPMENT: *Know and*
ESS09 *understand the importance of employability skills. Explore, plan, and effectively*
manage careers. Know and understand the importance of entrepreneurship
skills.

ESS09.01 Identify and demonstrate positive work behaviors and personal
qualities needed to be employable.

- ESS09.01.01 Demonstrate self-discipline, self-worth, positive attitude, and integrity in a work situation.
- ESS09.01.02 Demonstrate flexibility and willingness to learn new knowledge and skills.
- ESS09.01.03 Exhibit commitment to the organization.



**Information Technology Career Cluster
Web and Digital Communications Pathway
Knowledge and Skill Statements**

- ESS09.01.04 Identify how work varies with regard to site, from indoor confined spaces to outdoor areas, including aerial space and a variety of climatic and physical conditions.
- ESS09.01.05 Apply communication strategies when adapting to a culturally diverse environment.
- ESS09.01.06 Manage resources in relation to the position (i.e. budget, supplies, computer, etc).
- ESS09.01.07 Identify positive work-qualities typically desired in each of the career cluster's pathways.
- ESS09.01.08 Manage work roles and responsibilities to balance them with other life roles and responsibilities.

ESS09.02 Develop a personal career plan to meet career goals and objectives.

- ESS09.02.01 Develop career goals and objectives as part of a plan for future career direction.
- ESS09.02.02 Develop strategies to reach career objectives.

ESS09.03 Demonstrate skills related to seeking and applying for employment to find and obtain a desired job.

- ESS09.03.01 Use multiple resources to locate job opportunities.
- ESS09.03.02 Prepare a résumé.
- ESS09.03.03 Prepare a letter of application.
- ESS09.03.04 Complete an employment application.
- ESS09.03.05 Interview for employment.
- ESS09.03.06 List the standards and qualifications that must be met in order to enter a given industry.
- ESS09.03.07 Employ critical thinking and decision-making skills to exhibit qualifications to a potential employer.

ESS09.04 Maintain a career portfolio to document knowledge, skills and experience in a career field.

- ESS09.04.01 Select educational and work history highlights to include in a career portfolio.
- ESS09.04.02 Produce a record of work experiences, licenses, certifications and products.
- ESS09.04.03 Organize electronic or physical portfolio for use in demonstrating knowledge, skills and experiences.

ESS09.05 Demonstrate skills in evaluating and comparing employment opportunities in order to accept employment positions that match career goals.

- ESS09.05.01 Compare employment opportunities to individual needs and career plan objectives.
- ESS09.05.02 Evaluate employment opportunities based upon individual needs and career plan objectives.
- ESS09.05.03 Demonstrate appropriate methods for accepting or rejecting employment offers.



**Information Technology Career Cluster
Web and Digital Communications Pathway
Knowledge and Skill Statements**

- ESS09.06 Identify and exhibit traits for retaining employment to maintain employment once secured.**
- ESS09.06.01 Model behaviors that demonstrate reliability and dependability.
 - ESS09.06.02 Maintain appropriate dress and behavior for the job to contribute to a safe and effective workplace/jobsite.
 - ESS09.06.03 Complete required employment forms and documentation such as I-9 form, work visa, W-4 and licensures to meet employment requirements.
 - ESS09.06.04 Summarize key activities necessary to retain a job in the industry.
 - ESS09.06.05 Identify positive work behaviors and personal qualities necessary to retain employment.
- ESS09.07 Identify and explore career opportunities in one or more career pathways to build an understanding of the opportunities available in the cluster.**
- ESS09.07.01 Locate and identify career opportunities that appeal to personal career goals.
 - ESS09.07.02 Match personal interest and aptitudes to selected careers.
- ESS09.08 Recognize and act upon requirements for career advancement to plan for continuing education and training.**
- ESS09.08.01 Identify opportunities for career advancement.
 - ESS09.08.02 Pursue education and training opportunities to acquire skills necessary for career advancement.
 - ESS09.08.03 Examine the organization and structure of various segments of the industry to prepare for career advancement.
 - ESS09.08.04 Research local and regional labor (workforce) market and job growth information to project potential for advancement.
 - ESS09.08.05 Manage employment relations to make career advancements.
- ESS09.09 Continue professional development to keep current on relevant trends and information within the industry.**
- ESS09.09.01 Use self assessment, organizational priorities, journals, Internet sites, professional associations, peers and other resources to develop goals that address training, education and self-improvement issues.
 - ESS09.09.02 Read trade magazines and journals, manufacturers' catalogues, industry publications and Internet sites to keep current on industry trends.
 - ESS09.09.03 Participate in relevant conferences, workshops, mentoring activities and in-service training to stay current with recent changes in the field.
- ESS09.10 Examine licensing, certification and credentialing requirements at the national, state and local levels to maintain compliance with industry requirements.**
- ESS09.10.01 Examine continuing education requirements related to licensing, certification, and credentialing requirements at the local, state and national levels for chosen occupation.



**Information Technology Career Cluster
Web and Digital Communications Pathway
Knowledge and Skill Statements**

- ESS09.10.02 Examine the procedures and paperwork involved in maintaining and updating licensure, certification and credentials for chosen occupation.
- ESS09.10.03 Align ongoing licensing, certification and credentialing requirements to career plans and goals.

ESS09.11 Examine employment opportunities in entrepreneurship to consider entrepreneurship as an option for career planning.

- ESS09.11.01 Describe the opportunities for entrepreneurship in a given industry.

Essential Topic ESS10 TECHNICAL SKILLS: Use of technical knowledge and skills required to pursue careers in all career cluster, including knowledge of design, operation, and maintenance of technological systems critical to the career cluster.

ESS10.01 Employ information management techniques and strategies in the workplace to assist in decision-making.

