

Career & Technical Education | Arts & Communication

Digital Cinema

Subject Code: 340165

Outcome & Competency Descriptions

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 emphasized.

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

- 1.1.7. Apply problem-solving and critical-thinking skills to work-related issues when making decisions and formulating solutions.
- 1.1.9. Give and receive constructive feedback to improve work habits.

Outcome: 1.2. Leadership and Communications

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

Competencies

- 1.2.1. Extract relevant, valid information from materials and cite sources of information.
- 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.
- 1.2.7. Use problem-solving and consensus-building techniques to draw conclusions and determine next steps.
- 1.2.10. Use interpersonal skills to provide group leadership, promote collaboration and work in a team.

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.
- 1.3.5. 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.

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

- 1.4.3. Verify compliance with security rules, regulations, and codes (e.g., property, privacy, access, accuracy issues, client, and patient record confidentiality) pertaining to technology specific to the industry pathway.
- 1.4.7. Use personal information management and productivity applications to optimize assigned tasks (e.g., lists, calendars, address books).

Outcome: 1.5. Global Environment

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

Competencies

- 1.5.6. Analyze work tasks for understanding and interpretation from a different cultural perspective.
- 1.5.7. Use intercultural communication skills to exchange ideas and create meaning.

Outcome: 1.7. Entrepreneurship/Entrepreneurs

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

Competencies

- 1.7.10. Describe techniques for obtaining experience (e.g., apprenticeship, co-operative [co-op] education, work placement, internship, job shadowing) related to an entrepreneurial objective.
- 1.7.13. Protect intellectual property and knowledge (e.g., copyright, patent, trademark, trade secrets, processes).

Outcome: 1.9. Financial Management

Use financial tools, strategies, and systems to develop, monitor, and control the use of financial resources to ensure personal and business financial well-being.

Competencies

- 1.9.1. Create, analyze, and interpret financial documents (e.g., budgets, income statements).

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: 2.1.

Arts Elements and Design Principles

Analyze works of art for the art elements and the design principles needed to create professional products.

Competencies

- 2.1.3. Determine how and when to apply the principles of design, including unity, variety, balance, movement, emphasis, visual hierarchy, and proportion/scale to communicate ideas.
- 2.1.4. Identify, compare, and contrast unity and variety within a design (e.g., formal/symmetrical, informal/asymmetrical, and radial balance).
- 2.1.5. Observe movement shown through repetition, pattern, and rhythm.
- 2.1.6. Interpret emphasis through contrast, isolation, size, and placement.
- 2.1.7. Identify visual hierarchy used to establish dominance.
- 2.1.8. Recognize the use of proportion/scale.

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

- 3.1.2 Compare and contrast fiction and nonfiction.
- 3.1.6 Adapt writing for the literacy level of the audience, including the use of readability software.

Outcome: 3.2. Entertainment-based Writing

Produce copies for products designed for amusement and enjoyment.

Competencies

- 3.2.1. Compare and contrast entertainment-based models of content created for print, electronic, audio, video, digital, live performance, speech, and audio-visual genres.
- 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.
- 3.2.4. Create copy in verse format using imagery and symbolism to express sensory details and enhance meaning.
- 3.2.5. Create copy with appropriate tone, content, emotion, and psychology 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. Identify different features of scripts (e.g., setting, dialogue, plot, characters).

Outcome: 3.3. Fact-Based Writing

Write concise and focused copy for journalism.

Competencies

3.3.14. Illustrate the value of a project through a media pitch.

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 media production.

Outcome: 4.1. Science of Sound

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

Competencies

- 4.1.5. Analyze room acoustics and their impact on sound, such as diffraction, diffusion, phase, and harmonics.
- 4.1.6. Apply the principles of direct sound, early reflection, and reverberation.

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. Compare and contrast microphone properties (e.g., polar patterns, type of transducer) with their intended use (e.g., handheld, lav, boom).
- 4.2.2. Determine microphone and monitor placement according to directional characteristics.
- 4.2.4. Distinguish among digital media formats (e.g., .mp3, .mp4, .wav, .aiff).
- 4.2.5. Select a score for production and post-production needs.

Outcome: 4.3. Audio Operations

Manipulate recordings for professional purposes.

Competencies

- 4.3.4. Mix audio, including relative level, spatial positioning, equalization, dynamics processing, and effects processing.

Outcome: 4.4. Lighting

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

Competencies

- 4.4.1. Measure light levels in camera and using hand-held devices.
- 4.4.2. Determine the color temperature that is appropriate for the environment.
- 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.

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 rate, and resolution.
- 4.6.5. Frame shots for proper composition, including: extreme long, long, medium, close-up, extreme closeup, two-shot, over-the-shoulder, head room, nose room, and lead room.
- 4.6.6. Use storyboards to apply screen directions (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 and fast motion effects by adjusting shutter speeds and frame rates.
- 4.6.9. Log video during shooting.

Outcome: 4.7. Audio/Video Editing

Edit post-production audio or video for commercial purposes.

Competencies

- 4.7.1. Compare and contrast linear and nonlinear digital editing systems for audio/video.
- 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 for desired specifications and for appropriate platforms.

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

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

- 7.1.1. Identify the similarities and differences in preparation and audition among the performing arts disciplines.
- 7.1.2. Evaluate the importance of the audience and its relationship to the performance.
- 7.1.4. Explain the level of skill and training to reach a professional production level of a performance.
- 7.1.5. Describe and critique the elements of a performance from an audience member's perspective.
- 7.1.6. Determine the relationship among production elements including costume, scenic, lighting, video, sound, and property design.

Outcome: 7.2.

Genres

Analyze and critique the stylistic differences among genres.

Competencies

- 7.2.1. Describe, compare, and contrast various styles and traditions.
- 7.2.2. Identify and compare the lives, works, and influence of significant individuals in various cultures, traditions, and historical periods.

- 7.2.3. Compare and contrast characteristics (e.g., technique, form, content) of genres from a particular time period or area of influence.
- 7.2.4. Explain the influence of social context, historical periods, and culture in the development of a performance.

Outcome: 7.10. Acting Process

Create, research, and perform a variety of believable, multidimensional roles.

Competencies

- 7.10.1. Analyze a script and use clues, inherent in the dialogue, to create a character.
- 7.10.3. Develop the sequence of events for a role based on given circumstances.
- 7.10.9. Research different social contexts of character relationships, classes, and situations.
- 7.10.11. Evaluate collaborative efforts and artistic choices in informal and formal productions.

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.
- 7.11.3. Develop script formats, interpretations, subjects, production choices, and ideas.
- 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.

Outcome: 7.12. Production Design

Adapt the elements of stagecraft to a script or production plan.

Competencies

- 7.12.1. Create a design that captures the director's vision and concept.
- 7.12.2. Create a design using standard production elements.
- 7.12.3. Integrate all design elements (e.g., costuming, scenery, lighting, audio, projections, videos, and properties) to reflect the mood, setting, and socioeconomic statuses indicated in the production plan.
- 7.12.6. Identify properties and set dressing and their functions and placements in a production.

Outcome: 7.15. Rehearsal and Audition

Establish skills and habits necessary for auditions, individual practice, and rehearsals.

Competencies

- 7.15.1. Plan for different types of auditions and adapt to in-person, audio, and video format requirements.
- 7.15.2. Select the audition material that meets the expectations of the company or individual holding the audition.
- 7.15.4. Critique the strengths and weaknesses of a performance during rehearsal.
- 7.15.5. Prepare for an audition by identifying required elements including: pre-screens, reels, portfolios, resumes, headshots, and websites.