

MBA Research Comparison of Standards

BPA: Digital Communication and Design

compared to MBA Research Standards

(400) Fundamental Desktop Publishing (S | PS)

Business Professionals of America	MBA Research Standards	LAP
Demonstrate proficiency in using desktop publishing software to create a variety of business publication	NF:038 Demonstrate basic desktop publishing functions to prepare promotional materials	
Apply principles of design and rules for proper layout in developing business publications	PR:222 Describe the elements of design PR:251 Explain the importance of coordinating elements in advertisements	
Create and edit documents using desktop publishing applications	NF:038 Demonstrate basic desktop publishing functions to prepare promotional materials	
Use principles of design, layout, and typography in presentation of text	PR:222 Describe the elements of design PR:251 Explain the importance of coordinating elements in advertisements	
Create multipage and multicolumn documents	NF:007 Demonstrate basic word-processing skills NF:122 Demonstrate advanced word-processing skills	
Create a desktop publication which may include graphics in the form of illustrations, clipart, boxes, shading, and lines	NF:038 Demonstrate basic desktop publishing functions to prepare promotional materials	
Generate a variety of documents including flyers, bulletins, proposals, business cards, brochures, presentation handouts, etc.	NF:038 Demonstrate basic desktop publishing functions to prepare promotional materials PR:420 Develop promotional brochures	

(405) Fundamentals of Web Design (S|PS)

Business Professionals of America	MBA Research Standards	LAP
Demonstrate a knowledge of tags		
Demonstrate knowledge of format and font (CSS)		
Demonstrate knowledge of HTML5 and CSS3		
Demonstrate knowledge of W3C Accessibility Standards		
Demonstrate knowledge of Cross Browser Capability		
Demonstrate knowledge of tables and table attributes		
Demonstrate knowledge of image tags and image attributes	NF:131 Utilize imaging software	
Demonstrate knowledge of hyperlinks and hyperlink attributes		

(410) Graphic Design Promotion (S|PS)

Business Professionals of America	MBA Research Standards	LAP
Demonstrate knowledge of graphic design and rules for layout	PR:014 Explain the components of advertisements PR:222 Describe the elements of design PR:251 Explain the importance of coordinating elements in advertisements	
Demonstrate effective use of color, lines, text, graphics, shapes, etc.	PR:251 Explain the importance of coordinating elements in advertisements	
Demonstrate the ability to present ideas to prospective customers illustrating reasoning and logic for the theme		
Use principles of design, layout, and typography in graphic design	PR:251 Explain the importance of coordinating elements in advertisements PR:295 Discuss the nature of typography	
Use appropriate artwork and design techniques to effectively illustrate a theme	PR:251 Explain the importance of coordinating elements in advertisements	
Apply technical skills to manipulate graphics, artwork, and image	NF:131 Utilize imaging software	

(415) Digital Publishing (S|PS)

Business Professionals of America	MBA Research Standards	LAP
Demonstrate expertise in desktop publishing to create a variety of business publications for web, print, and mobile devices	NF:032 Create and post basic web page NF:131 Utilize imaging software	
Apply principles of design and rules for proper layout in developing business publications for multiple screens and printing situations	PR:251 Explain the importance of coordinating elements in advertisements	
Create and edit documents using Adobe Illustrator, Adobe Photoshop, and/or Adobe InDesign	NF:131 Utilize imaging software	
Demonstrate color management	PR:251 Explain the importance of coordinating elements in advertisements	
Use principles of design, layout, and typography in presentation of text	PR:251 Explain the importance of coordinating elements in advertisements	
Demonstrate an in-depth knowledge of typography such as leading, kerning, tracking, and appropriate font choice	PR:251 Explain the importance of coordinating elements in advertisements PR:295 Discuss the nature of typography	
Create multipage and multicolumn documents	NF:007 Demonstrate basic word-processing skills NF:122 Demonstrate advanced word-processing skills	
Create a desktop publication that includes graphics in the form of illustrations, shapes shading and layers	NF:131 Utilize imaging software	
Create viewable interactive documents on devices and/or a PDF file(s)	NF:038 Demonstrate basic desktop publishing functions to prepare promotional materials	
Incorporate video into desktop publishing documents for devices and multiple screens	NF:131 Utilize imaging software	
Generate a variety of documents including flyers, bulletins, proposals, business cards, brochures, digital publications, interactive documents, presentation handouts, etc.	NF:038 Demonstrate basic desktop publishing functions to prepare promotional materials PR:420 Develop promotional brochures	