- ESS10.01.01 Use information literacy skills when accessing, evaluating and disseminating information.
- ESS10.01.02 Describe the nature and scope of information management.
- ESS10.01.03 Maintain records to facilitate ongoing business operations.

ESS10.02 Employ planning and time management skills and tools to enhance results and complete work tasks.

- ESS10.02.01 Develop goals and objectives.
- ESS10.02.02 Prioritize tasks to be completed.
- ESS10.02.03 Develop timelines using time management knowledge and skills.
- ESS10.02.04 Use project-management skills to improve workflow and minimize costs.

C. CLUSTER (FOUNDATION) KNOWLEDGE AND SKILLS

The following Cluster (Foundation) Knowledge and Skill statements apply to all careers in the Information Technology Cluster. Persons preparing for careers in the Information Technology Cluster should be able to demonstrate these skills in addition to those found on the Essential Knowledge and Skills Chart.



Cluster Topic ITC01 ACADEMIC FOUNDATIONS: Achieve additional academic knowledge and skills required to pursue the full range of career and postsecondary education opportunities within a career cluster.

No additional statements in this topic beyond those found in the Essential Knowledge and Skills Chart.



Information Technology Career Cluster
Web and Digital Communications Pathway
Knowledge and Skill Statements

Cluster Topic ITC02	COMMUNICATIONS: <i>Use oral and written communication skills in creating, expressing and interpreting information and ideas including technical terminology and information.</i>
ITC02.01	Develop positive customer relations to build and maintain a customer base in the IT industry.
ITC02.01.01	Demonstrate knowledge of organization's offerings and of customers' importance to the organization.
<i>Sample Indicators</i>	Identify organization's products and services (including own strengths as an agent of the company). Recognize the importance of all customers to the business.
ITC02.01.02	Demonstrate ability to assist customers in a professional manner.
<i>Sample Indicators</i>	Determine customers' individual needs. Project a professional business image (e.g., appearance, voice, grammar, word usage, enunciation, nonverbal communication). Interact with customers and colleagues in a professional manner (e.g., prompt, friendly, courteous, respectful, helpful, knowledgeable, understandable). Ensure that your assistance promotes the best interests of the company.
ITC02.01.03	Effectively use organizational protocols and systems to fulfill customer service requirements.
<i>Sample Indicators</i>	Comply with established business protocols and company policies. Communicate company policies to customers. Handle merchandise returns in accordance with customer service policy. Handle customer complaints in accordance with customer service policy.
ITC02.01.04	Facilitate customer service through the maintenance of key information systems. Ensure that customers' needs are met to maintain a customer base.
<i>Sample Indicators</i>	Follow through on commitments made to customers(e.g., special orders, delivery specifications, new items). Maintain customer base.
ITC02.02	Perform scheduling functions to meet customer needs.
ITC02.02.01	Schedule customer appointments.
<i>Sample Indicators</i>	Create calendars/schedules. Maintain appointment calendars. Process requests for appointments. Verify appointments. Notify customers of changes in schedule. Manage scheduling conflicts.
ITC02.02.02	Document results of customer appointments.
<i>Sample Indicators</i>	Document results.
Cluster Topic ITC03	PROBLEM-SOLVING AND CRITICAL THINKING: <i>Solve problems using critical thinking skills (analyze, synthesize, and evaluate) independently and in teams. Solve problems using creativity and innovation.</i>
ITC03.01	Use product/service design processes and guidelines to produce a quality IT product/service.
ITC03.01.01	Summarize the process of IT product/service design.
<i>Sample Indicators</i>	Test products for reliability.



**Information Technology Career Cluster
Web and Digital Communications Pathway
Knowledge and Skill Statements**

Initiate predictive maintenance procedures.
Document a Quality Assurance (QA) program (includes creating a plan and evaluating effectiveness of the program).

- ITC03.01.02 Plan for products/services using reliability factors.
- ITC03.01.03 Create products/services using reliability factors.
- ITC03.01.04 Test new products/services for reliability.
- ITC03.01.05 Maintain the reliability of new products/services.

Implement problem-solving processes to evaluate and verify the nature of problems in the IT industry.

ITC03.02

- ITC03.02.01 Explain information systems theory and practice.

Sample Indicators

Demonstrate knowledge of the underlying concepts of the information systems discipline.

Demonstrate knowledge of methods for achieving productivity in knowledge work.

Apply general systems theory to the analysis and development of an information system.
Identify procedures for formal problem-solving.
Demonstrate knowledge of the fundamental concept of information theory and organizational system processes.
Identify the essential properties of information systems.

- ITC03.02.02 Explain information systems problem-solving techniques and approaches.

- ITC03.02.03 Evaluate information systems problem-solving techniques and approaches.

Employ organization and design principles to sort and group information used in the IT industry.

ITC03.03

- ITC03.03.01 Demonstrate the use of information organization principles.
Demonstrate knowledge of group support technology for common knowledge requirements.
Demonstrate knowledge of the information analysis process.
Demonstrate knowledge of Information Technology solutions.

Sample Indicators

- ITC03.03.02 Demonstrate knowledge of methods for achieving productivity in knowledge work.
Demonstrate the use of design and color principles.

Cluster Topic ITC04 **INFORMATION TECHNOLOGY APPLICATIONS: *Use information technology tools specific to the career cluster to access, manage, integrate, and create information.***
No additional statements in this topic beyond those found in the Essential Knowledge and Skills Chart.

