

End of Course (EOC) Bank Blueprints

Media Arts

Table of Contents

Table of Contents.....	1
About Test Blueprints.....	2
Business of Arts and Communication.....	4
Media Arts Primer.....	5
Media Arts Writing.....	5
Digital Image Editing.....	7
Audio Broadcast.....	8
Motion Graphics.....	9
Audio Broadcast.....	10
Musical Engineering.....	11
Video Broadcast.....	12
Video Production.....	12
Photographic Composition.....	14
Photography Production.....	15
Multi-Media Web Production.....	16
Digital Cinema.....	17

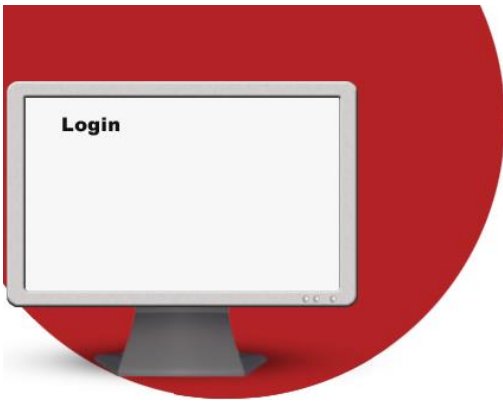
To learn more call 614-292-6869
or visit us at
cete.osu.edu/expertise/assessment



About Test Blueprints

Test blueprints are created to provide guidance to Subject Matter Experts (SMEs) during the item writing phase of test development. In addition, we believe that they can assist those instructors who did not participate in item writing (and administrators) to understand the broad content of the item bank. Items are formally allocated across a course outline in a three-step process*:

1. CETE psychometricians use a formula which assumes that all competencies within a course outline are *essential* and of equal importance to produce a suggested test blueprint for review by Ohio Department of Education program specialists and SMEs.
2. SMEs review the blueprint as a large group before item writing for a specific EOC test. There and in small groups, SMEs review the course outline and have the ability to make changes to the blueprint with a documented rationale based on their experience and expertise.
3. Any revisions during small group work must be approved by the larger panel of SMEs attending an item writing workshop, which is the last step and produces the final blueprint which is summarized in this document.



Test blueprints can provide high-level guidance to instructors on preparing students for testing. It is important to keep in mind that the blueprint is a tool that is used when developing the test item bank during initial item writing and test creation. As with all tests, the End-of-Course test forms are a sample of the item bank.

Interpreting the Blueprints

Test blueprints display the total number of test items SMEs planned to write to a particular *outcome* (as designated in the course outline created by the Ohio Department of Education Office of Career-Technical Education or by a vendor). The blueprint describes structure of the item bank which is the total pool of test items created. Final test forms of 40-items are created from the item bank.

* This newer process for producing test blueprints was implemented October 1, 2015. Item banks created prior to this date were completed under a different blueprint process and therefore we are looking backward to provide the structure of the item bank. As revisions are completed for those career fields, for example Information Technology (2017-18), the blueprint process used will be the newer model.

Learn more at cete.osu.edu/expertise/assessment

Media Arts
ODE Subject Code: 340001

Outcome#	Outcome Name	# Items Approved by SMEs
Strand 1. Business Operations/21st Century Skills		
1.01	Employability Skills	5.56
1.02	Leadership and Communications	3.33
1.03	Business Ethics and Law	3.33
1.04	Knowledge Management and Information Technology	3.33
1.05	Global Environment	3.33
1.06	Business Literacy	4.44
1.07	Entrepreneurship/Entrepreneurs	3.33
Strand 2. Design		
2.01	Art Elements and Design Principles	7.78
2.04	Visual Layouts	3.33
2.05	Typography	3.33
Strand 3. Written Content Creation		
3.01	Career-based Writing	5.56
3.02	Entertainment-based Writing	2.22
3.03	Fact-based Writing	3.33
3.04	Market-based Writing	2.22
Strand 4. Audio, Video, and Photo Imaging		
4.01	Science of Sound	3.33
4.02	Audio Capturing	4.44
4.05	Photography	5.56
4.06	Videography	4.44
Strand 5. Print Production Process.		
5.08	Binding and Finishing	4.44
Strand 6. Digital Design		
6.01	Content Management	4.44
6.05	Web Page Design	3.33
Strand 7. Performance		
7.01	Interrelationships	3.33
7.02	Genres	3.33
7.06	Music Elements	3.33
7.13	Costuming	3.33
7.14	Performance Demands	2.22
7.15	Rehearsal and Audition	3.33



