



Career & Technology

Bimm (Business Image Management and Multimedia)I

Unit Name					
Academic Alignment with TEKS	CTE TEKS	Content/Vocabulary	Guiding Questions	Activities	Resources and Web links
ELA 110.42.b.14-21 110.43.b.14-21 110.44.b.14-21 110.45.b.14-21 Math 111.35.b.1 111.32.a.1 Science 112.43.c.2 Social Studies 113.32.c.8 113.32.c.25	TEKS (1) The student demonstrates proficiency in developing professional oral and visual communication skills.	Internet Download Upload Microsoft Word Microsoft Excel Chart wizard Pie chart Bar graph Line chart Search Engine	(A) translate and interpret audio and visual materials such as charts, graphs, pictures, and maps for use in production development; and (B) design and make audio-visual business presentations, including: (i) sales; (ii) reports; (iii) proposals; and (iv) demonstrations.	Project Listening Sheets Country Web Project Breakfast Cereal Project Ad Campaign Project & Proposal Presentation “How to” Demonstration Project	http://office.microsoft.com
ELA 110.42.b.14-21 110.43.b.14-21 110.44.b.14-21 110.45.b.14-21 Math N/A	TEKS (2) The student researches and develops a presentation addressing a changing business environment. The	Microsoft PowerPoint Wikis Blog	(A) research the impact of technology on business; (B) research the effects of a changing business environment; and	“Technology in Business” PowerPoint Project Current Events Blog	



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<p>Science 112.43.c.2-3</p> <p>Social Studies 113.32.c.25</p>	<p>student is expected to:</p>		<p>(C) develop a factual multimedia presentation based on research data.</p>	<p>Country Web Project</p> <p>Public Service Announcement</p>	
<p>ELA 110.42.b.14-21 110.43.b.14-21 110.44.b.14-21 110.45.b.14-21</p> <p>Math N/A</p> <p>Science 112.43.c.2-3</p> <p>Social Studies 113.32.c.24 113.32.c.26</p>	<p>TEKS</p> <p>(3) The student demonstrates use of a presentation system. The student is expected to:</p>	<p>Microsoft PowerPoint Web page Worldwide web Domain names Web browser Web design hierarchical web site structure random web site structure linear web site structure HTML Cascading Style Sheets Adobe Photoshop Layer Palette Photo story GIMP Microsoft Publisher YouTube Adobe Flash Podcast Audacity Template</p>	<p>(A) identify the components and types of multimedia presentations;</p> <p>(B) analyze the effectiveness of layout, color, special effects, and media objects in text documents and multimedia presentations;</p> <p>(C) import graphics, sound, and video objects into text documents and presentations, using CD-ROM, World Wide Web, and other on-line services with appropriate supervision;</p> <p>(D) apply the appropriate medium</p>	<p>Holiday Web Project</p> <p>Country Web Project</p> <p>ieclass lessons and labs</p> <p>Dot races</p> <p>Animated Cartoon Project</p> <p>Public Service Announcement Project with podcast</p>	<p>www.ieclass.com</p>



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			<p>for documents and presentations;</p> <p>(E) implement workplace standard technology for multimedia presentations;</p> <p>(F) integrate media devices into document and presentation preparation; and</p> <p>(G) research a topic and produces a multimedia presentation.</p>		
<p>ELA 110.42.b.4 110.43.b.4 110.44.b.4 110.45.b.4</p> <p>Math N/A</p> <p>Science 112.43.c.2</p> <p>Social Studies 113.32.c.26</p>	<p>TEKS</p> <p>(4) The student demonstrates image management procedures. The student is expected to:</p>	<p>Photo Story Adobe Photoshop Adobe Flash Microsoft Paint</p>	<p>(A) identify and demonstrate image management procedures;</p> <p>(B) analyze the cost and availability of integrating image management technology; and</p> <p>(C) manipulate text, graphics, and other electronic images for business document production.</p>	<p>Coloring a Photograph Lesson (PS)</p> <p>Photo Collage Lesson (PS)</p> <p>Winterizing a Photograph (PS)</p> <p>Photo story Project</p> <p>Stained Glass Lesson (PS)</p>	<p>BIMM Bedazzled Lessons</p> <p>Multimedia Madness Lesson</p> <p>10 Photoshop Lessons</p>



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<p>ELA 110.42.b.1-8 110.43.b.1-8 110.44.b.1-8 110.45.b.1-8</p> <p>Math N/A</p> <p>Science 112.43.c.1-2</p> <p>Social Studies N/A</p>	<p>TEKS</p> <p>(5) The student applies a publishing system. The student is expected to:</p>	<p>Microsoft Publisher Adobe Photoshop</p>	<p>(A) adhere to workplace standard technology for publishing; and</p> <p>(B) produce documents using advanced standards and styles of publishing, including:</p> <ul style="list-style-type: none"> (i) watermarks; (ii) mastheads; (iii) perspectives; (iv) special effects; and (v) transformation; and <p>(C) demonstrate the use of various electronic publishing systems, including:</p> <ul style="list-style-type: none"> (i) web publishing; and (ii) desktop publishing 	<p>.</p>	
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<p>ELA 110.42.b.14-21 110.43.b.14-21 110.44.b.14-21 110.45.b.14-21</p> <p>Math N/A</p> <p>Science 112.43.c.2-3</p> <p>Social Studies 113.32.c.8 113.32.c.24-26</p>	<p>TEKS</p> <p>6) The student researches the impact of the legal system on business. The student is expected to:</p>	<p>Copyright laws Public domain Computer ethics Computer piracy Computer privacy Social Networking Computer Security Plagiarism Computer hacking Password security Acceptable Use Policy</p>	<p>(A) utilize current technology in developing and managing legal documents;</p> <p>(B) compare and contrast common law, statutory law, and agency regulations;</p> <p>(C) relate ethical and social attitudes to changes that occur in the law;</p> <p>(D) specify the steps in a civil and criminal lawsuit;</p> <p>(E) distinguish between the laws that apply to retail and commercial sales, for example, Uniform Commercial Code and Deceptive Trade Practices Act;</p> <p>(F) identify the people with legal responsibility</p>	<p>ieclass lessons</p> <p>Business Ethics Research Project</p> <p>Business Law Lesson and exercises</p>	<p>www.ieclass.com</p> <p>http://www.econedlink.org/lessons/</p> <p>http://www.sba.gov</p>



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			<p>for the acts (civil and criminal) of the business organization;</p> <p>(G) evaluate the facts of a contract dispute;</p> <p>(H) explain the elements of legal contracts and negotiable instruments;</p> <p>(I) identify federal and state legislation pertaining to computer crime, fraud, and abuse; and</p> <p>(J) identify federal and state trademark and copyright laws pertaining to hardware and software.</p>		
	<p><i>Source: The provisions of this §120.45 adopted to be effective September 1, 1998, 22 TexReg 4985.</i></p>				