

**K to 12 BASIC EDUCATION CURRICULUM  
SENIOR HIGH SCHOOL – ARTS AND DESIGN TRACK**

**Grade:** 12

**Track Subject Title:** Leadership and Management in Different Arts and Fields

**Semester:** Second

**No. of Hours /Semester:** 80 hours/ semester

**Pre-requisite:**

**Track Subject Description:** The learner demonstrates a basic understanding of concepts, elements and processes in arts management through appreciation, analysis and practical application, as well as develop his/her self mastery for leadership in the arts.

<b>CONTENTS</b>	<b>CONTENT STANDARDS</b>	<b>PERFORMANCE STANDARD</b>	<b>LEARNING COMPETENCIES</b>	<b>CODE</b>
Self Mastery - General	<i>The learner...</i>  demonstrates values towards arts discipline and integrity	<i>The learner...</i>  makes a self-assessment checklist that measures personal strength and weaknesses	<i>The learner...</i>  1. explains the Personnel Development Course on knowing the self	<b>AD_LMA12-IIIa-1</b>
			2. exhibits discipline, (time, excellence and finance) and integrity	<b>AD_LMA12-IIIa-2</b>
			3. recognizes personal strengths, weaknesses and challenges in terms of multiple intelligences exercises	<b>AD_LMA12-IIIa-3</b>
			4. identifies and discovers self according to multiple intelligences	<b>AD_LMA12-IIIa-4</b>
Knowing the self				
<b><i>Managing the self: Discipline</i></b>				
Basic Time Management and Excellence	demonstrates an understanding of time discipline and excellence and establishes standards	records active participation to exhibit time discipline and excellence	1. explains the importance of time management in day to day life	<b>AD_LMA12-IIIa-5</b>
			2. exhibits punctuality in attendance in class and other activities and in submission of requirements	<b>AD_LMA12-IIIa-6</b>
			3. identifies and practice self improvement standards	<b>AD_LMA12-IIIa-7</b>
			4. comprehends the demands of the Philippine Qualifications Framework (PQF) and ASEAN Qualifications Framework (AQF)	<b>AD_LMA12-IIIa-8</b>
			5. displays a habit of striving for professional excellence (i.e. "pwede pa" instead of "pwede na)	<b>AD_LMA12-IIIa-9</b>
<b><i>Elements</i></b>				
Principles of Arts Management	demonstrates an understanding of the principles of management using the elements of arts	recognizes the uniqueness of each art elements: harmony, balance, rhythm, contrast and unity	1. cites the elements of arts as may be practiced in arts management (Ed Morato's)	<b>AD_LMA12-IIIb-10</b>
			2. translates/relates the art elements in management (i.e. harmony, balance, line, form, repetition, etc.)	<b>AD_LMA12-IIIb-11</b>

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Arts and Cultural Forms: Managing Arts Content and Resources	demonstrates an understanding of the different art institutions and allied disciplines	Develops a deeper understanding of Philippine art and cultural forms in the community	3. explains the importance of Philippine art and cultural forms in the community	<b>AD_LMA12-IIIb-12</b>
			4. conducts cultural mapping ( from Research 1 and 2 )	<b>AD_LMA12-IIIb-13</b>
			5. identifies, enumerates and locates different Philippine organizations / content providers of art and cultural resources (Libraries, sources, websites, etc.)	<b>AD_LMA12-IIIb-14</b>
Arts Organizations	develops an understanding and awareness arts and cultural organizations, their role and functions in the community in both contemporary and traditional forms	participates/involves oneself in an arts and cultural organization in the community and understands its role/ functions	6. makes a report on the basic output of the research/basic cultural mapping of arts and cultural organizations in the community	<b>AD_LMA12-IIIb-15</b>
			7. enumerates or makes a list of group or organizations in the creative industry value chain as well as core and related industries	<b>AD_LMA12-IIIb-16</b>
			8. demonstrates an appreciation of arts and cultural organizations	<b>AD_LMA12-IIIb-17</b>
			9. enumerates arts and cultural organizational structures, both contemporary and traditional forms	<b>AD_LMA12-IIIb-18</b>
			10. explain or cites the contributions of national and local arts organizations	<b>AD_LMA12-IIIb-19</b>
			11. explains the importance of arts organization in the community	<b>AD_LMA12-IIIb-20</b>
			12. enumerates different traditional arts organizations ( i.e. Council of elders )	<b>AD_LMA12-IIIb-21</b>
Artistic/cultural human resource	demonstrates an understanding of the roles of the human resource in the creative industry: creative, production and technical staff	recognizes and establishes awareness of the different artists and cultural workers in the performing arts, visual, media arts and design forms	13. distinguishes the different artists and cultural workers of projects of the different art/cultural forms	<b>AD_LMA12-IIIb-22</b>
			14. determines the different roles of artists and cultural workers of projects in the different art forms	<b>AD_LMA12-IIIc-23</b>
		demonstrates an understanding and awareness of the different traditional	15. identifies, appreciates and understand the different traditional artists and cultural workers of the different cultural art forms	<b>AD_LMA12-IIIc-24</b>

