

Cinematography and Video Production

ACADEMIC SKILLS

AA SPEAKING AND LISTENING

AA1 Utilize effective verbal and non-verbal communication skills

AA2 Participate in conversation, discussion, and group presentations

AA3 Communicate and follow directions/procedures

AA4 Communicate effectively with customers and co-workers

AB READING AND WRITING

AB1 Locate and interpret written information

AB2 Read and interpret workplace documents

AB3 Identify relevant details, facts, and specifications

AB4 Record information accurately and completely

AB5 Demonstrate competence in organizing, writing, and editing using correct vocabulary, spelling, grammar, and punctuation

AB6 Demonstrate the ability to write clearly and concisely using industry specific terminology

AC CRITICAL THINKING AND PROBLEM SOLVING

AC1 Utilize critical-thinking skills to determine best options/outcomes (e.g., analyze reliable/unreliable sources of information, use previous experiences, implement crisis management, develop contingency planning)

AC2 Utilize innovation and problem-solving skills to arrive at the best solution for current situation

AC3 Implement effective decision-making skills

AD MATHEMATICS

AD1 Perform basic and higher level math operations (e.g., addition, subtraction, multiplication, division, decimals, fractions, units of conversion, averaging, percentage, proportion, ratios)

AD2 Solve problems using measurement skills (e.g., distance, weight, area, volume)

AD3 Make reasonable estimates

AD4 Use tables, graphs, diagrams, and charts to obtain or convey information

AD5 Use deductive reasoning and problem-solving in mathematics

AE FINANCIAL LITERACY

AE1 Locate, evaluate, and apply personal financial information

AE2 Identify the components of a budget and how one is created

AE3 Set personal financial goals and develop a plan for achieving them

AE4 Use financial services effectively

AE5 Demonstrate ability to meet financial obligations

AF INTERNET USE AND SECURITY

AF1 Recognize the potential risks associated with Internet use

AF2 Identify and apply Internet security practices (e.g., password security, login, logout, log off, lock computer)

AF3 Practice safe, legal, and responsible use of technology in the workplace

AG INFORMATION TECHNOLOGY

AG1 Use technology appropriately to enhance professional presentations

AG2 Demonstrate effective and appropriate use of social media

AG3 Identify ways social media can be used as marketing, advertising, and data gathering tools

AH TELECOMMUNICATIONS

AH1 Select and use appropriate devices, services, and applications to complete workplace tasks

AH2 Demonstrate appropriate etiquette when using e-communications (e.g., cell phone, e-mail, personal digital assistants, online meetings, conference calls)

EMPLOYABILITY SKILLS

EA POSITIVE WORK ETHIC

EA1 Demonstrate enthusiasm and confidence about work and learning new tasks

EA2 Demonstrate consistent and punctual attendance

EA3 Demonstrate initiative in assuming tasks

EA4 Exhibit dependability in the workplace

EA5 Take and provide direction in the workplace

EA6 Accept responsibility for personal decisions and actions

EB INTEGRITY

EB1 Abide by workplace policies and procedures

EB2 Demonstrate honesty and reliability

EB3 Demonstrate ethical characteristics and behaviors

EB4 Maintain confidentiality and integrity of sensitive company information

EB5 Demonstrate loyalty to the company

EC SELF-REPRESENTATION

EC1 Demonstrate appropriate dress and hygiene in the workplace

EC2 Use language and manners suitable for the workplace

EC3 Demonstrate polite and respectful behavior toward others

EC4 Demonstrate personal accountability in the workplace

EC5 Demonstrate pride in work

ED TIME, TASK, AND RESOURCE MANAGEMENT

ED1 Plan and follow a work schedule

ED2 Work with minimal supervision

ED3 Work within budgetary constraints

ED4 Demonstrate ability to stay on task to produce high quality deliverables on time

EE DIVERSITY AWARENESS

EE1 Recognize diversity, discrimination, harassment, and equity

EE2 Work well with all customers and co-worker

EE3 Explain the benefits of diversity within the workplace

EE4 Explain the importance of respect for feelings, values, and beliefs of others

EE5 Identify strategies to bridge cultural/generational differences and use differing perspectives to increase overall quality of work

EE6 Illustrate techniques for eliminating gender bias and stereotyping in the workplace

EE7 Identify ways tasks can be structured to accommodate the diverse needs of workers

EE8 Recognize the challenges and advantages of a global workforce

EF TEAMWORK

EF1 Recognize the characteristics of a team environment and conventional workplace

