# Common Career Technical Core Web & Digital Communications Pathway

|  |  |  |  |
| --- | --- | --- | --- |
| **Student name:** |  | **Graduation Date:** |  |

Course Description: To be taught in all courses in the approved pathway.

Directions:The following competencies are required for full approval of this course. Check the appropriate number to indicate the level of competency reached for learner evaluation.

**RATING SCALE:**

4. Exemplary Achievement: Student possesses outstanding knowledge, skills or professional attitude.

3. Proficient Achievement:Student demonstrates good knowledge, skills or professional attitude. Requires limited supervision.

2. Limited Achievement:Student demonstrates fragmented knowledge, skills or professional attitude. Requires close supervision.

1. Inadequate Achievement:Student lacks knowledge, skills or professional attitude.

0. No Instruction/Training:Student has not received instruction or training in this area.

## Benchmark 1: Career REady Standards

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 1.1 | Act as a responsible and contributing citizen and employee. |  |
| 1.2 | Apply appropriate academic and technical skills. |  |
| 1.3 | Attend to personal health and financial well-being. |  |
| 1.4 | Communicate clearly, effectively and with reason. |  |
| 1.5 | Consider the environmental,social and economic impacts of decisions. |  |
| 1.6 | Demonstrate creativity and innovation. |  |
| 1.7 | Employ valid and reliable research strategies. |  |
| 1.8 | Utilize critical thinking to make sense of problems and persevere in solving them. |  |
| 1.9 | Model integrity, ethical leadership and effective management. |  |
| 1.10 | Plan education and career path aligned to personal goals. |  |
| 1.11 | Use technology to enhance productivity. |  |
| 1.12 | Work productively in teams while using cultural/global competence. |  |

## Benchmark 2: Information Technology Career Cluster

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 2.1 | Demonstrate effective professional communication skills and practices that enable positive customer relationships. |  |
| 2.2 | Use product or service design processes and guidelines to produce a quality information technology (IT) product or service. |  |
| 2.3 | Demonstrate the use of cross-functional teams in achieving IT project goals. |  |
| 2.4 | Demonstrate positive cyber citizenry by applying industry accepted ethical practices and behaviors. |  |
| 2.5 | Explain the implications of IT on business development. |  |
| 2.6 | Describe trends in emerging and evolving computer technologies and their influence on IT practices. |  |
| 2.7 | Perform standard computer backup and restore procedures to protect IT information. |  |
| 2.8 | Recognize and analyze potential IT security threats to develop and maintain security requirements. |  |
| 2.9 | Describe quality assurance practices and methods employed in producing and providing quality IT products and services. |  |
| 2.10 | Describe the use of computer forensics to prevent and solve information technology crimes and security breaches. |  |
| 2.11 | Demonstrate knowledge of the hardware components associated with information systems. |  |
| 2.12 | Demonstrate knowledge of the hardware components associated with information systems. |  |

## Benchmark 3: Web and Digital Communications Career Pathways

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 3.1 | Analyze customer requirements to design and develop a web or digital communication product. |  |
| 3.2 | Apply the design and development process to produce user-focused web and digital communications solutions. |  |
| 3.3 | Write product specifications that define the scope of work aligned to customer requirements. |  |
| 3.4 | Demonstrate the effective use of tools for digital communication production, development and project management. |  |
| 3.5 | Develop, administer and maintain web applications. |  |
| 3.6 | Design, create and publish a digital communication product based on customer needs. |  |
| 3.7 | Evaluate the functionality of a digital communication product using industry accepted techniques and metrics. |  |
| 3.8 | Implement quality assurance processes to deliver quality digital communication products and services. |  |
| 3.9 | Perform maintenance and customer support functions for digital communication products. |  |
| 3.10 | Comply with intellectual property laws, copyright laws and ethical practices when creating web/digital communications. |  |

I certify that the student has received training in the areas indicated.

Instructor Signature:

For more information, contact:

CTE Pathways Help Desk

(785) 296-4908

[pathwayshelpdesk@ksde.org](mailto:pathwayshelpdesk@ksde.org)



900 S.W. Jackson Street, Suite 102

Topeka, Kansas 66612-1212

[https://www.ksde.org](https://www.ksde.org/)

The Kansas State Department of Education does not discriminate on the basis of race, color, national origin, sex, disability or age in its programs and activities and provides equal access to any group officially affiliated with the Boy Scouts of America and other designated youth groups. The following person has been designated to handle inquiries regarding the nondiscrimination policies: KSDE General Counsel, Office of General Counsel, KSDE, Landon State Office Building, 900 S.W. Jackson, Suite 102, Topeka, KS 66612, (785) 296-3201.