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		artists in the different traditional art and cultural forms	16. establishes awareness appreciation of the roles of the human resource of the different traditional art and cultural forms	<b>AD_LMA12-IIIC-25</b>
<b><i>Process</i></b>				
Documentation	develops comprehensive documentations of the arts event (appreciates content documentation, archiving and preservation)	documents the event following procedures	1. collects data for documentation	<b>AD_LMA12-0a-t-26</b>
			2. chooses/ selects the appropriate media to document event	<b>AD_LMA12-0a-t-27</b>
Project Conceptualization	demonstrates an understanding and awareness of applying the processes of "artistic creation" such as brainstorming, creative visualization, imagination	conducts /participates in opportunity-seeking processes and creativity-inducing exercises in problem solving	3. appreciates creative processes and creativity-inducing exercises in problem solving - unfreezing exercises - tableau exercises	<b>AD_LMA12-IIId-28</b>
			4. creates ideas or solutions in the problem solving exercises	<b>AD_LMA12-IIId-29</b>
			5. demonstrates awareness and appreciation of "opportunity seeking" processes for product development, etc	<b>AD_LMA12-IIId-30</b>
			6. identifies the different "opportunity seeking" processes in problem solving exercises	<b>AD_LMA12-IIId-31</b>
			7. describes the elements in a project proposal, including the establishment of objectives	<b>AD_LMA12-IIId-32</b>
Project Planning	demonstrates understanding and awareness that arts project planning and process of planning are	illustrates/maps the different stages of planning for an arts event (ie. performing arts, visual, and media art forms)	8. explain the importance of project planning for arts organizations	<b>AD_LMA12-IIIE-33</b>
			9. determines the different stages of project planning for the performing arts, visual arts and media art forms	<b>AD_LMA12-IIIE-34</b>

