Arizona CTE

Film & TV Production

Analyze the Communication Media Technologies Industry, Its Business Practices, and Its Role in the Economy 1.0	**1.1** Investigate the history and evolution of the Communication Media Technologies industry (i.e., technology, processes, production, etc.) 1.1
	1.2 Examine the impact of social media and emerging technologies on the Communication Media Technologies industry 1.2
	1.3 Research the societal and economic impact of the Communication Media Technologies industry 1.3
	1.4 Examine the impact of the Communication Media Technologies Industry on marketing practices 1.4
	1.5 Explain how diversity and inclusion are managed in the workplace to create a supportive culture 1.5
	1.6 Define cultural diversity and the need for awareness and sensitivity in the workplace 1.6
	1.7 Explain the acceptance of multiculturalism in the workplace (i.e., treating impartially and fairly each ethnic group, etc.) 1.7
	1.8 Analyze customer service practices appropriate to the Communication Media Technologies industry 1.8
	1.9 Examine time management practices appropriate to the Communication Media Technologies industry 1.9
	1.10 Identify professions that comprise the Communication Media Technologies industry (i.e., animation, broadcasting, filmmaking, graphic design, illustration, music and audio productions, photography, printing, publishing, etc.) 1.10
	1.11 Comply with safety standards and regulations specific to OSHA 1.11
Analyze Ethical and Legal Issues Related to the Communication Media Technologies Industry 2.0	**2.1** Distinguish among copyright, intellectual property, and proprietary rights 2.1
	2.2 Investigate copyright, intellectual property, proprietary rights, plagiarism, software licensure, and Creative Commons license 2.2
	Discuss consequences in violating copyright, privacy, and data security laws (i.e., monetary penalties, prison, injunctions, financial restitution, etc.) 2.3

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	2.4 Explain fair use (i.e., authorships, credit lines, parody, news reporting, criticism and commentary, etc.) 2.4
	2.5 Differentiate between legal and ethical standards as they apply to decision-making in the Communication Media Technologies industry 2.5
	2.6 Explain libel, privacy, censorship, and first amendment rights 2.6
	2.7 Discuss legalities and ethical uses with drones and helicopters (i.e., safety, privacy, regulation, etc.) 2.7
Analyze Factors that Contribute to Personal Success in the Communication Media Technologies Industry 3.0	**3.1** Employ written, verbal, and non-verbal communications that are appropriate to the target audience and situation Apply formatting, editing, and proofreading skills to all forms of writing 3.1
	3.2 Apply formatting, editing, and proofreading skills to all forms of writing 3.2
	3.3 Prepare and deliver a presentation using terminology standard to the Communication Media Technologies industry 3.3
	3.4 Use interpersonal skills when communicating with colleagues, clients, and vendors (i.e., active listening, empathy, body language, openness, negotiation, problem-solving, conflict resolution, assertiveness, positive attitude, etc.) 3.4
	3.5 Identify professional “dress for success” standards and practices for the Communication Media Technologies industry 2.5
	3.6 Explain basic types of résumés and their use (e.g., chronological, functional, combination, targeted, and creative) 3.6
	3.7 Identify the basic parts of a résumé (e.g., contact/address section, objective, profile, career summary, experience section, education section, and reference section) 3.7
	3.8 Explain considerations for résumé format (i.e., simple font; plenty of white space; personalize and customize to reflect your skills and abilities, etc.) 3.8
	3.9 Define a professional portfolio (e.g., organized collection of relevant writing, graphics, and projects; artifacts showcasing talents and relevant skills; and summary of professional growth) 3.9
	3.10 Describe portfolio types serving different purposes (i.e., working portfolios, display portfolios, assessment portfolios, etc.) 3.10
	3.11 Describe ways to build a professional portfolio [i.e., binder, digital (iPad), online portfolio, etc.] 3.11
De Sc	Skip to main content **Explain the main types of writing styles (e.g., expository, descriptive, persuasive, and narrative)** 4.1

	4.2 Differentiate among types of conflict (e.g., person vs. self; person vs. person; person vs. environment) 4.2
	4.3 Develop a story idea (i.e., beginning, middle, and end; character development; story arc; etc.) 4.3
	4.4 Identify different types of script formats (i.e., news rundown, screenplay, T-form, etc.) 4.4
	4.5 Sequence a story outline in beat sheet format to include elements of writing (e.g., setting, characters, point of view, plot, conflict and resolution, and theme) 4.5
	4.6 Translate written story into a visual medium through composition and framing 4.6
Apply Cinematography Techniques 5.0	**5.1** Distinguish among primary and secondary visual sources (i.e., B-roll, lower thirds, character generators, etc.) 5.1
	5.2 Apply compositional techniques with a camera (e.g., rule of thirds, leading lines, framing, balance, continuity, background, foreground, headroom, lead room, and depth of field) 5.2
	5.3 Investigate manual camera settings for creativity in photos (e.g., shutter speeds, ISO, aperture, color temperature, and frame rate) 5.3
	5.4 Convey the language of film with industry standard shot types and angles (e.g., establishing long, wide, full, medium, close-up, extreme close-up, three-quarter, over-the-shoulder, two-shot, three-shot, group, insert, master, cutaway, bird's-eye, high angle, low angle, and Dutch angle,) 5.4
	5.5 Generate emotional responses with industry standard dynamic shot types (i.e., dolly, dolly zoom, truck, tracking, rack-focus, jib, parallax, reverse angle, pan, tilt, zoom, etc.) 5.5
	5.6 Utilize camera techniques for production according to project format requirements 5.6
Determine the Roles and Responsibilities for Cast and Crew 6.0	**6.1** Identify the hierarchy of the production crew (e.g., Executive Producer, Producer, and Director) 6.1
	6.2 Define the duties and tasks of the production crew 6.2
	6.3 Identify the cast, or talent, in production (i.e., actors, singers, dancers, musicians, models, etc.) 6.3
	Describe the responsibilities of the cast (i.e., create character before filming, create character's back story, research for screen performance, memorize lines, know the story, portray written character, etc.) 6.4