Business of Arts and Communication

ODE Subject Code: 340006

Outcome #	Outcome Name	% Items Approved by SMEs
Strand 1. Business Operations/21st Century Skills		
1.01	Employability Skills	8.99
1.02	Leadership and Communications	3.37
1.03	Business Ethics and Law	4.49
1.04	Knowledge Management and Information Technology	1.12
1.05	Global Environment	2.25
1.06	Business Literacy	2.25
1.07	Entrepreneurship/Entrepreneurs	7.87
1.08	Operations Management	3.37
1.10	Sales and Marketing	1.12
1.11	Principles of Business Economics	3.37
Strand 2. Design		
2.01	Art Elements and Design Principles	3.37
2.02	Color Theory	5.62
2.03	Art Forms	4.49
2.04	Visual Layouts	3.37
Strand 3. Written Content Creation		
3.01	Career-based Writing	3.37
3.02	Entertainment-based Writing	2.25
3.04	Market-based Writing	1.12
Strand 5. Print Production Process.		
5.06	Digital Production Printing	1.12
Strand 7. Performance		
7.01	Interrelationships	4.49
7.02	Genres	3.37
7.04	Space, Time and Energy	2.25
7.11	Production Management	6.74
7.12	Production Design	14.61
7.13	Costuming	2.25
7.14	Performance Demands	3.37



Media Arts Primer
ODE Subject Code: 340110

Outcome #	Outcome Name	% Items Approved by SMEs
Strand 1. Business Operations/21st Century Skills		
1.01	Employability Skills	1.05
1.02	Leadership and Communications	1.05
1.03	Business Ethics and Law	2.11
1.04	Knowledge Management and Information Technology	1.05
1.10	Sales and Marketing	2.11
Strand 2. Design		
2.01	Art Elements and Design Principles	4.21
2.02	Color Theory	5.26
2.04	Visual Layouts	6.32
2.05	Typography	6.32
Strand 3. Written Content Creation		
3.01	Career-based Writing	4.21
3.02	Entertainment-based Writing	4.21
3.03	Fact-based Writing	8.42
3.04	Market-based Writing	4.21
Strand 4. Audio, Video, and Photo Imaging		
4.01	Science of Sound	4.21
4.02	Audio Capturing	6.32
4.05	Photography	10.53
4.06	Videography	9.47
4.07	Audio/Video Editing	5.26
Strand 6. Digital Design		
6.01	Content Management	9.47
6.02	Scanning	4.21

Media Arts Writing
ODE Subject Code: 340115



Outcome #	Outcome Name	% Items Approved by SMEs
Strand 1. Business Operations/21st Century Skills		
1.01	Employability Skills	3.23
1.02	Leadership and Communications	10.75
1.03	Business Ethics and Law	2.15
1.04	Knowledge Management and Information Technology	5.38
1.05	Global Environment	5.38
1.06	Business Literacy	4.30
1.07	Entrepreneurship/Entrepreneurs	2.15
1.1	Sales and Marketing	3.23
1.11	Principles of Business Economics	1.08
Strand 2. Design		
2.04	Visual Layouts	2.15
2.05	Typography	3.23
Strand 3. Written Content Creation		
3.01	Career-based Writing	7.53
3.02	Entertainment-based Writing	7.53
3.03	Fact-based Writing	16.13
3.04	Market-based Writing	12.90
Strand 6. Digital Design		
6.01	Content Management	3.23
6.05	Web Page Design	3.23
Strand 7. Performance		
7.02	Genres	4.30
7.14	Performance Demands	2.15



Digital Image Editing

ODE Subject Code: 340120

Outcome #	Outcome Name	% Items Approved by SMEs
Strand 1. Business Operations/21st Century Skills		
1.02	Leadership and Communications	4.55
1.03	Business Ethics and Law	5.68
1.04	Knowledge Management and Information Technology	4.55
1.05	Global Environment	3.41
1.06	Business Literacy	2.27
1.07	Entrepreneurship/Entrepreneurs	1.14
1.08	Operations Management	2.27
1.1	Sales and Marketing	2.27
Strand 2. Design		
2.01	Art Elements and Design Principles	6.82
2.02	Color Theory	7.95
2.03	Art Forms	5.68
2.04	Visual Layouts	5.68
2.05	Typography	10.23
Strand 3. Written Content Creation		
3.01	Career-based Writing	2.27
Strand 5. Print Production Process.		
5.01	File Preflight	2.27
5.05	Digital Print Methods	3.41
Strand 6. Digital Design		
6.01	Content Management	7.95
6.02	Scanning	4.55
6.03	Graphics	5.68
6.04	Animation	2.27
6.05	Web Page Design	5.68
Strand 7. Performance		
7.14	Performance Demands	3.41