EF2 Contribute to the success of the team

EF3 Demonstrate effective team skills and evaluate their importance in the workplace (e.g., setting goals, listening, following directions, questioning, dividing work)

EG CREATIVITY AND RESOURCEFULNESS

EG1 Contribute new ideas

EG2 Stimulate ideas by posing questions

EG3 Value varying ideas and opinions

EG4 Locate and verify information

EH CONFLICT RESOLUTION

EH1 Identify conflict resolution skills to enhance productivity and improve workplace relationships

EH2 Implement conflict resolution strategies and problem-solving skills

EH3 Explain the use of documentation and its role as a component of conflict resolution

EI CUSTOMER/CLIENT SERVICE

EI1 Recognize the importance of and demonstrate how to properly acknowledge customers/clients

EI2 Identify and address needs of customers/clients

EI3 Provide helpful, courteous, and knowledgeable service

EI4 Identify appropriate channels of communication with customers/clients (e.g., phone call, face-to-face, e-mail, website)

EI5 Identify techniques to seek and use customer/client feedback to improve company services

EI6 Recognize the relationship between customer/client satisfaction and company success

EJ ORGANIZATIONS, SYSTEMS, AND CLIMATES

EJ1 Define profit and evaluate the cost of conducting business

EJ2 Identify "big picture" issues in conducting business

EJ3 Identify role in fulfilling the mission of the workplace

EJ4 Identify the rights of workers (e.g., adult and child labor laws and other equal employment opportunity laws)

EJ5 Recognize the chain of command, organizational flow chart system, and hierarchy of management within an organization

EK JOB ACQUISITION AND ADVANCEMENT

EK1 Recognize the importance of maintaining a job and pursuing a career

EK2 Define jobs associated with a specific career path or profession

EK3 Identify and seek various job opportunities (e.g., volunteerism, internships, co-op, part-time/full-time employment)

EK4 Prepare a resume, letter of application, and job application

EK5 Prepare for a job interview (e.g., research company, highlight personal strengths, prepare questions, set-up a mock interview, dress appropriately)

EK6 Participate in a job interview

EK7 Explain the proper procedure for leaving a job

EL LIFELONG LEARNING

EL1 Acquire current and emerging industry-related information

EL2 Demonstrate commitment to learning as a life-long process and recognize learning opportunities

EL3 Seek and capitalize on self-improvement opportunities

EL4 Discuss the importance of flexible career planning and career self-management

EL5 Employ leadership skills to achieve workplace objectives (e.g., personal vision, adaptability, change, shared vision)

EL6 Recognize the importance of job performance evaluation and coaching as it relates to career advancement

EL7 Accept and provide constructive criticism

EL8 Describe the impact of the global economy on jobs and careers

EM JOB SPECIFIC TECHNOLOGIES

EM1 Identify the value of new technologies and their impact on driving continuous change and the need for life-long learning

EM2 Research and identify emerging technologies for specific careers

EM3 Select appropriate technological resources to accomplish work

EN HEALTH AND SAFETY

EN1 Assume responsibility for safety of self and others

EN2 Follow safety guidelines in the workplace

EN3 Manage personal health and wellness

OCCUPATIONAL SKILLS

OA LAWS AND ETHICS

OA1 Demonstrate understanding of human, cultural, and societal issues related to technology and practice legal and ethical behavior

OA2 Advocate and practice safe, legal, and responsible use of information and technology

OA3 Exhibit a positive attitude toward using technology that supports collaboration, learning, and productivity

OA4 Demonstrate personal responsibility for lifelong learning

OA5 Exhibit leadership for digital citizenship

OA6 Research laws governing brand issues, trademark, and other proprietary rights

OA7 Discuss consequences of violating copyright, privacy, and data security laws

OA8 Define and debate fair use including authorships, rights of use for work and likeness, and credit lines

OA9 Research the purpose of non-disclosure agreements (NDA)

OA10 Debate legal versus ethical behaviors

OA11 Define terms applicable to ethics and laws (e.g., plagiarism, copyright law, libel, slander)

OA12 Discuss how to legally obtain and use source materials for production purposes

OA13 Explain copyright laws/issues that pertain to video production

OA14 Summarize legal and ethical acquisition and use of digital materials, giving attribution using established methods

OA15 Research and follow Federal Communications Commission (FCC) regulations

OA16 Discuss video and audio consents for assigned projects

OA17 Discuss the First Amendment guarantees relating to video production

OA18 Explain proper attribution procedures

OB HISTORY OF MEDIA

OB1 Identify the major movements, styles, techniques, and artists in the development and evolution of modern media

