

# Career & Technical Education | Arts & Communication

## Video Production

**Subject Code: 340145**

### Outcomes & Competency Descriptions

#### Course Description:

This course focuses on video production for commercial use. Students will learn techniques to plan and coordinate work with clients to produce projects on a tight timeline. They learn how to read and interpret a script, select and maintain equipment and combine graphics, text, and special effects. Skills attained include pre-production documentation and planning, in-production audio and video recording, and post-production editing and distribution.

#### 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: 1.2. **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.
- 1.2.4. 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.
- 1.2.7. 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.

**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: 1.7. 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.

## **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.
- 2.1.3. 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)
- 2.1.7. 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**

- 2.2.8. Compare and contrast choices using the psychology of color.

### **Strand 3.                      Written Content Creation**

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

#### **Outcome 3.2.                      Entertainment-based Writing**

Produce copies for products designed for amusement and enjoyment.

##### **Competencies**

- 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.

#### **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: 4.1. Science of Sound**

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

#### **Competencies**

- 4.1.1. Identify the properties of sound.
- 4.1.2. Classify elements in sound transduction, including resistance, balanced versus unbalanced lines, and how sound energy is converted into electrical energy.
- 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.
- 4.2.3. Organize a production from pre-production through publishing and distribution.
- 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**

- 4.3.1. Produce recordings in a variety of settings (e.g., studio, live, post-production).
- 4.3.2. Apply digital signal processing (DSP) (e.g., EQ, compression, reverb, delay, etc.).
- 4.3.3. Synchronize media from different sources.
- 4.3.4. Mix audio, including relative level, spatial positioning, equalization, dynamics processing, and effects processing.
- 4.3.5. Design and set a stage plot for live performance.
- 4.3.6. Mix live sound for a variety of events (e.g., concert, speech, panel discussion, performance, etc.).

**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: 4.5.      Photography**

Capture and edit still images for commercial purposes.

**Competencies**

- 4.5.1. Analyze the capabilities of different image capturing devices.
- 4.5.2. Clean and maintain camera equipment.
- 4.5.3. Identify the effects of ISO settings on image quality.
- 4.5.4. Achieve proper exposure through light, shutter speed, and aperture.
- 4.5.5. Affect apparent motion through shutter speed.
- 4.5.6. Manipulate aperture settings to alter depth of field.
- 4.5.7. Alter image through focus, white balance, exposure modes, and camera lens filters.
- 4.5.8. Capture images through various lenses.
- 4.5.9. Modify images through sizing, cropping, and output resolution.
- 4.5.10. Modify an image through color-management and special effects.
- 4.5.11. Enhance an image with tone, contrast, filters, composites, and sharpening techniques.
- 4.5.12. Retouch an image by cloning, healing, patching, and rebuilding.
- 4.5.13. Integrate image capture with post-production processes.
- 4.5.14. Capture multiple images and render them in high dynamic range.
- 4.5.15. Understand the fundamentals of composition.
- 4.5.16. Capture images using various camera shots.

- 4.5.17. Produce or modify story elements such as mood, tone, and theme to tell a coherent story through images.

**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.
- 6.1.7. 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**

- 7.1.6. 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.