(420) Digital Media Production (S|PS)

Business Professionals of America	MBA Research Standards	LAP
Demonstrate an understanding of developing for a target audience	MP:004 Identify market segments MP:005 Select target market MP:029 Describe the nature of target marketing in marketing communications PR:333 Identify strategies for attracting targeted audience to website	
Demonstrate utilization of various software applications		
Demonstrate knowledge of digital media	PR:262 Assess marketing promotional content in digital media	
Demonstrate knowledge of graphic design including color, animation, audio, and video	PR:222 Describe the elements of design	

(425) Computer Modeling (S)

Business Professionals of America	MBA Research Standards	LAP
Develop a profile for a given character, environment, or non-organic object within the specified parameters		
Demonstrate development of model through research, concept art, and prototypes		
Demonstrate application of finishes and lighting, and texturing techniques		
Make formal geometric constructions with a variety of tools and methods		
Use geometric shapes, their measures, and their properties to describe objects (e.g., modeling a tree trunk or a human torso as a cylinder)		
Apply geometric methods to solve design problems		
Apply knowledge of software, equipment, and skills related to 3D art generation	NF:131 Utilize imaging software	
Utilize research skills; research to build and present knowledge	CO:054 Identify sources that provide relevant, valid written material NF:077 Assess information needs NF:078 Obtain needed information efficiently NF:079 Evaluate quality and source of information	
Demonstrate artistic techniques to support a clear scenario or prompt		
Demonstrate knowledge of copyright laws	BL:051 Describe methods used to protect intellectual property EN:044 Describe the use of business ethics in entrepreneurship	LAP-EN-044

(425) Computer Modeling (S) (cont'd)

Business Professionals of America	MBA Research Standards	LAP
Demonstrate professional presentation skills	CO:025 Make oral presentations IM:386 Prepare and use presentation software to support reports NF:195 Prepare materials for presentations NF:216 Translate research findings into actionable business recommendations	LAP-CO-025
Demonstrate work skills needed to function as a 3D Artist		

(430) Video Production Team (S|PS)

Business Professionals of America	MBA Research Standards	LAP
Apply knowledge of software, equipment, and skills related to video production	NF:099 Explain how to effectively incorporate video into multimedia PR:366 Explain the use of video/images for digital marketing	
Utilize video editing applications	NF:131 Utilize imaging software	
Develop a story line using a storyboard and outline		
Demonstrate scripting techniques to present a clear overall message		
Apply basic camera techniques, including various camera shots		
Demonstrate knowledge of lighting techniques		
Perform nonlinear editing techniques utilizing various editing tools		
Demonstrate knowledge of transitions and audio editing techniques		
Demonstrate proper use in placement of title and visual effects		
Demonstrate teamwork skills needed to function in a video editing environment	EI:045 Participate as a team member EI:059 Motivate team members OP:230 Coordinate work with that of team members	LAP-EI-045 LAP-EI-059

(435) Website Design Team (S|PS)

Business Professionals of America	MBA Research Standards	LAP
Apply technical skills in website design	NF:138 Support and maintain a multimedia website PR:328 Explain website-development process	
Demonstrate knowledge of Internet concepts	EC:111 Describe the impact of electronic communications tools on global business activities IM:289 Describe data-collection methods (e.g., observations, mail diaries, telephone, Internet, discussion groups, interviews, scanners, tracking tools) NF:042 Create and post basic web page NF:086 Describe the scope of the Internet	LAP-IM-017
Evaluate and delegate responsibilities needed to perform required tasks	HR:386 Delegate work to others SM:066 Discuss managerial considerations in directing	LAP-SM-066
Demonstrate teamwork skills needed to function in a business setting	EI:045 Participate as a team member EI:059 Motivate team members OP:230 Coordinate work with that of team members	LAP-EI-045 LAP-EI-059
Demonstrate knowledge of site, content, graphics, layout, browser capabilities and more	NF:006 Demonstrate basic web-search skills NF:042 Create and post basic web page PJ:040 Determine site layout	
Demonstrate awareness of requirements of target audience	CO:084 Employ communication styles appropriate to target audience PR:333 Identify strategies for attracting targeted audience to website	
Demonstrate awareness of accessibility concerns	PJ:026 Determine accessibility needs	

(435) Website Design Team (S|PS) (cont'd)