Cluster Topic ITC05 **SYSTEMS: *Understand roles within teams, work units, departments, organizations, inter-organizational systems, and the larger environment. Identify how key organizational systems affect organizational performance and the quality of products and services. Understand global context of industries and careers.***

- ITC05.01 Analyze and summarize the use of IT in business to enhance effectiveness.**



Information Technology Career Cluster
Web and Digital Communications Pathway
Knowledge and Skill Statements

ITC05.01.01
Sample Indicators

Integrate IT into various types of business models.
Determine how business activities interface with data processing functions.
Differentiate between the role of information systems within a company and their role in a global environment.

Measure increases in productivity realized by the implementation of information systems.

ITC05.02 Implement cross-functional teams to achieve IT project goals.

ITC05.02.01
Sample Indicators

Summarize the importance of cross-functional teams in achieving IT project goals.

Consider the benefits of using a cross-functional team in policy and procedure development.
Identify desired group and team behavior in an IT context.
Explain technical concepts to various audiences in non-technical terms.

ITC05.02.02

Describe strategies for maximizing productivity in a high tech environment.

ITC05.03 Employ project management knowledge to oversee IT projects.

ITC05.03.01
Sample Indicators

Implement project methodologies to manage information system projects.

Define the project's contribution to business needs.
Define the scope of the project.
Identify stakeholders and decision makers.
Identify escalation procedures.
Develop task list (work breakdown structures).
Evaluate project requirements.
Identify required resources and budget.
Estimate time requirements.
Develop initial project management flowchart.
Identify interdependencies.
Identify critical milestones.
Evaluate risks.
Prepare contingency plan.
Manage the change control process.
Track critical milestones.
Participate in project phase review.
Report project status.
Utilize project management software.
Develop a method of evaluation.

ITC05.03.02
Sample Indicators

Define scope of work to achieve individual and group goals.

Assess the task's contribution to overall business needs.
Identify size and specifics of the task.
Formulate task sequence.
Plan multiple tasks simultaneously.
Identify potential problems.
Develop contingency plans.

ITC05.03.03
Sample Indicators

Develop time and activity plans to achieve objectives.

Coordinate plan with team, cross-functional groups, or individuals.
Formulate a task strategy.
Prioritize tasks according to business needs.
Manage multiple tasks simultaneously.



**Information Technology Career Cluster
Web and Digital Communications Pathway
Knowledge and Skill Statements**

Devise plan of action.

Cluster Topic ITC06 **SAFETY, HEALTH AND ENVIRONMENTAL:** *Understand the importance of health, safety, and environmental management systems in organizations and their importance to organizational performance and regulatory compliance. Follow organizational policies and procedures and contribute to continuous improvement in performance and compliance.*

No additional statements in this topic beyond those found in the Essential Knowledge and Skills Chart.

Cluster Topic ITC07 **LEADERSHIP AND TEAMWORK:** *Use leadership and teamwork skills in collaborating with others to accomplish organizational goals and objectives.*

No additional statements in this topic beyond those found in the Essential Knowledge and Skills Chart.

Cluster Topic ITC08 **ETHICS AND LEGAL RESPONSIBILITIES:** *Know and understand the importance of professional ethics and legal responsibilities.*

Apply standard practices and behaviors that meet legal and ethical responsibilities and exhibit positive cyber-citizenry to understand legal issues faced by IT professionals.

ITC08.01

ITC08.01.01

Explain legal issues faced by IT professionals.

Sample Indicators

Demonstrate knowledge of the legal issues that face Information Technology professionals.

Identify issues and trends affecting computers and information privacy.

Explain legal issues involved in a company security policy.

Identify legal issues involved concerning a security breach.

ITC08.01.02

Summarize the rights and responsibilities of IT workers.

ITC08.01.03

Identify ethical issues common to the IT field.

Cluster Topic ITC09 **EMPLOYABILITY AND CAREER DEVELOPMENT:** *Know and understand the importance of employability skills. Explore, plan, and effectively manage careers. Know and understand the importance of entrepreneurship skills.*

Identify and explain the implications IT has on business transformation and development to demonstrate an understanding of the impact on business.

ITC09.01

ITC09.01.01

Demonstrate understanding of the impact of IT on businesses.

Sample Indicators

Demonstrate knowledge of how both PCs and larger computer systems impact people and are used in business/industry/government and other institutions.

Demonstrate knowledge of the impact of computers on career pathways in business/industry (e.g., how computers have eliminated and created jobs).

Demonstrate knowledge of the impact of computers on access to information and information exchange worldwide.

Demonstrate knowledge of ethical issues that have surfaced in the information age.



Information Technology Career Cluster
Web and Digital Communications Pathway
Knowledge and Skill Statements

