Arkansas CTE

Advanced Audio/Video Tech and Film: Grades 11, 12

Adopted 2007

Audio-Video Technology & Communication

1.1 Define terms in this unit related to audio-visual communication process

1. Use terminology correctly and appropriately 1.1.1

1.2 Identify the technical processes behind communication in the AVT&F pathway

1. Demonstrate the processes involved in sending information over the Internet, such as packet-switching 1.2.1
2. Illustrate how radio and television signals transfer information from the broadcast point to the receivers 1.2.2

1.3 Define effective use of communication when dealing with third parties or clients concerning AVT&F productions

1. Use effective communication to facilitate the creation of an AVT&F production requested by a third party or client 1.3.1
2. Demonstrate proficiency in communicating with the client via telephone, email, presentations, and meetings 1.3.2
3. Create the additional documents and forms that would be necessary for a production for a third party (such as a treatment, proposal, or release form) 1.3.3

1.4 Identify factors that must be decided before the pre-production process is underway

1. Demonstrate defining the purpose, message, and audience for a production 1.4.1
2. Analyze the above information to select the best style and genre to meet the goal of the production and write a proposal or treatment 1.4.2
3. Critique several examples of proposals to see if the genre/style supports the purpose, message, and audience of the production 1.4.3

1.5 Identify the differences in scripts for various AVT&F productions

1. Demonstrate writing various scripts formats, such as two column, three column, etc. 1.5.1

Skip to main content

Describe how increasingly available technology is changing the AVT&F industries

1. Analyze the effects of changing technology on the AVT&F industries 1.6.1

1.7 Identify how the difference pathways in the AVT&F cluster influence and are influenced by society

1. Illustrate the influence of society on AVT&F or visa versa in a presentation by documenting events that support your position 1.7.1

Career and Employability Skills

2.1 Define terminology related to career and employability skills required in the AVT pathway

1. Use terminology correctly and appropriately 2.1.1

2.2 Identify the value of broad general knowledge of communication from the Arts, Audio-Video Technology, and Communication cluster

1. Explain how knowledge is useful with projects covering a broad spectrum of events or diverse cultures when research may not be possible 2.2.1

2.3 Describe management skills necessary to oversee an AVT&F production

1. Demonstrate overseeing the use of resources by others during a production 2.3.1
2. Demonstrate mentoring and teaching others equipment, processes and, techniques needed 2.3.2
3. Demonstrate editing and revising the written work of others for productions 2.3.3
4. Demonstrate evaluating the performance of others during a production 2.3.4

2.4 Identify the importance of dress and appearance in the Arts, Audio-Visual Technology, and Communications cluster

1. Illustrate the proper "on-camera" appearance and dress 2.4.1
2. Compare other situations that would require a specific type of dress or appearance (i.e. meetings with clients) 2.4.2

2.5 Identify an area of the AVT&F in which to specialize (Graphics, Animation, Video, etc.)

1. Evaluates skills needed for this area and how best to obtain those skills 2.5.1
2. Demonstrate proficiency in the skills needed in the area of specialization selected 2.5.2

2.6 List organizational tools needed to help plan and develop an AVT&F production

1. Create a timeline and task analysis for a production such as a news broadcast 2.6.1
2. Develop a system for planning and organizing a production format that will occur several times (i.e. videos for assemblies, weekly announcements) 2.6.2

Skip to main content

Technical Skills

3.1 Define terminology related to the equipment and skills required in the AVT pathway

1. Use terminology correctly and appropriately 3.1.1

3.2 Identify the different types of audio created and used in an AVT&F production

1. Create music, voice-overs, and sound effects for use in an audio-visual presentation or production 3.2.1
2. Evaluate the recording environment and recommend the best type microphone for the application 3.2.2
3. Demonstrate how audio mixers and consoles are used 3.2.3

3.3 Explain the problems associated with using audio from different sources in a production

1. Recommend steps to be taking during pre-production to avoid possible audio problems (i.e. audio rates) 3.3.1
2. Demonstrate converting analog sound to digital 3.3.2
3. Demonstrate re-sampling audio rates to match project rates 3.3.3

3.4 Identify types and placement of lighting fixtures for various lighting effects

1. Create moods in a video production by using lighting techniques 3.4.1

3.5 Explain the importance of images and graphics in an audio-visual production

1. Analyze how image capturing and graphic design support video presentations and productions 3.5.1
2. Create animated scenes specifically for use in a video production 3.5.2
3. Evaluates and calculate processes needed to convert images and animations created in third party software for use in various productions (including resolutions, and compression types) 3.5.3

3.6 Discuss operation of video systems including various components used for editing

1. Analyze needs and select equipment required for several different types of productions 3.6.1
2. Demonstrate setting up editing stations and various components and peripherals for use by others 3.6.2
3. Demonstrate reading a diagram to determine a cabling route 3.6.3

3.7 Identify advanced editing techniques

1. Analyze video clips that demonstrate these techniques 3.7.1
2. Create and edit video using advanced editing techniques and effects such as picture-in-picture and 3-dimensional effects and paths 3.7.2

Skip to main content

3.8 Discuss the importance of troubleshooting and problem solving in the AVT&F pathway

1. Demonstrate assisting others by troubleshooting audio and video problems 3.8.1
2. Illustrate common problems that can occur when using a combination of video, graphic and animation files in video and explain how to prevent them 3.8.2
3. Illustrate common equipment and software problems and explain how to prevent them (i.e. video effects not showing on the tape because it has not been rendered) 3.8.3

Audio-Video Film Production

4.1 Define terminology related to the production of products in the AVT&F pathway

1. Demonstrate these terms correctly and appropriately 4.1.1

4.2 Identify various media and methods used to create productions and presentations in the AVT&F pathway

1. Develop a video package as part of a presentation to be shown in front of an audience 4.2.1
2. Create a multimedia presentation with the purpose of informing 4.2.2
3. Create video and/or presentations for the web 4.2.3
4. Create productions that require interaction from different pathways of the Arts, A/V cluster 4.2.4