**Course Description:**

Inspiration, technique and trends are the focus of this single-camera, cinema-style course. Students engage in creative storytelling through concept development, scriptwriting and storyboarding. They learn to achieve the look of film through lighting and camera technique as well as double-system audio capture. Legal and ethical aspects such as copyright and fair use guidelines are learned.

**Strand 1. Business Operations/21st Century Skills**

Learners apply principles of economics, business management, marketing and employability in an entrepreneur, manager and employee role to the leadership, planning, developing and analyzing of business enterprises related to the career field.

**Outcome 1.1. Employability Skills**

Develop career awareness and employability skills (e.g., face‐to‐face, online) needed for gaining and maintaining employment in diverse business settings.

**Competencies**

1.1.1. Identify the knowledge, skills and abilities necessary to succeed in careers.

1.1.2. Identify the scope of career opportunities and the requirements for education, training, certification, licensure and experience (e.g., interdependence of technical and artistic elements).

1.1.3. Develop a career plan that reflects career interests, pathways and secondary and postsecondary options.

1.1.4. Describe the role and function of professional organizations, industry associations and organized labor and use networking techniques to develop and maintain professional relationships.

1.1.7. Apply problem-solving and critical-thinking skills to work-related issues when making decisions and formulating solutions.

1.1.8. Identify the correlation between emotions, behavior and appearance and manage those to establish and maintain professionalism.

1.1.9. Give and receive constructive feedback to improve work habits.

1.1.10. Adapt personal coping skills to adjust to taxing workplace demands.

1.1.11. Recognize different cultural beliefs and practices in the workplace and demonstrate respect for them.

1.1.12. Identify healthy lifestyles that reduce the risk of chronic disease, unsafe habits and abusive behavior.

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| Pathways | X | Media Arts | X | Performing Arts | X | Visual Design |

**Outcome 1.2. Leadership and Communications**

Process, maintain, evaluate and disseminate information in a business. Develop leadership and team building to promote collaboration.

**Competencies**

1.2.2. Deliver formal and informal presentations.

1.2.3. Identify and use verbal, nonverbal and active listening skills to communicate effectively.

1.2.4. Use negotiation and conflict-resolution skills to reach solutions.

1.2.5. Communicate information (e.g., directions, ideas, vision, workplace expectations) for an intended audience and purpose.

1.2.6. Use proper grammar and expression in all aspects of communication.

1.2.7. Use problem-solving and consensus-building techniques to draw conclusions and determine next steps.

1.2.8. Identify the strengths, weaknesses and characteristics of leadership styles that influence internal and external workplace relationships.

1.2.9. Identify advantages and disadvantages involving digital and/or electronic communications (e.g., common content for large audience, control of tone, speed, cost, lack of non-verbal cues, potential for forwarding information, longevity).

1.2.10. Use interpersonal skills to provide group leadership, promote collaboration and work in a team (e.g., writer, reporter, designer, director, actor, conductor, technical crew).

1.2.11. Write professional correspondence, documents, job applications and resumés.

1.2.13. Identify stakeholders and solicit their opinions.

1.2.14. Use motivational strategies to accomplish goals.

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| Pathways | X | Media Arts | X | Performing Arts | X | Visual Design |

**Outcome 1.3. Business Ethics and Law**

Analyze how professional, ethical and legal behavior contributes to continuous improvement in organizational performance and regulatory compliance.

**Competencies**

1.3.2. Follow protocols and practices necessary to maintain a clean, safe and healthy work environment.

1.3.3. Use ethical character traits consistent with workplace standards (e.g., honesty, personal integrity, compassion, justice).

1.3.5. Access and implement safety compliance measures (e.g., quality assurance information, safety data sheets [SDSs], product safety data sheets [PSDSs], United States Environmental Protection Agency [EPA], United States Occupational Safety and Health Administration [OSHA]) that contribute to the continuous improvement of the organization.

1.3.7. Identify the labor laws that affect employment and the consequences of noncompliance for both employee and employer (e.g., harassment, labor, employment, employment interview, testing, minor labor laws, Americans with Disabilities Act, Fair Labor Standards Acts, Equal Employment Opportunity Commission [EEOC]).

1.3.8. Verify compliance with computer and intellectual property laws and regulations.

1.3.9. Identify potential conflicts of interest (e.g., personal gain, project bidding) between personal, organizational and professional ethical standards.

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| Pathways | X | Media Arts | X | Performing Arts | X | Visual Design |

**Outcome 1.4. Knowledge Management and Information Technology**

Demonstrate current and emerging strategies and technologies used to collect, analyze, record and share information in business operations.

**Competencies**

1.4.1. Use office equipment to communicate (e.g., phone, radio equipment, fax machine, scanner, public address systems).

1.4.4. Use system hardware to support software applications (e.g., innovations in imaging and screen printing).

1.4.7. Use personal information management and productivity applications to optimize assigned tasks (e.g., lists, calendars, address books).

1.4.8. Use electronic media (e.g., social media) to communicate and follow network etiquette guidelines.

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**Outcome 1.5. Global Environment**

Evaluate how beliefs, values, attitudes and behaviors influence organizational strategies and goals.