Cluster Topic	TECHNICAL SKILLS: <i>Use the technical knowledge and skills required to pursue the targeted careers for all pathways in the career cluster, including knowledge of design, operation, and maintenance of technological systems critical to the career cluster.</i>
ITC10	Demonstrate knowledge of the hardware components associated with information systems.
ITC10.01	
ITC10.01.01	Explain the fundamentals of operating systems.
<i>Sample Indicators</i>	Identify major operating system fundamentals and components.
ITC10.01.02	Explain the role of number systems in information systems.
<i>Sample Indicators</i>	Identify the role the binary and hexadecimal system in information systems. Demonstrate knowledge of number systems and internal data representation.
ITC10.01.03	Identify computer classifications and hardware.
<i>Sample Indicators</i>	Identify major hardware components and their functions. Identify the hardware associated with telecommunications functions. Identify types of computer storage devices.
ITC10.01.04	Describe elements and types of information processing.
<i>Sample Indicators</i>	Identify the elements of the information processing cycle (i.e., input, process, output, and storage). Identify types of processing (e.g., batch, interactive, event-driven, object-oriented).
ITC10.01.05	Use available reference tools as appropriate.
<i>Sample Indicators</i>	Access needed information using company and manufacturers' references (e.g., procedural manuals, documentation, standards, work flowcharts).
ITC10.01.06	Describe the function of CPUs.
ITC10.02	Compare classes of software associated with the development and maintenance information systems to develop software and maintain computer systems.
ITC10.02.01	Explain the key functions and applications of software.
<i>Sample Indicators</i>	Demonstrate knowledge of the key functions of systems software. Demonstrate knowledge of widely used software applications (e.g., word processing, database management, spreadsheet development). Demonstrate knowledge of the function and operation of compilers and interpreters.
ITC10.02.02	Describe the range of languages used in software development.
<i>Sample Indicators</i>	Demonstrate knowledge of the range of languages used in software development.
ITC10.02.03	Summarize how data is organized in software development.
<i>Sample Indicators</i>	Demonstrate knowledge of how data is organized in software development.
ITC10.02.04	Explain new and emerging classes of software.
<i>Sample Indicators</i>	Identify new and emerging classes of software.
ITC10.03	Identify and compare new IT trends and technologies to build an understanding of their potential influence on IT practices.
ITC10.03.01	Explain measurement techniques for increased productivity due to information support implementation.
<i>Sample Indicators</i>	Measure increases in productivity realized by the implementation of information systems.
ITC10.03.02	Identify new IT technologies.
<i>Sample Indicators</i>	Identify new technologies relevant to information technology.



Information Technology Career Cluster Web and Digital Communications Pathway Knowledge and Skill Statements

Assess the importance of new technologies to future developments and to future knowledge worker productivity.

Identify new and emerging drivers and inhibitors of Information Technology change.

Assess the potential importance and impact of new IT technologies in the future.

ITC10.03.03

Summarize basic data communications components and trends to maintain and update IT systems.

ITC10.04

ITC10.04.01

Sample Indicators

Explain data communications procedures, equipment and media.

Demonstrate knowledge of key communications procedures.

Demonstrate knowledge of the uses of data communication equipment.

Demonstrate knowledge of types of communications media.

ITC10.04.02

Sample Indicators

Explain data transmission codes and protocols.

Demonstrate knowledge of data transmission codes and protocols.

ITC10.04.03

Sample Indicators

Explain the differences between local and wide area networks.

Distinguish between local area networks and wide-area networks.

ITC10.04.04

Sample Indicators

Summarize data communication trends and issues.

Identify data communication trends.

Identify major current issues in data communications.

Demonstrate technical knowledge of the Internet to develop and maintain IT systems.

ITC10.05

ITC10.05.01

Sample Indicators

Describe Internet protocols.

Demonstrate knowledge of the Transmission Control Protocol/Internet Protocol (TCP/IP) suite.

Demonstrate knowledge of management protocols, applications and procedures (e.g., SNMP, intrusion detection, and reporting issues).

Explain the concept of routing.

ITC10.05.02

Sample Indicators

Explain Domain Name Server (DNS).

Demonstrate knowledge of the Domain Name System (DNS).

Explain the DNS hierarchy.

Identify elements of DNS (e.g., zones, server types).

ITC10.05.03

Sample Indicators

Summarize Internet security issues and systems available for addressing them.

Demonstrate knowledge of the Domain Name System (DNS).

Explain the DNS hierarchy.

Identify elements of DNS (e.g., zones, server types).

Access and use Internet services when completing IT related tasks to service and update IT systems.

ITC10.06

ITC10.06.01

Sample Indicators

Demonstrate the use of an Internet connection.

Configure a small home office Internet connection using cable, DSL, wireless or satellite connection.

Test Internet connection using tools such as ping, trace route, net stat, host, dig, and nslookup.

ITC10.06.02

Troubleshoot Internet connection problems.

ITC10.06.03

Sample Indicators

Explain the components of Internet software.

Demonstrate knowledge of the components of Internet software.

ITC10.06.04

Sample Indicators

Install Internet software for use on an operating system.

Identify common browser features.



Information Technology Career Cluster Web and Digital Communications Pathway Knowledge and Skill Statements

Install Internet software.

Differentiate between Web-based applications and applications installed on a local computer.

Download software upgrades and shareware from the Internet.

Unpack files using compression software.

ITC10.06.05

Sample Indicators

Describe virus protection procedures.

Demonstrate acute awareness of virus protection techniques.

Identify types and capabilities of popular virus protection software.

Explain spyware, adware, and malware.

Identify how to avoid spyware, adware, and malware and how to recover from infection.

ITC10.06.06

Sample Indicators

Explain cookies and adware on an internet connected computer system.

Demonstrate knowledge of cookies and their use on an internet-connected computer system.

Identify types and consequences of pop-ups and ad-ware.

Install and configure software programs to maintain and update IT systems.

ITC10.07

ITC10.07.01

Sample Indicators

Verify that hardware and software system components are compatible prior to performing installation.

Identify hardware requirements (e.g., processor, memory, disk space, communications, printers, monitors).

Determine compatibility of hardware and software.

ITC10.07.02

Sample Indicators

Verify that software to be installed is licensed prior to performing installation.

Verify conformance to licensing agreement.

Understand the concept of an End User License Agreement (EULA).

Differentiate between open source and proprietary licenses.

Explain the concept of open source.

Identify common characteristics of open source licensing agreements, including the GNU General Public License (GPL).

ITC10.07.03

Sample Indicators

Perform installation accurately and completely, using available resources as needed.

Install given application/system software on various platforms in accordance with manufacturer's procedures.

Disable/uninstall software that may interfere with installation of new software.

Differentiate between procedures for an upgrade and for a new installation.

Differentiate between stand-alone and network installation procedures.

Select appropriate installation options (e.g., default, customized).

Configure software to appropriate operating system settings.

