

CONTENT STANDARD 1.0: DIGITAL MEDIA PRODUCTION INDUSTRY

Performance Standard 1.1: Awareness of History that led to Current Practices

- 1.1.1 Be aware of the influence of mass media on society throughout history and today.

Performance Standard 1.2: Industry Ethics and Laws

- 1.2.1 Define terms applicable to ethics and laws (e.g. plagiarism, copyright law, libel, slander, etc.).
- 1.2.2 Discuss how to legally obtain and use source materials for production purposes.
- 1.2.3 Explain copyright laws/issues that pertain to digital media production.
- 1.2.4 Summarize legal and ethical acquisition and use of digital materials, giving attribution using established methods.
- 1.2.5 Understand the Role of the Federal Communications Commission (FCC).
- 1.2.6 Discuss Digital Media consents for assigned projects.
- 1.2.7 Discuss the First Amendment guarantees relating to Digital Media.
- 1.2.8 Explain proper attribution (citing) procedures.

Performance Standard 1.3: Stages of the Digital Media Process

- 1.3.1 Determine appropriate digital media platform.
- 1.3.2 Formulate budget guidelines.
- 1.3.3 Conduct a pre-production meeting to create a production plan, and location scouting.
- 1.3.4 List the components of the production phase (e.g. selecting equipment, operating equipment, interviewing, directing, lighting, and audio, etc.).
- 1.3.5 List steps in conducting a post-production meeting.

Performance Standard 1.4: Various Roles in Digital Media

- 1.4.1 Summarize and assign the roles of various personnel for video production projects (e.g. producer, director, editor, camera operator, etc.).
- 1.4.2 Develop appropriate industry specific communication skills when working with clients, crews, and talent.

Performance Standard 1.5: Explore Careers in Digital Media

- 1.5.1 Research opportunities found within the digital media production industry.

CONTENT STANDARD 2.0: SAFETY AND PERSONAL RESPONSIBILITY

Performance Standard 2.1: Orderly and Safe Work Environment

- 2.1.1 Identify and locate all safety equipment in media labs and on location (e.g. first aid kit, fire extinguisher, etc.).
- 2.1.2 Discuss safety precautions and practices.
- 2.1.3 Demonstrate the safe usage of appropriate tools and the proper operation of equipment.
- 2.1.4 Maintain and trouble shoot tools and equipment.

Performance Standard 2.2: Personal Responsibility and Professionalism

- 2.2.1 Exhibit professional conduct and work ethics in the development of productions.
- 2.2.2 Discuss giving and responding to constructive criticism.

- 2.2.3 Dress professionally and appropriately as per assignment.
- 2.2.4 Exhibit ability to follow directions.

CONTENT STANDARD 3.0: DIGITAL MEDIA PRODUCTION EQUIPMENT

Performance Standard 3.1: Camera Operation and Techniques

- 3.1.1 Select, operate and exhibit correct use of video cameras for project specifications.
- 3.1.2 Demonstrate the functions and uses of camera mounting devices (e.g. tripods, Steadicam, monopods, etc.).
- 3.1.3 Demonstrate types of camera angles and movements.
- 3.1.4 Demonstrate an understanding of the rule of thirds.
- 3.1.5 Demonstrate different shot compositions (e.g. medium shot, close up, long shot, etc.).
- 3.1.6 Demonstrate shot flow including sequencing and continuity.
- 3.1.7 Demonstrate understanding of white balance settings.
- 3.1.8 Connect various pieces of video equipment using proper cables and/or adaptors.

Performance Standard 3.2: Audio Equipment Operation

- 3.2.1 Identify, compare and contrast the types, uses, and pick-up patterns of various microphones.
- 3.2.2 Demonstrate proper placement of microphones for effective audio.
- 3.2.3 Connect microphone(s) to various audio equipment using the proper cables and/or adaptors.
- 3.2.4 Record a short audio sequence, properly monitoring the sound level.
- 3.2.5 Identify and correct sources of interference and poor sound quality.
- 3.2.6 Demonstrate the use of mixing multiple sources in live and post-production settings.
- 3.2.7 Identify the difference between mic and line levels.

Performance Standard 3.3: Proper Lighting Techniques

- 3.3.1 Identify and explain the use of basic lighting equipment.
- 3.3.2 Demonstrate one, two and three point lighting techniques.
- 3.3.3 Utilize various light sources (e.g. natural light, reflectors, portable lights, etc.).
- 3.3.4 Explain and demonstrate the use of lighting techniques in creating composition, visual continuity, mood, and color temperature.

Performance Standard 3.4: Effective Use of Visual Effects and Computer Graphics

- 3.4.1 Use Chroma key techniques for composing (e.g. green screen, virtual sets, weather maps, etc.).
- 3.4.2 Discuss text, fonts, colors, title safe area, lower thirds, and placement.
- 3.4.3 Enhance a project using appropriate graphics.
- 3.4.4 Enhance a project using appropriate visual effects (e.g. picture-in-picture, motion graphics, etc.).

CONTENT STANDARD 4.0: WRITING FOR DIGITAL MEDIA

Performance Standard 4.1: Conduct Research for Projects

- 4.1.1 Identify potential biases when selection interviewees.
- 4.1.2 Identify resources to conduct research.

