**Course Description:**

### Students will create professional video and audio productions for distribution in traditional and new media channels. Students will plan, produce, edit, and launch media products. Students will develop scripts and storyboards, compose shots and operate cameras, capture sounds using microphone hardware, apply special effect techniques, and edit to achieve the final product. Students will be able to use animation and graphic design for video.

### Strand 2. IT Fundamentals

###### Learners apply fundamental principles of IT, including the history of IT and its impact on society, common industry terms, systems theory, information storage and retrieval, database management, and computer hardware, software, and peripheral device configuration and installation. This base of knowledge and skills may be applied across the career field.

**Outcome 2.4. Emerging Technologies**

Identify trending technologies, their fundamental architecture, and their value in the marketplace.

**Competencies**

2.4.1. Investigate the scope and the impact of mobile computing environments on society.

2.4.2. Describe the differences, advantages, and limitations of cloud computing (e.g., public cloud, private cloud, hybrid cloud) and on premises computing.

2.4.3. Utilize cloud computing applications (e.g., services, applications, virtual environments).

**Outcome: 2.9. Project Concept Proposal**

Develop a project concept proposal.

**Competencies**

2.9.1 Identify and incorporate branding strategies.

2.9.2. Determine the scope and purpose of the project.

2.9.3. Determine the target audience, client needs, expected outcomes, objectives, and budget.

2.9.4. Develop a conceptual model and design brief for the project.

2.9.5. Develop a timeline, a communication plan, a task breakdown, costs (e.g., equipment, labor), deliverables, and responsibilities for completion.

2.9.6. Develop and present a comprehensive proposal to stakeholders.

**Outcome: 2.10. Equipment**

Select, operate, and maintain equipment.

**Competencies**

2.10.2. Identify processor, memory, storage, power and environmental requirements.

2.10.4. Identify software application requirements.

2.10.7. Backup, restore, test, archive, and manage data.

**Outcome: 2.13. Rollout and Handoff**

Plan rollout and facilitate handoff to customer.

**Competencies**

2.13.1. Include overall project goals and timelines in the rollout plan.

2.13.2. Communicate rollout plans to key stakeholders in a timely manner.

2.12.3. Conduct final review and approvals according to company standards.

2.13.4. Identify support staff, training needs, and contingency plans in the rollout plan.

2.13.5. Test delivered application to assure that it is fully functional for the customer or user and meets all requirements.

2.13.6. Deliver support and training materials.

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**Strand 7. Digital Media**

Learners apply principles of digital media to produce interactive media; develop and produce multimedia applications; integrate typography into media; create 3D models and 2D and 3D animation; and create digital video, audio, and photographs.

**Outcome: 7.1. Interactive Media**

Describe and explain interactive media and interactive media production.

**Competencies**

7.1.1. Identify the types and uses of interactive media environments (e.g., web-based, kiosks, games, mobile devices, video, print).

7.1.2. Describe the components of interactive media.

7.1.3. Identify the major characteristics of interactive media presentations.

7.1.4. Identify important historical developments and future trends in interactive media.

7.1.5. Identify the major interactive media genres.

7.1.6. Perform critical review of interactive media products in different genres.

7.1.7. Identify the intellectual property rights, responsibilities, and controls related to interactive media.

7.1.8. Analyze the social and cultural implications of interactive media.

7.1.9. Identify major applications for interactive media (e.g., sales and marketing, interactive advertising, education, corporate training, corporate communications, distance learning, news, entertainment).

7.1.10. Identify specific uses for interactive media in each potential market.

**Outcome: 7.2. Multimedia Tools**

Develop navigational structures, scripts, storyboards, and flowcharts for multimedia applications.

**Competencies**

7.2.4. Determine uses and needs for site maps, multimedia scripts, storyboards, and flowcharts.

7.2.5. Make preliminary sketches showing placement of images and text on screen.

7.2.7. Select colors based on color theory and psychology.

7.2.8. Describe music, video, and special effects to be used.

7.2.9. Provide a sample layout to stakeholders for review.

7.2.10. Select and create visual design elements appropriate for the intended audience and use.

7.2.11. Develop characters and narrative to support intended outcomes.

**Outcome: 7.3. Production**

Produce interactive media.

**Competencies**

7.3.1. Select the media elements to be used (e.g., sound, video, graphics, text, animation).

7.3.2. Generate text for multi-image presentations (e.g., title graphics, charts, graphs).

7.3.3. Incorporate graphics (e.g., digital, hand-drawn, photographic).

7.3.4. Incorporate computer animation.

7.3.5. Prepare and integrate photographic images and special effects with graphic images.

7.3.6. Incorporate video footage.

7.3.7. Edit video footage.

7.3.8. Record and/or acquire sound tracks (e.g., narrative, voiceover, sound effects, music).

7.3.9. Integrate sound with visuals.

7.3.10. Produce, test, debug, and archive a final product.

**Outcome: 7.7. Video**

###### Create a video production.

**Competencies**

7.7.1. Identify equipment and other production needs (e.g. drone, stop action, Digital Single Lens Reflex (DSLR) , and 360 cameras).

7.7.2. Analyze the script and storyboard to develop a production schedule.

7.7.3. Set up audio, lighting, and scenery for a shoot

7.7.4. Select a video recording format and shoot a video.

7.7.5. Select a linear or nonlinear editing system and edit a video

7.7.6. Add transitions (e.g., dissolves, wipes, cuts), titles, special effects, and digital effects.

7.7.7. Add a sound track, narration, and/or voiceover.

7.7.8. Export a video to desired medium.

**Outcome: 7.8. Audio**

###### Create an audio production.

**Competencies**

7.8.1. Evaluate performance needs and technical resources.

7.8.2. Identify sound requirements based on script analysis.

7.8.3. Design score appropriate to production and post-production needs.

7.8.4. Determine microphone and speaker placement.

7.8.5. Select and incorporate Foley mechanical and electrical sound effects.

7.8.6. Set up and operate audio-for-video recording devices.

7.8.7. Set up and operate a time code system for audio/video synchronization.

7.8.8. Perform audio mixing.