Configure macros, tools, and packages to accomplish simple organizational and personal tasks.

Convert data files if required.

Verify software installation and operation.

ITC10.07.04

Sample Indicators

Resolve problems with installation if they occur.

Troubleshoot unexpected results.

Access needed help using manufacturers' technical help lines or Internet sites.

Formulate new installation procedure if needed.

ITC10.07.05

Perform customization as requested.



Information Technology Career Cluster
Web and Digital Communications Pathway
Knowledge and Skill Statements

Sample Indicators

Customize software to meet user preferences.

ITC10.07.06

Document procedures, using clear and effective notes, for future use.

Sample Indicators

Document step-by-step installation and configuration procedures.

Demonstrate knowledge of Web page basics to build an understanding of Web page design and functioning.

ITC10.08

ITC10.08.01

Explain the features and functions of Web browsing software.

Sample Indicators

Demonstrate knowledge of the role of browsers in reading files on the World Wide Web (text-only, hypertext).

Identify how different browsers affect the look of a web page.

Demonstrate knowledge of the characteristics and uses of plug-ins.

ITC10.08.02

Explain the features and functions of Web page design software.

Sample Indicators

Compare/contrast the features and functions of software editors available for designing web pages.

ITC10.08.03

Compare and contrast clients and servers.

Sample Indicators

Differentiate between a client and a server.

Explain how traditional and modern Internet clients exploit the client/server relationship.

ITC10.08.04

Describe how bandwidth affects data transmission and on-screen image.

Sample Indicators

Demonstrate knowledge of how bandwidths affect data transmission and on-screen image.

ITC10.08.05

Compare the benefits of internal and external Web hosting.

Sample Indicators

Compare the advantages and disadvantages of internal external web hosting.

Employ IT knowledge and procedures when configuring or modifying an operating system to ensure optimal system functioning.

ITC10.09

ITC10.09.01

Configure/modify system as needed.

Sample Indicators

Secure needed supplies and resources.

Review automated scheduling software.

Identify data requirements.

Identify scheduling priority in programming.

Build system software command structures using operating system macro facilities for computer systems.

ITC10.09.02

Use operating system principles to ensure optimal system function.

Sample Indicators

Apply basic commands of operating system software.

Apply appropriate file and disk management techniques.

Employ desktop operating skills.

Handle materials and equipment in a responsible manner.

Follow power-up and log-on procedures.

Interact with/respond to system messages using console device.

Run applications/jobs in accordance with processing procedures.

Follow log-off and power-down procedure(s).

ITC10.09.03

Use available reference tools as appropriate.

Sample Indicators

Access needed information using appropriate reference materials.

ITC10.09.04

Document procedures and actions.

Sample Indicators

Develop audit trails.

ITC10.09.05

Configure systems to provide optimal system interfaces.



**Information Technology Career Cluster
Web and Digital Communications Pathway
Knowledge and Skill Statements**

Perform standard computer backup procedures to protect IT information.

ITC10.10

- ITC10.10.01 Explain the need for regular backup procedures.
 - Sample Indicators* Recognize the need for regular backup procedures.
- ITC10.10.02 Configure, perform and maintain backup procedures.
 - Sample Indicators* Load backup software.
 - Load compression drive backup software.
 - Install surge suppression protection.
 - Identify battery backup equipment.
 - Maintain battery backup system.
 - Identify hot and warm site backup concepts.

Recognize and analyze potential IT security threats to develop and maintain security requirements.

ITC10.11

- ITC10.11.01 Describe potential security threats to information systems.
 - Identify the range of security needs and the problems that can occur due to security lapses.
- ITC10.11.02 Assess security threats.
 - Sample Indicators* Maximize threat reduction.
 - Assess exposure to security issues.
 - Implement countermeasures.
 - Ensure compliance with security rules, regulations, and codes.
 - Demonstrate knowledge of virus protection strategy.
 - Implement security procedures in accordance with business ethics.
- ITC10.11.04 Develop plans to address security threats.
- ITC10.11.05 Implement plans to address security procedures.
 - Sample Indicators* Maintain confidentiality.
 - Load virus detection and protection software.
 - Identify sources of virus infections.
 - Remove viruses.
 - Report viruses in compliance with company standards.
 - Implement backup and recovery procedures.
 - Follow disaster plan.
 - Provide for user authentication and restricted access (e.g., assign passwords, access level).
- ITC10.11.06 Document security procedures.

Maintain computer systems to ensure optimal IT system functioning.

ITC10.12

- ITC10.12.01 Implement queries and reports to provide access to critical system information.
 - Sample Indicators* Create a query to extract information from a file.
 - Create a query to extract information from multiple files.
 - Create reports from queries.
 - Create and use logical files.
 - Develop a display screen for use with high-level language program.
 - Access needed information using appropriate reference materials.
- ITC10.12.02 Ensure that system is functioning optimally.
 - Sample Indicators* Monitor system status and performance.
 - Run diagnostics.



Information Technology Career Cluster Web and Digital Communications Pathway Knowledge and Skill Statements

Respond to system messages.

Perform preventive maintenance procedures on computer and peripheral devices.
Handle materials and equipment in a responsible manner.
Optimize windows environment to maximize performance of desktop resources.
Review automated scheduling software.

ITC10.12.03
Sample Indicators

Fix and document system problems.

Fix recoverable problems.
Restore system.
Document computer system malfunction(s).
Document software malfunction(s).

ITC10.12.04
Sample Indicators

Configure systems to provide optimal system interfaces.

Define hardware-software interface issues for a computer system.

Identify standards and issues related to I/O programming and design of I/O interfaces.

