Alabama CTE

Introduction to Television Production

Explain the growth of communication, including telegraph, wireless, early radio and television, electronic and satellite news gathering technology, and Internet broadcasting. ITTV1	**A** Describing the development of networks, cable, and satellite television and their impact on broadcasting ITTV1A
	B Describing the impact television has on society and politics ITTV1B
	C Assessing recent technological developments in television production ITTV1C
	D Predicting the future of telecommunications ITTV1D
Identify safety hazards associated with television production ITTV2	**A** Practicing precautions while using electrical equipment in television production ITTV2A
	B Demonstrating care for television production gear and tapes in various weather situations ITTV2B
	C Utilizing proper care for television lamps and bulbs ITTV2C
	D Identifying live television remote location safety procedures ITTV2D
	E Organizing and manipulating digital files safely in television production ITTV2E
Demonstrate video camera setup, movement, and operation. ITTV3	**3** Demonstrate video camera setup, movement, and operation. ITTV3
Utilize proper handling, care, and storage techniques of camera, tripod, and accessories. ITTV4	**4** Utilize proper handling, care, and storage techniques of camera, tripod, and accessories. ITTV4
Critique audio quality for television pr	**A** Recognizing audio production components, including microphones, natural sound, voice and audio track, sound-on-tape, sound bites, audio level, nterruptible foldback (IFB), and earpiece ITTV5A

Skip to main content

	B Using audio equipment correctly ITTV5B
Demonstrate studio and field lighting for television, including back, key, fill, and natural light, and three-point lighting and camera lighting functions. Examples: camera lighting functions—white-balance and black-balance, filters ITTV6	**6** Demonstrate studio and field lighting for television, including back, key, fill, and natural light, and three-point lighting and camera lighting functions. Examples: camera lighting functions—white-balance and black-balance, filters ITTV6
Demonstrate appropriate on-camera performance, including clear speech, diction, eye contact, gestures, posture, and appearance. ITTV7	**7** Demonstrate appropriate on-camera performance, including clear speech, diction, eye contact, gestures, posture, and appearance. ITTV7
Assess the quality of television interviews and sound bites, including length and content. ITTV8	**A** Utilizing standard television interview questions Examples: who, what, where, when, why, how ITTV8A
	B Describing pre-interviewing techniques for television Examples: brainstorming, researching ITTV8B
	C Evaluating television interview footage ITTV8C
Demonstrate effective television script writing format. Examples: news, audio and video, screenplay, storyboard ITTV9	**9** Demonstrate effective television script writing format. Examples: news, audio and video, screenplay, storyboard ITTV9
Identifying television conversational writing style, including simple word usage, short sentence structure, "say it, see it" theory, present tense form, active and passive voice an	**A** Prioritizing information for television production ITTV10A

Skip to main content

subjective point of view. ITTV10	
Use applicable editing techniques for television production, including transitions, in-and-out points, trimming, and video sequencing. ITTV11	**A** Defining basic terms associated with television editing Examples: edit-in-camera, assemble edit, insert edit, jump cuts, linear, nonlinear, flash frames, control track ITTV11A
Create a commercial using basic television production skills. ITTV12	**A** Utilizing basic television advertising terms and techniques, including purpose, process, and persuasive devices Examples: revenue, market research, target audience, ratings, humor, testimonial, bandwagon ITTV12A
Create a public service announcement using basic television production skills. ITTV13	**A** Explaining the purpose of a television public service announcement Examples: informing, changing opinion, promoting a cause ITTV13A
Create a news story using basic television production skills. ITTV14	**A** Recognizing common television news terms, including story types and career positions ITTV14A
	B Determining format, fact selection, teases, and lead sentences in television prerecorded and live news story organization ITTV14A