Audio Broadcast

ODE Subject Code: 340130

Outcome #	Outcome Name	% Items Approved by SMEs
Strand 1. Business Operations/21st Century Skills		
1.01	Employability Skills	6.38
1.02	Leadership and Communications	3.19
1.03	Business Ethics and Law	4.26
1.04	Knowledge Management and Information Technology	2.13
1.05	Global Environment	2.13
1.06	Business Literacy	3.19
1.07	Entrepreneurship/Entrepreneurs	0.00
1.08	Operations Management	1.06
1.10	Sales and Marketing	4.26
Strand 3. Written Content Creation		
3.01	Career-based Writing	4.26
3.02	Entertainment-based Writing	4.26
3.03	Fact-based Writing	8.51
3.04	Market-based Writing	4.26
Strand 4. Audio, Video, and Photo Imaging		
4.01	Science of Sound	4.26
4.02	Audio Capturing	7.45
4.03	Audio Operations	3.19
4.07	Audio/Video Editing	4.26
Strand 6. Digital Design		
6.01	Content Management	4.26
6.05	Web Page Design	2.13
Strand 7. Performance		
7.01	Interrelationships	3.19
7.02	Genres	4.26
7.06	Music Elements	2.13
7.08	Musical Performance	4.26
7.11	Production Management	5.32
7.14	Performance Demands	4.26
7.15	Rehearsal and Audition	3.19



Motion Graphics

ODE Subject Code: 340125

Outcome #	Outcome Name	% Items Approved by SMEs
Strand 1. Business Operations/21st Century Skills		
1.01	Employability Skills	7.69
1.02	Leadership and Communications	2.20
1.04	Knowledge Management and Information Technology	2.20
1.05	Global Environment	2.20
1.06	Business Literacy	2.20
1.07	Entrepreneurship/Entrepreneurs	1.10
1.1	Sales and Marketing	0.00
Strand 2. Design		
2.01	Art Elements and Design Principles	2.20
2.02	Color Theory	16.48
2.04	Visual Layouts	3.30
2.05	Typography	2.20
Strand 3. Written Content Creation		
3.01	Career-based Writing	6.59
3.04	Market-based Writing	1.10
Strand 4. Audio, Video, and Photo Imaging		
4.05	Photography	3.30
4.07	Audio/Video Editing	6.59
Strand 6. Digital Design		
6.01	Content Management	5.49
6.02	Scanning	4.40
6.03	Graphics	4.40
6.04	Animation	10.99
6.05	Web Page Design	15.38



Audio Broadcast

ODE Subject Code: 340130

Outcome #	Outcome Name	% Items Approved by SMEs
Strand 1. Business Operations/21st Century Skills		
1.01	Employability Skills	6.38
1.02	Leadership and Communications	3.19
1.03	Business Ethics and Law	4.26
1.04	Knowledge Management and Information Technology	2.13
1.05	Global Environment	2.13
1.06	Business Literacy	3.19
1.07	Entrepreneurship/Entrepreneurs	0.00
1.08	Operations Management	1.06
1.1	Sales and Marketing	4.26
Strand 3. Written Content Creation		
3.01	Career-based Writing	4.26
3.02	Entertainment-based Writing	4.26
3.03	Fact-based Writing	8.51
3.04	Market-based Writing	4.26
Strand 4. Audio, Video, and Photo Imaging		
4.01	Science of Sound	4.26
4.02	Audio Capturing	7.45
4.03	Audio Operations	3.19
4.07	Audio/Video Editing	4.26
Strand 6. Digital Design		
6.01	Content Management	4.26
6.05	Web Page Design	2.13
Strand 7. Performance		
7.01	Interrelationships	3.19
7.02	Genres	4.26
7.06	Music Elements	2.13
7.08	Musical Performance	4.26
7.11	Production Management	5.32
7.14	Performance Demands	4.26
7.15	Rehearsal and Audition	3.19