OB2 Identify the historical steps of technical development in the evolution of the media arts

OB3 Recognize and identify the development of media arts aesthetics

OB4 Recognize the historical and cultural impact and purposes of media on society

OB5 Perceive and analyze the artistic works of recognized media artists

OB6 Recognize the intent and meaning of historically acclaimed works

OB7 Develop a timeline for major technological developments and events in the history of media

OB8 Explain the importance of industry pioneers and significant moments in media history

OB9 Analyze the influence of mass media on society

OC DIGITAL COMMUNICATION

OC1 Use digital media and environments to communicate and work collaboratively, including at a distance, to support individual learning and contribute to the learning of others

OC2 Interact, collaborate, and publish with peers, experts, or others employing a variety of digital environments and media

OC3 Contribute to project teams to produce original works or solve problems

OC4 Exhibit a positive attitude toward using technology that supports collaboration, learning, and productivity

OC5 Determine project goals through customer needs assessment, meeting quality standards for services, and evaluation of customer satisfaction

OC6 Use communication for a range of purposes (e.g. to inform, instruct, motivate, persuade)

OC7 Utilize multiple media and technologies, know how to judge their effectiveness, and assess their impact

OC8 Communicate effectively in diverse environments

OC9 Exercise flexibility and willingness to be helpful in making necessary compromises to accomplish a common goal

OC10 Assume shared responsibility for collaborative work and value the individual contributions made by each team member

OC11 Communicate information and ideas effectively to multiple audiences using a variety of media and formats

OC12 Formulate written and verbal communications using industry standard terms

OD AUDIENCE AND MEDIA PURPOSE

OD1 Identify the purpose, audience, and audience needs for preparing images

OD2 Create works of art and make presentations to convey a point of view

OD3 Utilize media environments, spaces, contexts, and situations where media artworks are produced and experienced (e.g., theaters, production studios, online)

OD4 Key information into computer equipment to create layouts for client or supervisor

OD5 Develop graphics and layouts for product illustrations, company logos, and websites

OD6 Curate and design the presentation and distribution of collections of media artworks through a variety of contexts, such as mass audiences, and physical and virtual channels

OD7 Independently evaluate, compare, and integrate improvements in presenting media artworks, considering personal to global impacts, such as new understandings that were gained by artist and audience

OD8 Prepare and deliver a visual presentation utilizing appropriate industry terminology

OE VIDEO PRODUCTION

OE1 List the components of the pre-production phase (e.g., purpose, script writing, target audience, budget, schedule, script writing, output medium)

OE2 Conduct a pre-production meeting to create a production plan

OE3 List the components of the production phase (e.g., selecting equipment, operating equipment, interviewing, directing, lighting, audio)

OE4 List the components of the post-production phase (e.g., video and audio editing, graphics, output medium, etc.)

OE5 List the steps in conducting a post-production meeting

OE6 Summarize the roles of various personnel for video production projects (e.g., producer, director, editor, camera operator)

OE7 Develop appropriate communication skills when working with clients, crew, and talent

OE8 Research occupations found within the video production industry

OE9 Compare major organizations or institutions involved with the video production industry

OE10 Create a job description for a video production occupation

OF VIDEO PRODUCTION EQUIPMENT

OF1 Select, operate, and exhibit correct use of video cameras for project specifications

- OF2 Demonstrate the functions and uses of camera mounting devices (e.g., tripods, steadicam, monopods)
- OF3 Demonstrate types of camera angles and movements
- OF4 Demonstrate the rule of thirds
- OF5 Demonstrate different shot compositions (e.g., medium shot, close up, long shot)
- OF6 Demonstrate shot flow including sequencing and continuity
- OF7 Demonstrate effective use of white balance settings
- OF8 Connect various pieces of video equipment using the proper cables and/or adapters
- OF9 Identify the types, uses, and pick-up patterns of various microphones
- OF10 Compare and contrast the types, uses, and pick-up patterns of various microphones
- OF11 Demonstrate proper placement of microphones for effective audio
- OF12 Connect microphone(s) to various audio equipment using the proper cables and/or adapters
- OF13 Record a short audio sequence, properly monitoring the sound level
- OF14 Identify and correct sources of interference and poor sound quality
- OF15 Demonstrate the use of mixing multiple sources in live and post-production settings
- OF16 Identify and explain the use of basic lighting equipment
- OF17 Demonstrate one, two and three point lighting techniques
- OF18 Utilize various light sources (e.g., natural light, reflectors, portable lights)
- OF19 Explain and demonstrate the use of lighting techniques in creating composition, visual continuity, and mood
- OF20 Use Chroma key techniques for compositing (e.g., green screen, virtual sets, weather maps)
- OF21 Discuss text, fonts, colors, title safe area, lower thirds, and placement
- OF22 Enhance a project using appropriate graphics
- OF23 Enhance a project using appropriate visual effects (e.g., picture-in-picture, motion graphics)