Interface peripheral devices/controllers in the computer system (e.g., software and hardware interrupts, exceptions, Direct Memory Addressing [DMA], bus structures).
Apply concepts of privileged instructions and protected mode programming.
Configure peripheral device drivers (e.g., disk, display, printer, modem, keyboard, mouse, network).
Apply advanced I/O concepts (e.g., disk caching, data compression, extended memory, magnetic disk/CD-ROM storage and formats).
Allocate disk space, non-sharable resources, and I/O devices.

ITC10.13

Provide IT support and training to maintain proper network functioning.

ITC10.13.01
Sample Indicators

Provide Help Desk service to computer users within the organization.

Operate help desk.
Employ desktop productivity tools.
Support computer users.

ITC10.13.02
Sample Indicators

Provide training for basic computer use within the organization.

Train computer users.

ITC10.14

Identify and describe quality assurance concepts to develop an understanding of the requirements for quality IT products/services.

ITC10.14.01
Sample Indicators

Explain the history and standards of key quality management initiatives.

Demonstrate knowledge of the historical evolution of quality assurance/total quality management (e.g., Deming, ISO 9000).

Demonstrate knowledge of changes brought about by quality leaders in the world.
Demonstrate knowledge of the ISO 9000 process.

Demonstrate knowledge of the standards/requirements for the Baldrige award.
Demonstrate knowledge of successful efforts by industry to improve quality and/or reduce costs.

ITC10.14.02
Sample Indicators

Explain the terminology, role and benefits of quality within an organization.

Demonstrate knowledge of quality management terminology.
Identify the role of quality within the organization.
Identify the features and benefits of quality planning.



**Information Technology Career Cluster
Web and Digital Communications Pathway
Knowledge and Skill Statements**

ITC10.14.03

Sample Indicators

Summarize the elements of a quality management system.
 Demonstrate knowledge of the control devices used in functional areas (e.g., SPC, equipment).
 Demonstrate knowledge of the relationship among organizational structures, policies, procedures, and quality assurance.
 Identify internal and external customers.
 Differentiate between prevention and detection.
 Differentiate between variable and attribute data.
 Identify types of control charts.
 Demonstrate knowledge of how statistical techniques used to control quality (e.g., SPC, DOE, CR).

Describe the use of computer forensics to prevent and solve information technology crimes and security breaches.

ITC10.15

ITC10.15.01

Sample Indicators

Describe the role of computer forensic investigators.
 Define computer forensics.
 List some of the basic skills and knowledge a computer forensics specialist should possess.
 Identify the circumstances under which computer forensics evidence is typically used, who typically uses such evidence, and how it is used.

ITC10.15.02

Sample Indicators

Demonstrate the effective use of basic computer applications relating to forensics investigations.
 Identify and attempt to retrieve possible evidence that may exist on a computer system.
 List what should and should not be done with the computer and evidence during an investigation.

ITC10.15.03

Sample Indicators

Identify criminal activity in relationship to cyber crime, the Internet, and Internet trafficking.
 List common internet crimes.
 List some prevention actions related to cyber crime.
 Describe techniques to identify criminal activity.
 Identify how one files a complaint if a cyber crime is suspected or has occurred.

D. PATHWAY KNOWLEDGE AND SKILLS

The following knowledge and skill statements apply to all careers in the Web and Digital Communications Pathway.



Pathway Topic ITPC01 WEB AND DIGITAL COMMUNICATIONS

ITPC01.01 Iterate through the design and development process to create a uniform Web/digital product.

ITPC01.01.01

Sample Indicators

Participate in iterative development with clients and team members.
 Manage the change control process.



**Information Technology Career Cluster
Web and Digital Communications Pathway
Knowledge and Skill Statements**

Identify and track critical milestones.
Report project status.

Identify optimal strategies for successful interactions with clients and team members.

Participate in a user focused design and development process to produce Web and digital communications solutions.

ITPC01.02

ITPC01.02.01

Sample Indicators

Analyze Usability and Accessibility as it pertains to customer needs.

Demonstrate knowledge of WAI priorities.

Demonstrate knowledge of web metrics and governance (policies and stylebooks).
Demonstrate knowledge of cultural implications on design and deployment of digital communication products.
Engage in user testing throughout the design and development process.

Design and employ the use of motion graphics to create a visual Web/digital designs.

ITPC01.03

ITPC01.03.01

Sample Indicators

Implement functional design criteria.

Identify, utilize and create reusable components.

Create and produce content.

Create and refine design concepts.

ITPC01.03.02

Sample Indicators

Create product visual design.

Apply principles and elements of design.

Apply color theory to select appropriate colors.

Create and/or implement the look and feel of the product.

Create graphical images and videos.

Apply knowledge of typography.

Enhance digital communication presentation using a photographic process.

Alter digitized images using an image manipulation program.

Alter digitized video using a video manipulation program.

Evaluate visual appeal.

ITPC01.03.03

Sample Indicators

Employ basic motion graphic programming knowledge.

Demonstrate knowledge of key frames and frames.

Demonstrate knowledge of the impact deployment device has on design and production needs.

Demonstrate knowledge of animation techniques.

Demonstrate knowledge of motion graphic security.

Demonstrate that motion graphic meets the validation process and is compatible across multiple browsers or devices.

Gather and analyze digital communication customer requirements to best meet consumer needs.

ITPC01.04

ITPC01.04.01

Sample Indicators

Gather data to identify customer requirements.

Gather information using interviewing strategies.

Determine client's needs and expected outcomes.

ITPC01.04.02

Sample Indicators

Collect requirements data from customers and competing Web sites.

Determine purpose of the digital communication project.

Determine the target audience.

Determine the digital communication elements to be used.

Determine clients privacy policy and expectations.

ITPC01.04.03

Evaluate requirements data that has been collected.