Business Professionals of America	MBA Research Standards	LAP
Provide easy access to multiple search sites	NF:006 Demonstrate basic web-search skills	
Demonstrate knowledge of navigational scheme		
Demonstrate knowledge of navigational scheme		
Utilize graphics and multimedia	NF:138 Support and maintain a multimedia website PR:251 Explain the importance of coordinating elements in advertisements	
Demonstrate skill sets in building site content	PR:416 Write promotional content for use on the website	
Utilize standards-based web languages		
Demonstrate and apply web scripting skills		
Demonstrate leadership and teamwork skills	EI:045 Participate as a team member EI:059 Motivate team members OP:230 Coordinate work with that of team members	LAP-EI-045 LAP-EI-059
Demonstrate personal integrity and apply ethical concepts	EI:022 Demonstrate honesty and integrity EI:123: Describe the nature of ethics	LAP-EI-138 LAP-EI-123
Demonstrate the ability to conform to copyright laws	BL:051 Describe methods used to protect intellectual property EN:044 Describe the use of business ethics in entrepreneurship	LAP-EN-044
Demonstrate problem solving skills	PD:017 Make decisions PD:077 Demonstrate problem-solving skills	LAP-PD-017 LAP-PD-077
Demonstrate knowledge of page layout	PR:222 Describe the elements of design PR:275 Describe effective advertising layouts	

(440) Computer Animation Team (S)

Business Professionals of America	MBA Research Standards	LAP
Demonstrate utilization of various editing software applications		
Demonstrate development of animation within a storyboard		
Demonstrate object color and creating artistic effects	PR:274 Describe digital color concepts PR:314 Explain the impact of color harmonies on composition	
Demonstrate textures and special effects		
Demonstrate knowledge of transitions, audio, and lighting effects		
Demonstrate proper use of titles and visual effects		
Demonstrate work skills needed to function in an animation environment		

(445) Broadcast News Production Team (S)

Business Professionals of America	MBA Research Standards	LAP
Apply knowledge of software, equipment, and skills related to broadcast production		
Develop a script for a news broadcast, within the specified time limits		
Demonstrate scripting techniques to present a clear story		
Perform nonlinear editing techniques utilizing various editing tools		
Demonstrate knowledge of introductions, segue, and outros		
Demonstrate proper use of titles, lower thirds, and visual effects		
Apply basic camera techniques		
Demonstrate knowledge of lighting techniques		
Demonstrate knowledge of copyright laws	BL:051 Describe methods used to protect intellectual property EN:044 Describe the use of business ethics in entrepreneurship	LAP-EN-044
Demonstrate teamwork skills needed to function in a broadcasting environment	EI:045 Participate as a team member EI:059 Motivate team members OP:230 Coordinate work with that of team members	LAP-EI-045 LAP-EI-059
Demonstrate effective use of b-roll to tell a story		
Demonstrate effective interview techniques	IM:289 Describe data-collection methods (e.g. observations, mail, diaries, telephone, Internet, discussion groups, interviews, scanners, tracking tools)	LAP-IM-017
Demonstrate the importance of good audio to enhance broadcast		
Demonstrate appropriate stage presence by on-air talent		
Demonstrate appropriate interview techniques		

(490) Digital Communication & Design (S|PS)

Business Professionals of America	MBA Research Standards	LAP
Demonstrate knowledge of graphic design and rules for layout	PR:251 Explain the importance of coordinating elements in advertisements	
Demonstrate knowledge of design, layout, and typography in presentation text	PR:251 Explain the importance of coordinating elements in advertisements PR:295 Discuss the nature of typography	
Demonstrate knowledge of effective use of color, lines, text, graphics, shapes, etc.	PR:251 Explain the importance of coordinating elements in advertisements PR:274 Describe digital color concepts	
Demonstrate knowledge of copyright laws	BL:051 Describe methods used to protect intellectual property EN:044 Describe the use of business ethics in entrepreneurship	LAP-EN-044
Demonstrate knowledge of applying geometric methods to solve design problems		
Demonstrate knowledge of HTML		
Demonstrate knowledge of transition and editing techniques		
Demonstrate knowledge of proper use of placement of titles and visual effects		
Demonstrate knowledge of proper use of titles, lower thirds, and visual effects	NF:131 Utilize imaging software	
Demonstrate knowledge of broadcasting environment		
Knowledge of introductions, segue, and outros		