

<i>Proclamation 2020</i> Breakouts to the Texas Essential Knowledge and Skills (TEKS): Student/Teacher Material	
Subject	Chapter 110. Texas Essential Knowledge and Skills for English Language Arts and Reading
Subchapter	Subchapter C. High School
Course	§110.49. Visual Media Analysis and Production (One-Half Credit)
(a) Introduction	
<p>(1) High school students enrolled in Visual Media Analysis and Production will interpret various media forms for a variety of purposes. In addition, students will critique and analyze the significance of visual representations and learn to produce media messages that communicate with others.</p> <p>(2) For high school students whose first language is not English, the students' native language serves as a foundation for English language acquisition and language learning.</p> <p>(3) Statements that contain the word "including" reference content that must be mastered, while those containing the phrase "such as" are intended as possible illustrative examples.</p> <p>(4) The essential knowledge and skills as well as the student expectations for Visual Media Analysis and Production, an elective course, are described in subsection (b) of this section.</p>	
(b) Knowledge and Skills.	

Knowledge and Skills Statement	Student Expectation	Breakout
(1) The student recognizes/interprets visual representations as they apply to visual media. The student is expected to:	(A) identify the historical development of visual media	(i) identify the historical development of visual media
(1) The student recognizes/interprets visual representations as they apply to visual media. The student is expected to:	(B) distinguish the purposes of various media forms such as information, entertainment, and persuasion	(i) distinguish the purposes of various media forms
(1) The student recognizes/interprets visual representations as they apply to visual media. The student is expected to:	(C) recognize strategies used by media to inform, persuade, entertain, and transform culture such as advertising, perpetuation of stereotypes, use of visual representations, special effects, and language	(i) recognize strategies used by media to inform culture
(1) The student recognizes/interprets visual representations as they apply to visual media. The student is expected to:	(C) recognize strategies used by media to inform, persuade, entertain, and transform culture such as advertising, perpetuation of stereotypes, use of visual representations, special effects, and language	(ii) recognize strategies used by media to persuade culture
(1) The student recognizes/interprets visual representations as they apply to visual media. The student is expected to:	(C) recognize strategies used by media to inform, persuade, entertain, and transform culture such as advertising, perpetuation of stereotypes, use of visual representations, special effects, and language	(iii) recognize strategies used by media to entertain culture
(1) The student recognizes/interprets visual representations as they apply to visual media. The student is expected to:	(C) recognize strategies used by media to inform, persuade, entertain, and transform culture such as advertising, perpetuation of stereotypes, use of visual representations, special effects, and language	(iv) recognize strategies used by media to transform culture

Knowledge and Skills Statement	Student Expectation	Breakout
(2) The student analyzes and critiques the significance of visual representations. The student is expected to:	(A) evaluate the persuasive techniques of media messages such as glittering generalities, associations with personalities, logical fallacies, and use of symbols	(i) evaluate the persuasive techniques of media messages
(2) The student analyzes and critiques the significance of visual representations. The student is expected to:	(B) compare and contrast media with other art forms	(i) compare and contrast media with other art forms
(2) The student analyzes and critiques the significance of visual representations. The student is expected to:	(C) analyze techniques used in visual media	(i) analyze techniques used in visual media
(2) The student analyzes and critiques the significance of visual representations. The student is expected to:	(D) explore the emotional and intellectual effects of visual media on viewers	(i) explore the emotional effects of visual media on viewers
(2) The student analyzes and critiques the significance of visual representations. The student is expected to:	(D) explore the emotional and intellectual effects of visual media on viewers	(ii) explore the intellectual effects of visual media on viewers

Knowledge and Skills Statement	Student Expectation	Breakout
(2) The student analyzes and critiques the significance of visual representations. The student is expected to:	(E) recognize how visual and sound techniques convey messages in media such as special effects, editing, camera angles, reaction shots, sequencing, and music	(i) recognize how visual techniques convey messages in media
(2) The student analyzes and critiques the significance of visual representations. The student is expected to:	(E) recognize how visual and sound techniques convey messages in media such as special effects, editing, camera angles, reaction shots, sequencing, and music	(ii) recognize how sound techniques convey messages in media
(3) The student produces visual representations that communicate with others. The student is expected to:	(A) use a variety of forms and technologies to communicate specific messages	(i) use a variety of forms to communicate specific messages
(3) The student produces visual representations that communicate with others. The student is expected to:	(A) use a variety of forms and technologies to communicate specific messages	(ii) use a variety of technologies to communicate specific messages
(3) The student produces visual representations that communicate with others. The student is expected to:	(B) use a range of techniques to create a media text and reflect critically on the work produced	(i) use a range of techniques to create a media text
(3) The student produces visual representations that communicate with others. The student is expected to:	(B) use a range of techniques to create a media text and reflect critically on the work produced	(ii) reflect critically on the work produced
(3) The student produces visual representations that communicate with others. The student is expected to:	(C) study the relationship between subject matter and choice of media for presenting that subject	(i) study the relationship between subject matter and choice of media for presenting that subject