ITPC01.04.04

Demonstrate how to create and receive approval for a Web site plan.



**Information Technology Career Cluster
Web and Digital Communications Pathway
Knowledge and Skill Statements**

ITPC01.04.05 Convey technical concepts from Web design to a non-technical audience.

ITPC01.05

Define the scope of digital communication work in a written form to summarize and meet customer requirements.

ITPC01.05.01

Define scope of work to meet customer requirements.

Sample Indicators

Develop a design brief.

Determine the target audience requirements (such as web accessibility).

Identify available media and content sources.

Develop time line for completion.

Determine staffing resources – internal and external – required to complete project.

Develop preliminary project budget.

Write document.

Obtain client approval on scope of work.

Prepare digital communication product specifications to communicate specifications with various audiences.

ITPC01.06

ITPC01.06.01

Prepare functional specifications.

Sample Indicators

Develop flowchart/navigational blueprints.

Develop storyboards.

Determine delivery platform(s).

Design system architecture.

Design user interface.

Design navigational schema.

ITPC01.06.02

Prepare visual design specifications.

Sample Indicators

Apply principles of design (color theory and schemes, proximity, alignment, repetition, web graphics, optimization, typography).

Identify technical constraints.

Create sample design showing placement of buttons/navigational graphics and suggested color scheme.

ITPC01.06.03

Create final project plan.

Sample Indicators

Identify and obtain tools and resources to do the job.

Identify and evaluate risks.

Develop detailed task list.

Identify critical milestones.

Identify interdependencies.

Demonstrate the effective use of tools for digital communication production, development and project management to complete web/digital communication projects.

ITPC01.07

ITPC01.07.01

Select and use appropriate software tools.

Sample Indicators

Demonstrate proficiency in the use of digital imaging, digital video techniques, and equipment.

Demonstrate knowledge of available graphics, video, motion graphics, web software programs.

Demonstrate knowledge of available project management and collaborative tools.

Demonstrate knowledge of integrated development environments(such as Visual Studio, Dreamweaver, Flash, Waterproof, etc).

Manipulate images, video, and motion graphics.

Demonstrate knowledge of the basic principles of motion graphics.



**Information Technology Career Cluster
Web and Digital Communications Pathway
Knowledge and Skill Statements**

Identify how different user agents (browsers, devices) affect the digital communication product.

Employ knowledge of Web design, programming, and administration to develop and maintain Web applications.

ITPC01.08

ITPC01.08.01

Sample Indicators

Implement functional design criteria.

Identify, utilize and create reusable components.

Create and produce content.

Create and refine design concepts.

ITPC01.08.02

Sample Indicators

Create product visual design.

Apply principles and elements of design.

Apply color theory to select appropriate colors.

Create and/or implement the look and feel of the product.

Create graphical images and/or video elements.

Apply knowledge of typography.

Enhance digital communication presentation using a photographic process.

Alter digitized images using an image manipulation program.

Alter digitized video using a video manipulation program.

Evaluate visual appeal.

ITPC01.08.03

Sample Indicators

Use basic Web development skills.

Demonstrate knowledge of HTML, XHTML, and CSS.

Demonstrate knowledge of version control and documentation.

Demonstrate knowledge of basic web application security.

Demonstrate that website meets the validation process and is compatible across multiple browsers and devices.

Explain importance of web standards.

ITPC01.08.04

Sample Indicators

Summarize Internet architecture elements.

Demonstrate knowledge of transfer protocols (FTP, WebDav).

Demonstrate knowledge Internet standards bodies.

Identify cross-platform issues.

Keep up-to-date with new and emerging trends related to the Internet.

Demonstrate knowledge of Web 2.0.

ITPC01.08.05

Sample Indicators

Employ basic Web programming knowledge.

Demonstrate knowledge of the purpose of web content delivery enablers (e.g., CGI, API, SSI).

Demonstrate knowledge of how to interface client/server.

Demonstrate knowledge of client-side processing and its advantages/disadvantages.

Identify security issues related to server-side processing.

Identify standard scripting languages (e.g., JavaScript, .NET frameworks, PHP, ActiveX,).

Demonstrate knowledge of XML/XSL.

Demonstrate knowledge of quality assurance.

Demonstrate knowledge of the uses and advantages/disadvantages of various scripting languages.

Demonstrate knowledge of how to use a scripting language to program a site.

ITPC01.08.06

Sample Indicators

Employ Web administration skills to maintain a Web application.

Demonstrate knowledge of how to use advanced communication protocols.

Compare the advantages and disadvantages of running your own server vs. using a server provider.

Identify hardware requirements for a server.



Information Technology Career Cluster Web and Digital Communications Pathway Knowledge and Skill Statements

Identify server software options.
Evaluate server providers.
Establish a domain name.
Comply with TCP/IP (Transfer Control Protocol/Internet Protocol).
Upload files to the server.
Publicize the site (e.g., submit announcements to major search engines).
Explain the importance of ethical behaviors and legal issues.
Collect/analyze usage statistics.
Utilize back-up and restore software features.
Document server environment to include specifications, passwords, and software versions.

Create and implement a digital communication product to meet customer needs.

ITPC01.09

Produce a digital communication product as member of a development team.

ITPC01.09.01

Sample Indicators

Define the role of individual team members.
Develop a conceptual model for the digital communication project.
Select the media elements (e.g., sound, video, graphics, text, motion graphics) to be used.
Integrate media elements.
Select the publication process to be used.
Select the distribution method to be used.
Explain the impact publication process and distribution method have on product development.

ITPC01.09.02

Sample Indicators

List functional design terms and criteria.
Identify, utilize and create reusable components.
Create and produce content.
Create and refine design concepts.

