Arkansas CTE

Intermediate Audio/Video Technology and Film: Grades 10, 11, 12

Adopted 2007

The Communications Process

1.1 Define terms related to AVT&F (audio-video technology and film) communication process

1. Use terminology correctly and appropriately 1.1.1

1.2 Summarize the beginnings and evolution of AVT&F and how it relates to technology

1. Create a presentation on a technological event or time period during the evolution of audio, video, or film production 1.2.1
2. Compare the development of radio and television to film and the technological changes of each 1.2.2

1.3 List various types of audio-video approaches that convey information or create an emotional impact

1. Categorize the style of several samples of video clips 1.3.1
2. Critique a video production using a specific style. 1.3.2
3. Compare the genre of several samples of video clips 1.3.3

1.4 Identify ethical responsibility by relating the degree of influence the media has on individuals

1. Illustrate how truth can be upheld in ambiguous situations 1.4.1
2. Demonstrate ethical behaviors in presenting information to the public 1.4.2

1.5 Identify how First Amendment, Freedom of Information Act, libel, slander, and copyright laws affect the AVT&F industries

1. Examine issues related to libel, slander, plagiarism, and the invasion of privacy 1.5.1
2. Formulate the production of forms necessary in the AVT&F field (i.e. release forms, permission to use copyrighted materials, applications for licensure, etc.) 1.5.2

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1.6 Identify communication skills necessary in group situations in the AVT&F pathway

1. Facilitate the work of a group using communication, negotiation, and collaboration 1.6.1
2. Integrate the management of shared files and other on-line information into an AVT&F production 1.6.2
3. Demonstrate proficiency in several methods of communication within a group production (presentations, group meetings, telephone, email) 1.6.3

Career Skills

2.1 Define terms related to AVT&F career and employability skills

1. Use terminology correctly and appropriately 2.1.1

2.2 Identify the responsibilities of producers, directors, editors, as well as other specialists in the career pathway of AVT&F

1. Select and interview someone who is currently employed in one of these fields 2.2.1
2. Create a resume and letter of application for one of these roles for a class production 2.2.2
3. Demonstrate the ability to take on the responsibilities and manage resources in relation to this position 2.2.3

2.3 Describe employability skills needed for successful job performance in this career pathway

1. Analyze the major reasons employees lose jobs in the AVT&F pathway and discuss what can be done to prevent this from occurring 2.3.1
2. Demonstrate positive work behavior and personal attributes required in this career pathway such as responsibility for decisions and taking initiative to enhance activities 2.3.2
3. Demonstrate effective communication skills with supervisors, clients, and peers 2.3.3

2.4 Discuss and follow the process for career planning

1. Develop a written plan 2.4.1
2. Refine and update a resume and portfolio 2.4.2

2.5 List economical factors involved in the production of AVT&F

1. Compare non-profit to commercial ventures in this pathway 2.5.1
2. Examine the use of promotional materials, public service announcements, commercials, and press kits 2.5.2

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

1. Use terminology correctly and appropriately 3.1.1

3.2 List audio techniques and equipment used for AVT&F productions (recorders and mics, mixers and equalizers, and monitoring equipment)

1. Select equipment required for different types of audio production 3.2.1
2. Illustrate techniques required for synchronization of audio with video from different cuts 3.2.2
3. Demonstrate techniques required for synchronization of multiple audio tracks (such as voice-overs with background music) 3.2.3

3.3 Describe the difference in data signals and equipment for analog and digital technology

1. Analyze problems that may be encountered when working with analog and digital technology 3.3.1

3.4 Discuss techniques to maximize sound performance using various audio formats

1. Demonstrate digitally enhancing audio 3.4.1
2. Demonstrate techniques used for audio equalization 3.4.2

3.5 Identify types and placement for lighting fixtures in various locations

1. Demonstrate lighting techniques for portable and studio productions 3.5.1

3.6 Identify several types of software used in the development of graphic, video, and animation files

1. Demonstrate how to incorporate several types of software in the development of a single video project 3.6.1

3.7 Describe operation of video editing and playback systems including various peripherals used for editing

1. Create videos using several digital platforms 3.7.1
2. Demonstrate cabling for different audio-video productions as well as for changing formats 3.7.2

3.8 List advanced camera shots and techniques that are found in professional videos

1. Analyze video clips that demonstrate advanced shots and techniques 3.8.1
2. Demonstrate proficiency in using advanced camera shots and techniques in video production 3.8.2

3.9 Discuss technical support in the AVT&F pathway

1. Demonstrate basic troubleshooting audio and video problems 3.9.1

3.10 Identify editing skills related to various delivery requirements required by different postproduction formats

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1. Compare and contrast skills needed to meet the requirements of different postproduction formats 3.10.1

The Production Process

4.1 Define terminology related to the production skills required in the AVT&F pathway

1. Use terminology correctly 4.1.1

4.2 Identify the key elements of an audio script

1. Demonstrate writing audio scripts for various programs 4.2.1

4.3 Identify how audio enhances AVT&F productions

1. Explain how various styles of music can create a specific emotional impact 4.3.1
2. Create music or sound effects for a video production 4.3.2

4.4 Discuss critical elements in designing a production in each of the stages (pre-production, production, and postproduction)

1. Create short script and identify resources needed to begin the production (such as equipment, crew, and cast requirements) 4.4.1
2. Analyze the script and storyboard development process for a successful production 4.4.2
3. Create a shot list, tape log, and any other documents required for the production stage 4.4.3
4. Critique a production to determine how elements work together to make the production successful, what can be done to improve it, and suggestions about the necessary revisions/edits to do so 4.4.4
5. Demonstrate applying two methods of postproduction to the same audiovisual technology and film presentation or production (i.e. DVD and VHS or computer presentation and VHS) 4.4.5

4.5 Identify the importance of leadership in an AVT&F production

1. Demonstrate leadership qualities while working on group productions (such as contributing ideas; building the organization; acting as a role model; adhering to policies, procedures, and standards; promoting the organization's vision; mentoring others; as well as setting and meeting deadlines.) 4.5.1

4.6 Identify teamwork skills to use in group productions that will enhance achieving the common goal

1. Demonstrate teamwork skills when working with co-workers, supervisors, and others outside of the organization 4.6.1
2. Demonstrate teamwork processes that include the respect for the opinions of others, cooperation, adaptability, conflict resolution, and meeting deadlines 4.6.2