

Career & Technical Education | Arts & Communication

Video Broadcast

Subject Code: 340140

Outcome & Competency Descriptions

Course Description:

This course focuses on video broadcast for the journalism industry. Skills attained include interviewing, image capture, color manipulation, audio and video blend, lighting, and editing. Students critique news broadcasts and research content. They plan and shoot video for live and recorded use in a specific time slot while adhering to laws related to defamation, libel, copyright, and privacy.

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.
- 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.
- 1.1.5. Develop strategies for self-promotion in the hiring process (e.g., filling out job applications, resumé writing, interviewing skills, portfolio development).
- 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.

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.
- 1.2.4. 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.
- 1.2.10. Use interpersonal skills to provide group leadership, promote collaboration, and work in a team.
- 1.2.11. Write professional correspondence, documents, job applications, and resumés.
- 1.2.12. Use technical writing skills to complete forms and create reports.
- 1.2.13. Identify stakeholders and solicit their opinions.
- 1.2.14. Use motivational strategies to accomplish goals.

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

- 1.3.1. Analyze how regulatory compliance affects business operations and organizational performance.
- 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.
- 1.3.9. Identify potential conflicts of interest (e.g., personal gain, project bidding) between personal, organizational, and professional ethical standards.

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.
- 1.4.6. Use an electronic database to access and create business and technical information.
- 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 to communicate and follow network etiquette guidelines.

Outcome: 1.5. Global Environment

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

Competencies

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

Outcome: 1.6. Business Literacy

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

Competencies

- 1.6.5. Describe organizational structure, chain of command, the roles and responsibilities of the organizational departments, and interdepartmental interactions.
- 1.6.6. Identify the target market served by the organization, the niche that the organization fills, and an outlook of the industry.
- 1.6.12. Describe classifications of employee benefits, rights, deductions, and compensations.

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: 1.8. Operations Management

Plan, organize, and monitor an organization or department to maximize contribution to organizational goals and objectives.

Competencies

- 1.8.4. Identify alternative actions to take when goals are not met (e.g., changing goals, changing strategies, efficiencies).
- 1.8.8. Identify routine activities for maintaining business facilities and equipment.

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.
- 1.10.5. Monitor customer expectations and determine product/services satisfaction by using measurement tools.

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

- 2.1.1. Describe art elements of line, value, color, shape, space, form, and texture in various media that are used individually or in combination.
- 2.1.2. Identify specific characteristics (i.e., positive and negative, organic, geometric, quality, weight, direction, variety, unity, balance, symmetry) of art elements that communicate and express ideas.
- 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.

Outcome: 2.2.

Color Theory

Assess the use of color for commercial design.

Competencies

- 2.2.1. Explain the science of color perception using the electromagnetic spectrum.
- 2.2.2. Choose color pairings with regard to ADA compliance, color visibility, readability, and accessibility.
- 2.2.3. Describe how changes to tint, shade, hue, value, intensity, and saturation relate to color theory.
- 2.2.8. Compare and contrast choices using the psychology of color.
- 2.2.9. Critique the use of color schemes (e.g., primary, secondary, tertiary, analogous, complementary, triads, monochromatic) in various media.

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

- 3.1.1. Analyze writing content and styles of fact-, entertainment-, and marketing-based models.
- 3.1.3. Assess and determine the platform for delivery (e.g., video, audio, print, digital, and social media).
- 3.1.4. Compare and contrast vocabulary, transition words, diction, grammar, spelling, syntax, word choice, and sentence structure within writing models.
- 3.1.7. Critique timeliness, effect, and proximity characteristics of copy.
- 3.1.8. Meet organization-sensitive requirements such as tone, approach, and word count while following style guide parameters.

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.
- 3.2.6. Annotate copy with phonetic spelling for the speaker or performer.
- 3.2.8. Create fiction and non-fiction scripts for various media.
- 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

- 3.3.2. Write stories in basic news style using the inverted pyramid to identify who, what, when, where, why, and how.
- 3.3.3. Identify positions from research and resources while remaining objective.
- 3.3.4. Compare and contrast objective and subjective fact-based text.

- 3.3.5. Seek, consider, and synthesize primary, secondary, quantitative, and qualitative research.
- 3.3.6. Conduct primary source interviews using face-to-face and electronic programming.
- 3.3.7. Follow protocol for off-the-record information.
- 3.3.8. Design a story lead based on purpose and audience.
- 3.3.14. Illustrate the value of a project through a media pitch.
- 3.3.15. Identify the time-sensitive elements of content.

Outcome: 3.5. Social Media

Develop content for social media.

Competencies

- 3.5.5. Create content tailored to a specific social media platform.

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: 4.2. 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.

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.
- 4.7.9. 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

- 6.1.5. 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.
- 6.1.7. Export media in the appropriate format for delivery.
- 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

7.1.2. Evaluate the importance of the audience and its relationship to the performance.

7.1.6. Determine the relationship among production elements including: costume, scenic, lighting, video, sound, and property 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.