ITPC01.09.03

Employ functional design terms and criteria.

ITPC01.09.04

Sample Indicators

Create product visual design.
Apply principles and elements of design.
Apply color theory to select appropriate colors.
Create and/or implement the look and feel of the product.
Create graphical images and video.
Apply knowledge of typography.
Enhance digital communication presentation using a photographic process.
Alter digitized images using an image manipulation program.
Alter digitized video using a video manipulation program.
Evaluate visual appeal.

ITPC01.09.05

Sample Indicators

Produce content for a digital communication product.
Produce or acquire graphics content.
Produce or acquire motion graphics content.
Produce or acquire audio content.
Produce or acquire video content.

ITPC01.09.06

Acquire content for use in a digital communication product.

ITPC01.09.07

Sample Indicators

Employ Web development knowledge.
Demonstrate knowledge of the purpose of web content delivery enablers (e.g., CGI, API, SSI).
Demonstrate knowledge of how to interface client/server.



**Information Technology Career Cluster
Web and Digital Communications Pathway
Knowledge and Skill Statements**

Demonstrate knowledge of client-side processing and its advantages/disadvantages.
 Identify security issues related to server-side processing.
 Identify standard scripting languages (e.g., JavaScript, .NET frameworks, PHP, ActiveX,).
 Demonstrate knowledge of XML/XSL.
 Demonstrate knowledge of quality assurance.
 Demonstrate knowledge of the uses and advantages/disadvantages of various scripting languages.
 Demonstrate knowledge of how to use a scripting language to program a site.

ITPC01.09.08
Sample Indicators

Employ Web programming knowledge.
 Demonstrate knowledge of key frames and frames.
 Demonstrate knowledge of the impact deployment device has on design and production needs.
 Demonstrate knowledge of animation techniques.
 Demonstrate knowledge of motion graphic security.
 Demonstrate that motion graphic meets the validation process and is compatible across multiple browsers or devices.

ITPC01.09.09
Sample Indicators

Employ basic motion graphic programming knowledge.
 Integrate the use of photographic special effects into interactive media presentations.
 Integrate photographically derived images with hand-drawn graphic images.

ITPC01.09.10
 ITPC01.09.11
 ITPC01.09.12
 ITPC01.09.13
 ITPC01.09.14

Describe search engine management (SEM) and search engine optimization (SEO).
Integrate media elements.
Explain concepts involved in social networking.
Describe applications and services used to create rich internet applications.
Identify Web 2.0 solutions.

ITPC01.10 Test a digital communication product to evaluate its functionality.

ITPC01.10.01
Sample Indicators

Develop a test plan for the digital communication product.
 Perform usability tests.
 Assess product effectiveness.
 Test product for reliability.
 Plan and coordinate customer acceptance testing.

ITPC01.10.02
Sample Indicators

Implement a test plan for the digital communication product.
 Define the problem.
 Identify/test possible solutions.
 Develop resolution plan.
 Implement solution.
 Evaluate problem-solving processes and outcomes.

ITPC01.10.03

Resolve product problems.

ITPC01.11 Identify and implement quality assurance processes to deliver a quality digital communication products and services.

ITPC01.11.01
Sample Indicators

Summarize digital communication quality assurance measures.
 Demonstrate knowledge of the quality assurance (QA) process.
 Demonstrate knowledge of the standards/requirements for QA.
 Develop team relationships to support quality assurance tasks.

ITPC01.11.02

Perform quality assurance tasks to produce a quality product.



Information Technology Career Cluster Web and Digital Communications Pathway Knowledge and Skill Statements

Sample Indicators Use customer satisfaction in determining product characteristics (e.g., cost, user-friendliness).

Recognize the relationship between dependability, functionality, ease of use, etc.

Follow established procedures for testing, identifying problems, and tracking resolutions.

Perform maintenance and customer support functions for digital communication products to maintain the delivery of quality products that meet customer needs.

ITPC01.12

ITPC01.12.01 Analyze software technical support needs.

Sample Indicators

Identify maintenance and support requirements.

Apply information and data analysis techniques.

Define scope of work to meet customer support needs.

ITPC01.12.02 Employ customer service techniques and strategies.

Sample Indicators

Access needed information using appropriate reference materials.

Provide help to first line user-support personnel to answer user questions.

Provide troubleshooting for digital communication products.

Provide troubleshooting for hardware.

Perform system-tuning function.

Diagnose problems within system.

Perform technical functions required by customer/user.

Communicate and document technical support provided.

ITPC01.12.03 Perform product maintenance activities.

Sample Indicators

Follow organizational procedural in communicate and document maintenance tasks.

Identify and analyze problem.

Analyze and propose solutions.

Implement solutions in code and documentation.

Release software and documentation updates according to procedures.

ITPC01.13 Consider intellectual property issues when creating Web pages.

ITPC01.13.01 Explain the concept of intellectual property.

ITPC01.13.02 Differentiate between copyright and trademarks.

ITPC01.13.03 Describe the function of a non-disclosure agreement (NDA).

Information Technology Cluster Statements (Knowledge and Skill and Performance Elements); Information Technology Career Cluster Cluster Knowledge and Skill Statements (Foundation); Information Technology Cluster Information Support and Services Pathway Knowledge and Skill Statements; Information Technology Cluster Network Systems Pathway Knowledge and Skill Statements; Information Technology Cluster Web and Digital Communications Pathway Knowledge and Skill Statements; Information Technology Cluster Programming and Software Development Pathway Knowledge and Skill Statements are based in part on skill statements developed by Education Development Center, Inc., ITWorks! Ohio, the National Workforce Center for Emerging Technologies (formerly the Northwest Center for Emerging Technologies) and the World Organization of Webmasters (WOW).