OG WRITING FOR VIDEO PRODUCTION

- OG1 Identify potential biases when selecting interviewees
- OG2 Identify resources to conduct research
- OG3 Identify and utilize primary and secondary sources

OG4 Apply active research methods (e.g., critical reading, personal interviews, credible sources, use of surveys)

OG5 Demonstrate effective note-taking skills

OG6 Attribute all sources correctly

OG7 Determine appropriate script writing formats for various production types (e.g., news story, commercial, sports, PSA, narrative)

OG8 Write stories that contain a logical beginning, middle, and end

OG9 Write scripts that convey a variety of desired story elements (e.g., leads, VO, SOT, VO/SOT, news package)

OG10 Describe components of a two-column script

OG11 Explain components of a storyboard (e.g., camera angles, locations, shots, movements)

OG12 Translate from written scripts to storyboards

OG13 Develop open-ended questions to elicit in-depth responses

OG14 Select interviewee(s) appropriate for the topic

OG15 Select a location that enhances the interview

OG16 Contact interviewee(s) and schedule interview(s)

OG17 Recognize the differences between biased and unbiased questions and answers

OG18 Ask questions coherently and concisely, using proper grammar

OG19 Demonstrate effective listening skills and improvise questions based on the interviewee's responses

OH INDUSTRY STANDARD PRODUCTION PRACTICES

OH1 Evaluate possible shooting locations for a project (e.g., sound, lighting, environment)

OH2 Awareness of how to perform field production jobs to include camera, lighting, and sound technicians

OH3 Awareness of how to demonstrate basic field camera operations to reflect each location

OH4 Awareness of how to determine camera shooting techniques appropriate for the production, such as shot composition, angle, and use of mounting devices

OH5 Create a project outside the studio using field equipment and techniques

OH6 Awareness of how to demonstrate the setup and operation of basic studio equipment (e.g., switcher, teleprompter, recording unit) for specific project needs

OH7 Awareness of how to perform the jobs necessary for a studio production (e.g., director, technical director (TD), audio engineer, recording/playback engineer)

OH8 Awareness of how to demonstrate basic studio camera operation

OH9 Awareness of how to create and incorporate titles and other graphics in a studio production

OH10 Create a project inside the studio environment

OH11 Awareness of how to demonstrate appropriate speaking skills for an on-camera performance (e.g., pitch, tone, emphasis, inflection, enunciation, timing)

OH12 Awareness of how to practice appropriate on-camera performance skills (e.g., appearance, gestures, posture, etc.)

OH13 Awareness of how to read for a camera using a teleprompter or cue cards

OH14 Awareness of how to perform as talent in a production

OH15 Awareness of how to deliver material without bias (i.e., voice inflection or gesture)

OH16 Awareness of how to select clothing, makeup, and accessories appropriate for use on-camera in a specific production

OI EDITING PROCESS

OI1 Differentiate between digital video files, still images, and audio files

OI2 Create, compress, and convert digital video files, still images, and audio files in various formats (e.g., MPEG, WMV, MOV, MP4, JPEG, AIFF, MP3, AVCHD, MTS)

OI3 Explain the need for data management

OI4 Organize and evaluate materials for editing

OI5 Capture/import source materials

OI6 Manipulate video (i.e., color, motion, filters, transitions)

OI7 Utilize visual techniques to enhance the final product (i.e., animation, graphics)

OI8 Use multiple audio sources to enhance a project (e.g., sound effects, room tone, music)

OI9 Adjust audio levels for single or multiple tracks

OI10 Use of audio and natural sound to enhance a final product

OI11 Export a project to appropriate media

OI12 Explain the impact of editing on continuity, performance, and emphasis

OI13 Explain the impact of pacing

OI14 Apply the principles of editing to a production project

OI15 Evaluate content for message effectiveness and bias (i.e., does it tell the complete story)

OI16 Revise work based on critiques