

Applied Communication Arts Embedded Credit For Career & Tech students

The embedded credit concept is designed to align mathematics and language arts in a setting where students understand that it is needed in their future. This is real world. Academic and vocational integration is critical for both the high school and the career & tech school. The extra work to earn the “embedded” credit will add rigor to our career & tech programs and will most likely require homework for most of the students. The Applied Communication Arts credit will be awarded based on the development of a portfolio by the CTE student. Each section of the portfolio will have a scoring guide developed for it along with a system to determine an overall percentage for scoring. The following documents will be developed, graded and placed in each student’s portfolio as documentation for this embedded applied communications credit.

Portfolio Requirements

1. Prepare newsletter / brochure advertising your program area
2. Prepare a research paper using professional style format
3. Use job-related vocabulary
4. Write a job invoice or estimate sheet
5. Develop a PowerPoint presentation
6. Presentation of an idea, procedure or topic (outline required)
7. Follow a written procedure on a skill exercise
8. Write a minimum of eight (8) article reviews
9. Conduct a research project through technical manuals
10. Read and interpret technical documents and/or diagrams
11. Keep a log book to document procedures used to solve problems
12. Write up a purchase requisition (P.O.)
13. Write a cover letter
14. Prepare a resume (interview ready)
15. Write a business letter
16. Evaluate lectures, sales presentations, and/or informational presentations
17. Perform job skills demonstrations
18. Debate an issue (i.e. masonry block wall vs. poured in place concrete or health-related issue, computer-related etc.)
19. Present an idea to your supervisor or peers
20. Participate in a mock job interview
21. Demonstrate interpersonal skills when working with customers
22. Demonstrate professional communication (E-mail/phone)
23. Create an autobiography
24. Create a professional portfolio