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	essential to achieve goals	creates identifying milestone points	10. identifies key stages/ scheduled time frame of proposed project /arts event	<b>AD_LMA12-IIIe-35</b>
			11. records day to day work in progress	<b>AD_LMA12-IIIe-36</b>
Self Mastery Managing the self: Discipline II	demonstrates values towards arts discipline of excellence and integrity	Applies knowledge and skills in handling finances of self and others by presenting actual financial reports	12. explains fiscal responsibility and accountability	<b>AD_LMA12-IIIf-37</b>
			13. demonstrates discipline in handling finances of self: budgeting, savings	<b>AD_LMA12-IIIf-38</b>
Basic Financial Discipline	demonstrates discipline in handling finances of self		14. manages funds and be accountable for the expenses of the self	<b>AD_LMA12-IIIf-39</b>
			15. develops abilities to maintain positive self image	<b>AD_LMA12-IIIf-40</b>
			16. reports basic fiscal responsibility and accountability	<b>AD_LMA12-IIIf-41</b>
Self-Mastery: Managing the self with others	demonstrates an understanding of the creative work environment as an employee and/or as a freelance/ project-based employee	exhibits proficiency in basic business communication skills	17. shows discipline in handling finances of others: responsibility and accountability	<b>AD_LMA12-IIIf-42</b>
			18. builds and maintains positive self image and relationships and work	<b>AD_LMA12-IIIf-43</b>
			19. discovers how work contributes to individuals and to the organization	<b>AD_LMA12-IIIf-44</b>
	demonstrates knowledge and understanding of basic business communication skills		20. reviews business communications: job application, resume writing for the arts, a consumer complaint, sponsorship letters etc.	<b>AD_LMA12-IIIf-45</b>
			21. develops job interview skills for the arts	<b>AD_LMA12-IIIf-46</b>
	demonstrates appreciation of the self as an employee in an organization		22. interacts positively and effectively with others	<b>AD_LMA12-IIIf-47</b>
			23. builds and maintains positive self image and relationships and work	<b>AD_LMA12-IIIf-48</b>
	understands one's role in the organization	builds collaborative/ teamwork	24. discovers how each one's work contributes to the individuals and to the organization	<b>AD_LMA12-IIIf-49</b>
			25. develops a unified goal and commitment, collaborative environment	<b>AD_LMA12-IIIf-50</b>
			26. develops good work habits	<b>AD_LMA12-IIIf-51</b>
<b>Elements</b>				
Art Project Typologies	demonstrates a deep understanding and	decides on an appropriate project type for the art event	1. appreciates and distinguishes different project types	<b>AD_LMA12-IIIg-j-52</b>

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	appreciation of the different types of projects of the different performing arts, and of visual, media art and design forms		2. discovers the different types of projects of the various art forms to the type of needs and availability of resources	<b>AD_LMA12-IIIg-j-53</b>
			3. defines the different types of projects of the different performing, visual, media art and design forms	<b>AD_LMA12-IIIg-j-54</b>
			4. relates the different types of projects of the various art forms to the type of needs and availability of resources	<b>AD_LMA12-IIIg-j-55</b>
	demonstrates awareness and understanding of the different cultural traditional forms	relates the different types of projects of the various art forms to the context of the community	5. identifies the uniqueness of the different cultural traditional forms	<b>AD_LMA12-IIIg-j-56</b>
<b><i>Production and Programming</i></b>				
Production	demonstrates an understanding of the production management process of the different performing, visual, media and art design forms	develops concrete production logistical requirements	1. makes a checklist of production requirements, both staffing and physical production requirements	<b>AD_LMA12-IIIg-j-57</b>
		demonstrates knowledge of coordination skills	2. identifies physical production requirements <ul style="list-style-type: none"> <li>– production venue</li> <li>– production design (sets, props)</li> </ul>	<b>AD_LMA12-IIIg-j-58</b>
		coordinates effectively among production personnel: artists, production and technical staff	3. communicates with the production staff	<b>AD_LMA12-IIIg-j-59</b>
4. connects project requirements to potential project resources	<b>AD_LMA12-IIIg-j-60</b>			
The Art Materials/ Equipment			5. identifies the different types of materials/equipment used in each type of project	<b>AD_LMA12-IIIg-j-61</b>
			6. lists down the types of art materials and equipment used in each type of project	<b>AD_LMA12-IIIg-j-62</b>
Art Spaces	develops an appreciation and understanding of the different arts venues for the art events and their space requirements	identifies appropriate venues for particular art events	7. relates the different possible venues for possible art events based on production requirements	<b>AD_LMA12-IIIg-j-63</b>
			8. identifies the different type of materials/equipment used in each type of projects	<b>AD_LMA12-IIIg-j-64</b>
Programming		schedules the program of art events/activities	9. prepares a program of events	<b>AD_LMA12-IIIg-j-65</b>
Basic Production Budget	develops an understanding of programming concepts	relates the budget items to the different art forms	10. distinguishes the different budget items	<b>AD_LMA12-IIIg-j-66</b>