Musical Engineering

ODE Subject Code: 340135

Outcome #	Outcome Name	% Items Approved by SMEs
Strand 1. Business Operations/21st Century Skills		
1.01	Employability Skills	3.13
1.02	Leadership and Communications	3.13
1.03	Business Ethics and Law	5.21
1.04	Knowledge Management and Information Technology	3.13
1.05	Global Environment	2.08
1.06	Business Literacy	2.08
1.07	Entrepreneurship/Entrepreneurs	1.04
1.08	Operations Management	4.17
1.09	Financial Management	3.13
1.10	Sales and Marketing	1.04
Strand 3. Written Content Creation		
3.01	Career-based Writing	2.08
3.04	Market-based Writing	3.13
Strand 4. Audio, Video, and Photo Imaging		
4.01	Science of Sound	9.38
4.02	Audio Capturing	15.63
4.03	Audio Operations	10.42
4.07	Audio/Video Editing	5.21
Strand 6. Digital Design		
6.01	Content Management	4.17
6.05	Web Page Design	3.13
7.06	Music Elements	6.25
Strand 7. Performance		
7.07	Musical Symbols	4.17
7.08	Musical Performance	5.21
7.09	Musical Composition	3.13



Video Broadcast
ODE Subject Code: 340140

Outcome #	Outcome Name	% Items Approved by SMEs
Strand 1. Business Operations/21st Century Skills		
1.01	Employability Skills	6.19
1.02	Leadership and Communications	2.06
1.03	Business Ethics and Law	3.09
1.04	Knowledge Management and Information Technology	1.03
1.05	Global Environment	1.03
1.06	Business Literacy	1.03
1.07	Entrepreneurship/Entrepreneurs	1.03
1.08	Operations Management	1.03
1.09	Financial Management	2.06
Strand 2. Design		
2.05	Typography	2.06
Strand 3. Written Content Creation		
3.01	Career-based Writing	3.09
3.02	Entertainment-based Writing	4.12
3.03	Fact-based Writing	5.15
3.04	Market-based Writing	3.09
Strand 4. Audio, Video, and Photo Imaging		
4.01	Science of Sound	4.12
4.02	Audio Capturing	5.15
4.03	Audio Operations	5.15
4.04	Lighting	7.22
4.05	Photography	4.12
4.06	Videography	16.49
4.07	Audio/Video Editing	8.25
Strand 6. Digital Design		
6.01	Content Management	2.06
6.02	Scanning	1.03
6.03	Graphics	1.03
Strand 7. Performance		
7.11	Production Management	6.19
7.15	Rehearsal and Audition	3.09

Video Production
ODE Subject Code: 340145



Outcome #	Outcome Name	% Items Approved by SMEs
Strand 1. Business Operations/21st Century Skills		
1.01	Employability Skills	2.20
1.02	Leadership and Communications	2.20
1.03	Business Ethics and Law	3.30
1.04	Knowledge Management and Information Technology	1.10
1.05	Global Environment	2.20
1.06	Business Literacy	1.10
1.07	Entrepreneurship/Entrepreneurs	2.20
1.08	Operations Management	2.20
1.09	Financial Management	2.20
1.1	Sales and Marketing	1.10
1.11	Principles of Business Economics	1.10
Strand 2. Design		
2.01	Art Elements and Design Principles	1.10
2.02	Color Theory	1.10
2.04	Visual Layouts	2.20
Strand 3. Written Content Creation		
3.01	Career-based Writing	3.30
3.02	Entertainment-based Writing	2.20
3.04	Market-based Writing	1.10
Strand 4. Audio, Video, and Photo Imaging		
4.01	Science of Sound	4.40
4.02	Audio Capturing	9.89
4.03	Audio Operations	4.40
4.04	Lighting	6.59
4.05	Photography	6.59
4.06	Videography	10.99
4.07	Audio/Video Editing	4.40
Strand 6. Digital Design		
6.01	Content Management	6.59
6.02	Scanning	1.10
Strand 7. Performance		
7.02	Genres	1.10
7.11	Production Management	10.99
7.15	Rehearsal and Audition	1.10