**Competencies**

1.5.3. Use cultural intelligence to interact with individuals from diverse cultural settings.

1.5.4. Recognize barriers in cross-cultural relationships and implement behavioral adjustments.

1.5.5. Recognize the ways in which bias and discrimination may influence productivity and profitability.

1.5.7. Use intercultural communication skills (e.g., code switching) to exchange ideas and create meaning.

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**Outcome 1.6. Business Literacy**

Develop foundational skills and knowledge in entrepreneurship, financial literacy and business operations.

**Competencies**

1.6.1. Identify business opportunities.

1.6.2. Assess the reality of becoming an entrepreneur, including advantages and disadvantages (e.g., risk versus reward, reasons for success and failure).

1.6.3. Explain the importance of planning your business.

1.6.4. Identify types of businesses, ownership and entities (i.e., individual proprietorships, partnerships, corporations, cooperatives, public, private, profit, not-for-profit).

1.6.6. Identify the target market served by the organization, the niche that the organization fills and an outlook of the industry.

1.6.10. Describe the impact of globalization on an enterprise or organization.

1.6.11. Describe how all business activities of an organization work within the parameters of a budget.

1.6.12. Describe classifications of employee benefits, rights, deductions and compensations.

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**Outcome 1.7. Entrepreneurship/Entrepreneurs**

Analyze the environment in which a business operates and the economic factors and opportunities associated with self-employment.

**Competencies**

1.7.3. Identify the factors that contribute to the success and failure of entrepreneurial ventures.

1.7.5. Develop a business plan.

1.7.7. Create a list of personal strengths, weaknesses, skills and abilities needed to be successful as an entrepreneur.

1.7.10. Describe techniques for obtaining experience (e.g., apprenticeship, co-operative [co-op] education, work placement, internship, job shadowing) related to an entrepreneurial objective.

1.7.11. Identify initial steps in establishing a business (e.g., limited liability company [LLC], tax ID, permits, insurance, licensing).

1.7.13. Protect intellectual property and knowledge (e.g., copyright, patent, trademark, trade secrets, processes).

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**Outcome 1.10. Sales and Marketing**

Manage pricing, place, promotion, packaging, positioning and public relations to improve quality customer service.

**Competencies**

1.10.2. Determine the customer's needs and identify solutions.

1.10.7. Describe the importance and diversity of distribution channels (i.e., direct, indirect) to sell a product.

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**Strand 2. Design**

Learners apply the elements and principles of design and compositional techniques to create works of art and visual layouts for both tactile and digital art forms.

**Outcome 2.5. Typography**

Apply typographical elements for a commercial presentation.

**Competencies**

2.5.4. Mix families of type within a project.

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**Strand 3. Written Content Creation**

Learners apply content creation knowledge and skills to use the intended message for entertainment, journalism or marketing purposes.

**Outcome 3.1. Career-based Writing**

Develop basic skills and knowledge related to fact-, entertainment- and marketing-based copy.

**Competencies**

3.1.5. Create copy that emphasizes the central theme through supporting ideas or facts.

3.1.11. Review, re-write and edit to prepare the final copy for client and artistic approval.

3.1.12. Critique the impact of your writing and incorporate feedback in a revision.

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| Pathways | X | Media Arts | X | Performing Arts | X | Visual Design |

**Outcome 3.2. Entertainment-based Writing**

Produce copy for products designed for amusement and enjoyment.

**Competencies**

3.2.2. Compare and contrast writing to be read and writing to be performed.

3.2.3. Brainstorm the theme and plot through outlining or storyboarding.

3.2.5. Create copy with appropriate tone and content for the speaker or performer.

3.2.6. Annotate copy with phonetic spelling for the speaker or performer.

3.2.7. Create text for fiction and non-fiction artistic genres.

3.2.8. Create fiction and non-fiction scripts for various media.

3.2.10. Determine how the script dictates various elements, including setting, music and blocking.

3.2.11. Create script for stage, radio, libretti, television and film.

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**Outcome 3.4. Market-based Writing**

Write concise, creative, memorable, sellable copy for advertising, public relations and proposals.

**Competencies**

3.4.1. Research and analyze trends and local markets for opportunities.

3.4.2. Determine the wants and needs of the target audience.

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| Pathways | X | Media Arts | X | Performing Arts | X | Visual Design |

**Strand 4. Audio, Video and Photo Imaging**

Learners apply knowledge and skills of photography and videography to capture, engineer and manipulate audio, images and video for a media production.

**Outcome 4.1. Science of Sound**

Apply the characteristics and properties of sound to a professional production.

**Competencies**

4.1.3. Identify sound as measured or perceived.

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**Outcome 4.2. Audio Capturing**

Apply the principles and properties of how sound is measured, converted and perceived to capture an audio recording for professional purposes.

**Competencies**

4.2.1. Determine sound recording requirements.

4.2.2. Compare and contrast microphone properties (e.g., polar patterns, type of transducer) with their intended use (e.g., handheld, wireless, boom).

