**Course Description:**

This course focuses on video production for commercial use. Students 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 1.1. 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**

1.1.2. Identify the scope of career opportunities and the requirements for education, training,

certification, licensure and experience.

1.1.5. Develop strategies for self‐promotion in the hiring process (e.g., filling out job applications,

résumé writing, interviewing skills, portfolio development).

1.1.6. Explain the importance of work ethic, accountability and responsibility and demonstrate

associated behaviors in fulfilling personal, community and workplace roles.

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.

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

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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**

1.2.1. Extract relevant, valid information from materials and cite sources of information (e.g., First Amendment, Freedom of Information Act).

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).

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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).

1.3.6. Identify deceptive practices (e.g., bait and switch, identity theft, unlawful door-to-door sales, deceptive service estimates, fraudulent misrepresentations) and their overall impact on organizational performance.

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).

1.4.2. Select and use software applications to locate, record, analyze and present information (e.g., word processing, e-mail, spreadsheet, databases, presentation, Internet search engines).

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

**Outcome 1.5. Global Environment**

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

**Competencies**

1.5.2. Describe how cultural intelligence skills influence the overall success and survival of an organization.

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

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

1.5.6. Analyze work tasks for understanding and interpretation from a different cultural perspective.

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

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

**Outcome 1.6. Business Literacy**

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

**Competencies**

1.6.1. Identify business opportunities.

1.6.3. Explain the importance of planning your business.

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.

1.6.8. Identify the features and benefits that make an organization’s product or service competitive.

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

**Outcome 1.7. Entrepreneurship/Entrepreneurs**

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

**Competencies**

1.7.5. Develop a business plan.

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).

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

**Outcome 1.8. Operations Management**

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

**Competencies**

1.8.2. Select and organize resources to develop a product or a service.

1.8.3. Analyze the performance of organizational activities and reallocate resources to achieve established goals.

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.

1.8.9. Develop a budget that reflects the strategies and goals of the organization.

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

**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).

1.9.4. Identify credit types and their uses in order to establish credit.

1.9.8. Identify income sources and expenditures.

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

**Outcome 1.10. Sales and Marketing**

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

**Competencies**

1.10.1. Identify how the roles of sales, advertising and public relations contribute to a company’s brand.

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

1.10.3. Communicate features, benefits and warranties of a product or service to the customer.

1.10.8. Use promotional techniques to maximize sales revenues (e.g., advertising, sales promotions, publicity, public relations).

1.10.9. Describe how product mix (e.g., product line, product items) maximizes sales revenues, market, share and profit margin.

1.10.10. Demonstrate sales techniques.

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

**Outcome 1.11. Principles of Business Economics**

Examine and employ economic principles, concepts and policies to accomplish organizational goals and objectives.

**Competencies**

1.11.7. Describe how economic performance and culture are interdependent.

1.11.8. Identify the relationships between economy, society and environment that lead to sustainability (e.g., evolution and impact of the arts).

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

 **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. Art 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.

2.1.7. Interpret emphasis through contrast, isolation, size and placement.

2.1.9. Recognize the use of proportion/scale.

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

**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.

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

**Outcome 2.4. Visual Layouts**

Create layouts for pre-production and analyze the communicative effects on the commercial product.

**Competencies**

2.4.1. Create thumbnail and rough sketches.

2.4.7. Determine composition, formal qualities, scale and use of space.

2.4.8. Apply compositional techniques, including rule of thirds, use of a grid system, 180-degree rule, framing, fill frame, pyramid, strong center of interest and aspect ratio.

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

**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 the writing content and styles of fact-, entertainment- and marketing-based models.

3.1.2. Compare and contrast fiction and nonfiction.

3.1.4. Compare and contrast vocabulary, transition words, diction and sentence structure within writing models.

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

3.1.10. Select visual imagery to support or enhance copy.

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**

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

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

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

**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.

3.4.3. Communicate brand image and product value.

3.4.4. Create subjective text to market products, including posters, advertising jingles and opening sequences for television.

3.4.6. Apply the product, price, promotion and placement components of marketing.

3.4.7. Implement the voice of the customer in branding.

3.4.8. Create and revise messages for word-of-mouth, advertising and social media channels.

3.4.9. Critique advertisements to ensure the achievement of goals and objectives.

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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**

4.1.1. Analyze sound by its properties, including amplitude, frequency, wavelength, velocity, diffraction, diffusion, phase and harmonics.

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 acoustics and their impact on sound.

4.1.6. Apply the principles of direct sound, early reflection and reverberation.

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

**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.

4.2.6. Organize a production from audio recording to distributing.

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

4.2.8. Select a score for production and post-production needs.

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

**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.

4.3.7. Apply the principles of time-based effects.

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

4.3.9. Adjust sound according to the needs of the environment.

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

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

**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 polarization.

4.5.8. Capture images through various lenses and camera angles.

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.

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

**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**

4.7.1. 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 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**

6.1.1. Identify the characteristics that make media interactive.

6.1.2. Compare how digital and interactive media are used in different environments (e.g., kiosks, electronic billboards, Digital Out of Home [DOoH] signage, games).

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.

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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 7.2. Genres**

Analyze and critique the stylistic differences among genres.

**Competencies**

7.2.1. Compare and contrast the various styles.

7.2.4. Explain the influence of social context, historical periods and culture in the development of a performance.

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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.

7.11.3. 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.

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

**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.

7.15.4. Critique the strengths and weaknesses of a performance during rehearsal.

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