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	identifies the different budget items for different art forms;	demonstrates skills for budgeting/costing out of an arts event	11. analyzes the different budget items; costs out a production budget	<b>AD_LMA12-IIIg-j-67</b>
	analyzes the different budget items for different art forms	makes a project budget and an expense=income report for the art event	12. makes an expense=income financial report	<b>AD_LMA12-IIIg-j-68</b>
<b><i>Self-Mastery</i></b>				
Managing the self in an environment	explores the creative work environment as an employee and as a freelance/project hiree	builds and maintains positive self image and relationships and work	understands how economic and social needs influence the nature and structure of work	<b>AD_LMA12-IVa-1</b>
<b><i>Elements</i></b>				
The Role of Technology	demonstrates an understanding of the role of technology in managing the arts	applies technologies to management processes	1. identifies the appropriate technologies for certain management processes (i.e. typography, graphic design)	<b>AD_LMA12-IVa-2</b>
		applies the different types of technological programs in managing the arts	2. identifies proper technological programs to be used in the art event	<b>AD_LMA12-IVa-3</b>
			3. explains the importance of technology in managing the arts	<b>AD_LMA12-IVa-4</b>
			4. exhibits awareness and understanding of technology in managing the arts – web, internet, social media – applies ICT program managing the arts database, power point, graphics	<b>AD_LMA12-IVa-5</b>
<b><i>Process</i></b>				
<b><i>Marketing I</i></b>				
The 4Ps: Product, Place, Promotion, Price	demonstrates an understanding of the 4Ps of Marketing	understands and analyzes the 4Ps of Marketing	1. determines the 4Ps of Marketing of the arts event	<b>AD_LMA12-IVb-d-6</b>
Marketing Communication: Promotion and Advertising	demonstrates understanding and awareness applying the different forms of communication to	determines the use of different forms of communication to promote the art event	2. identifies the different communication forms to promote art events: – print ads (flyers & invitations) – posters and tarpaulins – advertisements	<b>AD_LMA12-IVb-d-7</b>

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	promote art events	identifies communication process, the sender, channel, message and receiver (SMCR) and selection of appropriate communication forms to promote the art event	3. identifies the different communication elements (SMCR)	<b>AD_LMA12-IVb-d-8</b>
	demonstrates an understanding of the communication process (SMCR)	writes a communications proposal on how to promote and market the art event: 5. school level 6. community based/level	4. identifies and uses application of the appropriate communication forms/org to promote the art event	<b>AD_LMA12-IVb-d-9</b>
			5. maps the available communication forms/ organization in the area	<b>AD_LMA12-IVb-d-10</b>
			6. explores the different communication forms/orgs in the area	<b>AD_LMA12-IVb-d-11</b>
<b><i>Marketing II</i></b>				
Promotion, PR, Advertising	demonstrates understanding and creativity in marketing communication	develops marketing messages using different forms of technologies to promote the art event	1. writes a brief information to promote and market the event	<b>AD_LMA12-IVb-d-12</b>
			2. identifies, explores the different technologies to promote the art event	<b>AD_LMA12-IVb-d-13</b>
Audience Research	demonstrate awareness and understanding of audience demographics	makes an audience survey design applying the basic sales strategy	3. understands basic audience analysis	<b>AD_LMA12-IVb-d-14</b>
			4. relates demographics to audience behavior towards art forms	<b>AD_LMA12-IVb-d-15</b>
			5. identifies the different audience survey designs	<b>AD_LMA12-IVb-d-16</b>
			6. explains the importance of conducting audience survey design	<b>AD_LMA12-IVb-d-17</b>
Sales	develops awareness and understanding of the basic sales strategies	determines ticket pricing for the event	7. identifies basic sales strategies	<b>AD_LMA12-IVb-d-18</b>
			8. explains the appropriate ticket price for the particular event – Fund Raisings – Arts for a Cause	<b>AD_LMA12-IVb-d-19</b>
Art and the Law	comprehends principles behind ticketing (budget income=expense report)	relates/ translates the laws to practical applications	9. complies to the laws—identification of (possible) violations in their communities	<b>AD_LMA12-IVe-20</b>