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	6.5 Describe the vision of a project (i.e., end state, personal and team benefits, goals, action plan, etc.) 6.5
	6.6 Establish production protocols (i.e., on-set, off-set, on-location, etc.) 6.6
Analyze Equipment, Tools, and Technologies 7.0	**7.1** Explain the function of industry standard audio equipment and accessories (i.e., microphones, mixing boards, cabling, XLRs, etc.) 7.1
	7.2 Distinguish among industry standard lighting equipment and accessories for the task (i.e., internal, external, three-point lighting, tungsten, fluorescent, LED, light stands, filters, diffusers, gels, barndoors, etc.) 7.2
	7.3 Differentiate among types and uses of digital cameras, equipment, and accessories (e.g., tripod, monopod, DSLRs, smartphones, and studio vs. ENG) 7.3
	7.4 Identify industry standard audio editing software to meet requirements of final product (i.e., Adobe Audition CC, Audacity, Avid Pro Tools, Apple Logic Pro X, GarageBand, etc.) 7.4
	7.5 Identify industry standard video editing software to meet requirements of final product (i.e., AVID, Final Cut Pro X, Adobe Premiere Pro, MAGIX Video Pro X, Hitfilm Pro, etc.) 7.5
	7.6 Identify industry standard cabling, assembly, and connection types (i.e., microphone, speaker, lighting, video, rigging, multiwire, adaptors, extensions, connectors, etc.) 7.6
	7.7 Describe proper cable management techniques (e.g., over-under method, tape down cables, and cable deployment) 7.7
	7.8 Describe industry standard grip and gaffing equipment (i.e., lighting and electrical supplies, rigging supplies and hardware, specialty tapes, etc.) 7.8
	7.9 Demonstrate proper use, maintenance, and care of all equipment and tools 7.9
Perform Pre-Production Tasks 8.0	**8.1** Propose a project to include project needs, purpose, target audience, delivery method, logistics, budget and schedule 8.1
	8.2 Present a proposal based on project scope (i.e., budget, schedule, logistical requirements, etc.) 8.2
	8.3 Secure equipment based on project needs 8.3
	8.4 Secure locations (i.e., reference photographs and video, lighting and sound, power requirements, etc.) 8.4
	8.5 Identify required permissions and permits needed to film on private and public properties 8.5

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	8.6 Assemble cast and crew according to project needs 8.6
	8.7 Discuss industry standard forms (i.e., contracts, release forms, production forms, production insurance forms, etc.) 8.7
	8.8 Write properly formatted script for a reliable schedule and budget (i.e., font and size, margins, spacing, CAPS vs. no CAPS, scene description, location headings, character headings, dialogue, etc.) 8.8
	8.9 Create properly formatted storyboard and shot list for each scene (i.e., mark up screenplay, determine aspect ratio, sketch subjects, draw background, arrows for motion, camera movement, shot numbers, etc.) 8.9
Perform Production Tasks 9.0	**9.1** Describe how to work with talent (e.g., rehearsing, blocking, lighting, modifying, directing, and shooting) 9.1
	9.2 Perform the duties of Director (e.g., disseminate commands and information to cast and crew, and execute creative vision) 9.2
	9.3 Perform the duties of each production role (i.e., camera operator, sound operator, grip, gaffer, on-air talent, etc.) 9.3
	9.4 Demonstrate basic lighting techniques (i.e., three-point, natural, artificial, reflectors, etc.) 9.4
	9.5 Employ appropriate audio recording method for the project 9.5
	9.6 Reflect, revise, and refine pre-production decisions as needed 9.6
Perform Post-Production Tasks 10.0	**10.1** Import and organize media to create an efficient workflow (i.e., assemble, review, share, etc.) 10.1
	10.2 Determine if footage meets pre-production storyline goals 10.2
	10.3 Create a cohesive rough cut 10.3
	10.4 Describe how to perform editing techniques using industry standard software (e.g., cuts, trims, color correction, cropping, audio leveling, key framing, chroma key, transitions, compositing, continuity, and fades) 10.4
	10.5 Utilize proper safe zone area and aspect ratios for product delivery 10.5
	10.6 Implement legal and appropriate audio into project 10.6
	10.7 Convey artistic expression and sensation of story in a soundscape [e.g., Foley, Audio Dialogue Replacement (ADR), sound effects, soundtrack, room tone, NAT sound, and voiceover] 10.7
	3 Apply timing and pacing techniques to story timeline 10.8

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	10.9 Determine effective titles, text, and graphics 10.9
	10.10 Revise a project based on feedback 10.10
	10.11 Discuss Compression Decompression Algorithms (CODECs) for quality digital and video file formats 10.11
	10.12 Render product for distribution 10.12
Deliver, Market, and Distribute Video 11.0	**11.1** Determine packaging and formatting for the product 11.1
	11.2 Identify potential markets for the product 11.2
	11.3 Evaluate effectiveness of product for multiple audiences 11.3
	11.4 Discuss potential marketing ideas and platforms (i.e., networking, conventional and unconventional media, etc.) 11.4
	11.5 Export film in line with project and marketing identity 11.5