4.2.3. Determine microphone and speaker placement, according to their directional characteristics.

4.2.4. Record on dual system devices.

4.2.7. Distinguish among digital media formats (e.g., .mp3, .mp4, .wav, .aiff).

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**Outcome 4.3. Audio Operations**

Manipulate recordings for professional purposes.

**Competencies**

4.3.1. Produce live sound, tracks and overdubbing (e.g., narrative, voiceover, music).

4.3.2. Apply the principles of compression and limiting.

4.3.4. Synchronize new audio tracks with previously recorded video and audio tracks.

4.3.5. Perform audio mixing, including relative level, spatial positioning, equalization, dynamics processing and effects processing).

4.3.6. Apply virtual mixing techniques.

4.3.8. Synchronize sound effects for film, television, radio or live performances.

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**Outcome 4.4. Lighting**

Measure and manipulate lighting based on the characteristics and properties of light.

**Competencies**

4.4.1. Measure light levels using a light exposure meter.

4.4.2. Employ the characteristics (e.g., hard light, diffused light, incident light) and properties of light.

4.4.3. Manipulate and direct light using ratios, gels, filters, diffusion and gobos.

4.4.4. Implement lighting techniques (e.g., four-point, bounce, high-key, low-key, cross-key, mixed) to produce specific effects.

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**Outcome 4.6. Videography**

Shoot video for professional and archival purposes.

**Competencies**

4.6.1. Analyze the capabilities of different video devices.

4.6.2. Select, prepare, clean and maintain equipment for a production.

4.6.3. Achieve proper exposure and depth of field using gain, white balance, focus, focal length, audio controls, bars and tone.

4.6.4. Select file format, frame speed and resolution.

4.6.5. Frame shots for proper composition, including extreme long, long, medium, close-up, extreme close- up, two-shot, over-the-shoulder, head room, nose room and lead room.

4.6.6. Apply screen direction using vectors (e.g., motion, index, graphic).

4.6.7. Create steady shots and smooth camera movements using handheld techniques, tripods and other stabilizing equipment.

4.6.8. Create slow/fast motion effect by adjusting shutter speed.

4.6.9. Log video during shooting.

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| Pathways | X | Media Arts | X | Performing Arts | X | Visual Design |

**Outcome 4.7. Audio/Video Editing**

Edit post-production audio or video for commercial purposes.

**Competencies**

4.7.2. Import and log media for editing.

4.7.3. Manage files of digital clips.

4.7.4. Use storyboard techniques to place media on a timeline.

4.7.5. Correct color, condense and enhance a video production.

4.7.6. Edit audio or video online and offline with transitions, cutting points, order of shots and continuity.

4.7.7. Add special effects to a video through filters, keying and image control.

4.7.8. Mix audio for video through filters, ambient sound, sound effects, equalization (EQ) and matching levels.

4.7.9. Create graphics for video products (e.g., titles, still images).

4.7.10. Export and upload media in the appropriate format (e.g., print to video, DVD, video file).

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| Pathways | X | Media Arts | X | Performing Arts | X | Visual Design |

**Strand 6. Digital Design**

Learners apply knowledge and skills of digital design to manipulate and animate new and existing audio, video or photo images to create graphics for internet, broadcast, mobile and other multimedia applications.

**Outcome 6.1. Content Management**

Import, store, export and manage digital assets.

**Competencies**

6.1.4. Import media into the selected application.

6.1.5. Identify the hardware capabilities of various devices and how processor speed, Random Access Memory (RAM), monitor resolution and media storage affect the development and use of digital projects.

6.1.6. Convert file formats for use in editing software and other applications.

6.1.7. Export media in the appropriate format for delivery.

6.1.8. Manage digital assets through organizational techniques (e.g., metadata, keywords, file/folder structure, name conventions).

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**Outcome 6.2. Scanning**

Apply scanning techniques and procedures to capture images for design.

**Competencies**

6.2.4. Scan images.

6.2.5. Save images in various modes, resolutions and formats.

6.2.6. Scale, size and adjust file resolution for multiple uses.

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| Pathways | X | Media Arts |  | Performing Arts | X | Visual Design |

**Strand 7. Performance**

Learners apply knowledge and skills for performance, including roles, processes, procedures and production design.

**Outcome 7.1. Interrelationships**

Examine and explore how music, dance and theatre disciplines connect to create a production.

**Competencies**

7.1.6. Determine the relationship among costume, scenic, lighting and sound designers.

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| Pathways | X | Media Arts | X | Performing Arts |  | Visual Design |

**Outcome 7.11. Production Management**

Assign roles, functions and procedures based on a script or production plan.

**Competencies**

7.11.1. Identify the stages in the production process.

7.11.2. Describe the function and responsibilities of individuals involved in creating, planning, scheduling and producing a production.

7.11.4. Secure talent and a location.

7.11.5. Manage personnel and workflow.

7.11.6. Align the scenes and cast with the script or production plan.

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**Outcome 7.13. Costuming**

Create and apply wardrobe, hair style and makeup for a performance.

**Competencies**

7.13.6. Compare and contrast the various methods of acquiring costuming within the confines of a budget.

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