

## PROFESSIONAL ENGAGEMENT: A COMMUNICATION ARTS AND TECHNOLOGY STANDARD

### **Definitions**

#### **Standard**

*noun*

1. a rule or principle that is used as a basis for judgment
2. that which is accepted as normal
3. a level of quality or attainment
4. an approved model

#### **Professional**

*adjective*

1. exhibiting courteous, conscientious, business-like manner
2. following a line of conduct as though it were a profession
3. conforming to the standards of a profession

#### **Engagement**

*noun*

1. interaction with content and peers
2. participation in activities or tasks
3. contribution to or involvement in activities

### **Attributes of the Communication Arts and Technology student**

The Communication Arts and Technology student is expected to

- *be punctual (if not early).*
- *attend classes, group meets and excursions.*
- *contribute proactively in face-to-face and online sessions.*
- *be consistently prepared for academic engagement.*
- *focus on tasks, not being easily distracted by internal or external factors.*
- *attire him/herself professionally.*
- *honour obligations and meet deadlines.*
- *be respectful of the knowledge, opinions and abilities of others.*
- *be an attentive listener, keen observer, clear, concise writer and an articulate speaker*
- *display a positive attitude and emotional maturity.*