Photographic Composition

ODE Subject Code: 340150

Outcome #	Outcome Name	% Items Approved by SMEs
Strand 1. Business Operations/21st Century Skills		
1.01	Employability Skills	4.30
1.02	Leadership and Communications	3.23
1.03	Business Ethics and Law	4.30
1.04	Knowledge Management and Information Technology	4.30
1.05	Global Environment	1.08
1.06	Business Literacy	3.23
1.07	Entrepreneurship/Entrepreneurs	5.38
1.08	Operations Management	2.15
1.1	Sales and Marketing	3.23
Strand 2. Design		
2.01	Art Elements and Design Principles	10.75
2.02	Color Theory	8.60
2.03	Art Forms	2.15
2.04	Visual Layouts	4.30
Strand 3. Written Content Creation		
3.01	Career-based Writing	1.08
3.04	Market-based Writing	1.08
Strand 4. Audio, Video, and Photo Imaging		
4.04	Lighting	4.30
4.05	Photography	24.73
5.02	File Output	1.08
Strand 6. Digital Design		
6.01	Content Management	3.23
6.02	Scanning	3.23
6.05	Web Page Design	3.23
Strand 7. Performance		
7.02	Genres	1.08



Photography Production

ODE Subject Code: 340155

Outcome #	Outcome Name	% Items Approved by SMEs
Strand 1. Business Operations/21st Century Skills		
1.02	Leadership and Communications	1.10
1.03	Business Ethics and Law	3.30
Strand 2. Design		
2.02	Color Theory	12.09
2.04	Visual Layouts	1.10
Strand 3. Written Content Creation		
3.04	Market-based Writing	1.10
Strand 4. Audio, Video, and Photo Imaging		
4.04	Lighting	13.19
4.05	Photography	42.86
Strand 5. Print Production Process.		
5.02	File Output	6.59
5.04	Printed Images	4.40
Strand 6. Digital Design		
6.01	Content Management	1.10
6.02	Scanning	5.49
6.03	Graphics	1.10
6.05	Web Page Design	1.10
Strand 7. Performance		
7.02	Genres	3.30
7.14	Performance Demands	2.20



Multi-Media Web Production

ODE Subject Code: 340160

Outcome #	Outcome Name	% Items Approved by SMEs
Strand 1. Business Operations/21st Century Skills		
1.01	Employability Skills	2.25
1.02	Leadership and Communications	4.49
1.03	Business Ethics and Law	2.25
1.04	Knowledge Management and Information Technology	5.62
1.05	Global Environment	2.25
1.06	Business Literacy	3.37
1.07	Entrepreneurship/Entrepreneurs	3.37
1.1	Sales and Marketing	1.12
1.11	Principles of Business Economics	1.12
Strand 2. Design		
2.01	Art Elements and Design Principles	2.25
2.02	Color Theory	2.25
2.03	Art Forms	3.37
2.04	Visual Layouts	4.49
2.05	Typography	4.49
Strand 3. Written Content Creation		
3.01	Career-based Writing	2.25
3.03	Fact-based Writing	2.25
Strand 4. Audio, Video, and Photo Imaging		
4.02	Audio Capturing	1.12
4.03	Audio Operations	3.37
4.05	Photography	4.49
4.06	Videography	1.12
4.07	Audio/Video Editing	5.62
Strand 6. Digital Design		
6.01	Content Management	4.49
6.02	Scanning	2.25
6.03	Graphics	5.62
6.04	Animation	6.74
6.05	Web Page Design	17.98



Digital Cinema

ODE Subject Code: 340165

Outcome #	Outcome Name	% Items Approved by SMEs
Strand 1. Business Operations/21st Century Skills		
1.01	Employability Skills	1.04
1.02	Leadership and Communications	1.04
1.03	Business Ethics and Law	4.17
1.04	Knowledge Management and Information Technology	1.04
1.05	Global Environment	1.04
1.06	Business Literacy	1.04
1.07	Entrepreneurship/Entrepreneurs	3.13
1.10	Sales and Marketing	1.04
Strand 2. Design		
2.05	Typography	1.04
Strand 3. Written Content Creation		
3.01	Career-based Writing	2.08
3.02	Entertainment-based Writing	3.13
3.04	Market-based Writing	3.13
Strand 4. Audio, Video, and Photo Imaging		
4.01	Science of Sound	3.13
4.02	Audio Capturing	12.50
4.03	Audio Operations	2.08
4.04	Lighting	11.46
4.06	Videography	15.63
4.07	Audio/Video Editing	12.50
Strand 6. Digital Design		
6.01	Content Management	3.13
6.02	Scanning	3.13
Strand 7. Performance		
7.01	Interrelationships	2.08
7.11	Production Management	8.33
7.13	Costuming	3.13