- 4.1.3 Identify and utilize primary and secondary sources.
- 4.1.4 Apply active research methods (e.g. critical reading, personal interviews, credible sources, use of surveys, etc.).
- 4.1.5 Demonstrate effective note-taking skills.
- 4.1.6 Attribute all sources correctly.

Performance Standard 4.2: Scripts and Storyboards

- 4.2.1 Determine appropriate script writing formats for various production types (e.g. news story, commercial, sports, PSA, narrative, etc.).
- 4.2.2 Write scripts that contain a logical beginning, middle and end.
- 4.2.3 Write scripts that convey a variety of story elements (e.g. VO, SOT, VO/SOT, news packages, etc.).
- 4.2.4 Describe components of a two-column script.
- 4.2.5 Explain components of a storyboard (e.g. camera, angles, locations, shots, movements, etc.).
- 4.2.6 Translate from written scripts to storyboards when appropriate.

Performance Standard 4.3: Interviewing Skills

- 4.3.1 Develop open-ended questions to elicit in-depth responses.
- 4.3.2 Select interviewee(s) appropriate for the topic.
- 4.3.3 Select a location that enhances the interview.
- 4.3.4 Contact interviewee(s) and schedule interview(s).
- 4.3.5 Recognize the differences between biased and unbiased questions and answers.
- 4.3.6 Ask questions coherently and concisely, using proper grammar.
- 4.3.7 Demonstrate effective listening skills.
- 4.3.8 Improvise questions based on the interviewee's responses.

CONTENT STANDARD 5.0: INDUSTRY STANDARD PRODUCTION PRACTICES

Performance Standard 5.1: Appropriate Field Production (EFP) Practices

- 5.1.1 Evaluate possible shooting locations for a project (e.g. sound, lighting, environment, etc.).
- 5.1.2 Perform field production jobs to include cameras, lighting, sound technicians, or multitask.
- 5.1.3 Demonstrate basic field camera operations to reflect each location.
- 5.1.4 Determine camera shooting techniques appropriate for the production, such as shot composition, angle, and use of mounting devices.
- 5.1.5 Create a project outside the studio using field equipment and techniques.
- 5.1.6 Assess location hazards and safety issues and appropriately deal with safety issues.
- 5.1.7 Demonstrate how to properly wrap cables using the over under technique.
- 5.1.8 Know how to use zebras, histograms, and waveform monitors when adjusting camera exposure.
- 5.1.9 Be able to use phone apps or other electronic methods to relay scripts, video, and other data between the field and the studio.

Performance Standard 5.2: Appropriate Studio Operation

- 5.2.1 Demonstrate the setup and operation of basic studio equipment (e.g. switcher, teleprompter, recording unit, software, etc.).
- 5.2.2 Demonstrate understanding of the jobs necessary for a studio production (e.g. director, technical director (TD), audio engineer, recording/playback engineer, etc.).
- 5.2.3 Demonstrate basic studio camera operation.
- 5.2.4 Create and incorporate titles and other graphics in a studio production.
- 5.2.5 Use proper studio lighting.
- 5.2.6 Create a project inside the studio environment.
- 5.2.7 Assess location hazards and safety issues and appropriately deal with safety issues.
- 5.2.8 Demonstrate appropriate on-camera performance skills (e.g. appearance, gestures, posture, etc.).
- 5.2.9 Select clothing, makeup, and accessories, appropriate for use on-camera in a specific production.

Performance Standard 5.3: On-Camera Delivery

- 5.3.1 Demonstrate understanding of appropriate speaking skills for an on-camera performance (e.g. pitch, tone, emphasis, inflection, enunciation, timing, etc.).
- 5.3.2 Read for a camera using a teleprompter or cue cards.

CONTENT STANDARD 6.0: UNDERSTAND THE EDITING PROCESS

Performance Standard 6.1: Understand File Format and Data Management

- 6.1.1 Differentiate between digital video files, still images, and audio files.
- 6.1.2 Create, compress, and convert digital video files, still images, audio files, and graphic files in various formats, and codecs.
- 6.1.3 Explain the need for data management.
- 6.1.4 Demonstrate appropriate data management practices.

Performance Standard 6.2: Operate Software for Digital Editing

- 6.2.1 Organize and evaluate materials for editing.
- 6.2.2 Capture/import source materials.
- 6.2.3 Manipulate video (i.e., color, motion, filters, and transitions).
- 6.2.4 Utilize visual techniques to enhance the final product (i.e., animation, and graphics).
- 6.2.5 Use multiple audio sources to complete a project (e.g. sound effects, room tone, music, etc.).
- 6.2.6 Adjust audio levels for a single or multiple tracks.
- 6.2.7 Use audio to enhance a final product.
- 6.2.8 Export a project to appropriate media.

Performance Standard 6.3: Understand the Principles of Editing

- 6.3.1 Explain the Impact of editing on continuity, performance, emphasis, and flow.
- 6.3.2 Apply the principals of editing to a production project.

Performance Standard 6.4: Evaluate the Project

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

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- 6.4.2 Assess video/audio quality for levels and clarity.
- 6.4.3 Revise work based on critiques.