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	develops awareness and understanding of the basic laws governing arts and culture	performs basic application of certain laws: e.g Oplan Bantay Sining/Kultura;. identifying (possible) violations of these laws such as sale of pirated DVDs, disrespect of cultural treasures etc.	10. identifies and reports (possible) violations in their communities of basic constitutional rights: <ul style="list-style-type: none"> <li>-- Freedom of Expression</li> <li>– Intellectual Property Rights</li> <li>– National Heritage Law</li> <li>– Indigenous People's Rights Law</li> <li>– Basic Taxation Systems: <ul style="list-style-type: none"> <li>o Income Tax, VAT, etc.</li> </ul> </li> </ul>	<b>AD_LMA12-IVe-21</b>
	Basic standard deductions: SSS, Philhealth, etc	includes tax systems (deductions) in the financial transactions of the art event	11. Basic understanding of the tax system and required government deductions (SSS, Philhealth, Pagibig)	<b>AD_LMA12-IVe-22</b>
		applies TINs from BIR; prepare applications for SSS PhilHealth ,etc.		
Self Mastery: The self and the artistic product	understands the self and his/her role in the creation of the artistic product or service	develops a "self challenging" attitude	12. develops standards of excellence for his/her creation	<b>AD_LMA12-IVe-23</b>
			13. develop good personal work habits	<b>AD_LMA12-IVe-24</b>
Leadership	demonstrates an understanding of leadership structures and practices in the community	translates leadership structures to managing an arts event	14. understands leadership structures and practices in the community	<b>AD_LMA12-IVe-25</b>
			15. explores and improves decision making skills	<b>AD_LMA12-IVe-26</b>
		translates leadership by example to their own leadership of their team/s	16. identifies artists managers/leaders in the school and in the community	<b>AD_LMA12-IVe-27</b>
<b>Process</b>				
Production	comprehends leadership by example	practices management skills through active participation in a culminating event  puts up a mini arts event/business (performing, visual, media art or design)	1. explains /compares/contrasts the different management styles/skills of an arts event	<b>AD_LMA12-IVf-i-28</b>
Project Monitoring	demonstrates understanding and	develops risk management tools (anticipates problems)	2. considers unforeseen problems/situations that may arise	<b>AD_LMA12-IVf-i-29</b>



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	awareness of the importance of supervision, monitoring and anticipation		3. understands control in leadership as well as crisis management, ("show must go on", "expect the unexpected")	<b>AD_LMA12-IVf-i-30</b>
			4. understands authority, supervision, control in leadership	<b>AD_LMA12-IVf-i-31</b>
			5. develops basic communication and negotiation skills towards an environment of tolerance	<b>AD_LMA12-IVf-i-32</b>
			6. understands the control in leadership	<b>AD_LMA12-IVf-i-33</b>
Project Evaluation	demonstrates an understanding of how to use the data gathered based on the results of the survey for improvement	collects, tabulates and reports the results of the audience survey	7. understands conflict management	<b>AD_LMA12-IVj-34</b>
			8. conducts and reports audience surveys	<b>AD_LMA12-IVj-35</b>
			9. appreciates and nurtures audience feedback	<b>AD_LMA12-IVj-36</b>
			10. develops positive criticism skills for evaluation (objective and subjective)	<b>AD_LMA12-IVj-37</b>
	demonstrates appreciation for analysis of project evaluation and criticism	evaluates the project objectively and makes recommendations	11. demonstrates positive attitude towards criticisms	<b>AD_LMA12-IVj-38</b>
			12. translates self-challenging attitude to self criticism	<b>AD_LMA12-IVj-39</b>

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**CODE BOOK LEGEND**

**SAMPLE CODE: AD\_LMA12-IIIa-3**

LEGEND		SAMPLE		
<b>First Entry</b>	Track/ Strand	Arts and Design Track	<b>AD</b>	
	underscore_			
	Track/Strand Subject	Leadership and Management in Different Arts Fields		<b>LMA</b>
	Grade Level	12		
			-	
<b>Roman Numeral</b> *Zero if no specific quarter	Quarter	3	<b>III</b>	
<b>Lowercase Letter</b> *Put a hyphen (-) in between letters to indicate more than a specific week	Week	1 week	<b>a</b>	
			-	
<b>Arabic Number</b>	Competency	recognizes personal strengths, weaknesses and challenges in terms of multiple intelligences exercises	<b>3</b>	