Arkansas CTE

# Intermediate Television: Grades 10, 11, 12

Adopted 2008

## Writing

### 1.1 Define terms

1. Use industry terms appropriately in context 1.1.1

### 1.2 Identify various writing styles for broadcast

1. Describe the elements of objective writing 1.2.1
2. Describe the elements of persuasive writing 1.2.2
3. Create a product that incorporates the aspects of each writing style 1.2.3

## Videography

### 2.1 Define terms

1. Use industry terms appropriately in context 2.1.1

### 2.2 Identify acquisition techniques

1. Create a project using appropriate framing 2.2.1
2. Create a project using appropriate sequencing 2.2.2
3. Create a project using different composition techniques 2.2.3

### 2.3 Discuss the use of video cameras

1. Apply the use of white balance in various settings 2.3.1
2. Apply the use of iris control in various settings 2.3.2
3. Apply the use of filters in various settings 2.3.3
4. Apply the use of focus control in various settings 2.3.4
5. Apply the use of audio control in various settings 2.3.5
6. Apply the use of tripods 2.3.6
7. Identify the different types of connectors, adaptors, cables, etc. 2.3.7

## Audio

### 3.1 Define terms

1. Use industry terms appropriately in context 3.1.1

### Demonstrate proper audio techniques

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1. Apply proper use of various microphones 3.2.1
2. Apply proper use of various mixers 3.2.2
3. Identify the different types of connectors, adaptors, cables, etc. 3.2.3

**Lighting**

**4.1 Define terms**

1. Use industry terms appropriately in context 4.1.1

**4.2 Demonstrate proper lighting techniques**

1. Apply proper use of various lights 4.2.1
2. Apply proper use of various lighting equipment 4.2.2
3. Apply proper use of artificial lighting 4.2.3
4. Apply proper use of natural lighting 4.2.4

**Job Descriptions**

**5.1 Define terms**

1. Use industry terms appropriately in context 5.1.1

**5.2 Explain the roles and responsibilities of production personnel**

1. Create a project as a director 5.2.1
2. Create a project as a producer 5.2.2
3. Create a project as a videographer 5.2.3
4. Create a project as an on-air personality 5.2.4

**Editing**

**6.1 Define terms**

1. Use industry terms appropriately in context 6.1.1

**6.2 Demonstrate the proper use of an editing system**

1. Acquire and log raw footage 6.2.1
2. Independently import and save footage 6.2.2

**6.3 Compile and arrange selected footage**

1. Create a project without jump-cuts, flash frames, etc. 6.3.1
2. Create a project using proper sequencing 6.3.2
3. Create a project using proper continuity 6.3.3

**6.4 Incorporate additional audio**

1. Create a project using a voice over 6.4.1
2. Create a project using music 6.4.2
3. Create a project using sound effects 6.4.3
4. Create a project using natural sound 6.4.4

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5. Demonstrate proper use of all audio equipment and elements 6.4.5

**6.5 Incorporate additional video elements**

1. Create a project using B-roll 6.5.1
2. Create a project using graphics 6.5.2
3. Create a project using special effects 6.5.3
4. Create a project using transitions 6.5.4
5. Demonstrate proper use of all video equipment and elements 6.5.5

**Workplace Skills Development**

**7.1 Define terms related to workplace skills development**

1. Use terms appropriately in context 7.1.1

**7.2 Identify interpersonal skills essential to workplace success**

1. Discuss how timeliness and attendance relate to workplace success 7.2.1
2. Discuss how appropriate dress and personal cleanliness relate to workplace success 7.2.2
3. Discuss how maintaining workplace cleanliness is important to workplace success 7.2.3
4. Discuss appropriate work ethics 7.2.4
5. Discuss communication, leadership, and teamwork skills essential to workplace success 7.2.5
6. Demonstrate effective basic oral communication 7.2.6
7. Demonstrate effective basic written communication 7.2.7
8. Demonstrate the ability to make basic decisions regarding production responsibility 7.2.8
9. Demonstrate the ability to work effectively as a part of a team 7.2.9

**7.3 Identify basic resources commonly used in the television industry**

1. Use brainstorming techniques to identify resources used in the production and delivery of a particular product 7.3.1
2. Discuss how individual resources affect the production and delivery of a particular product 7.3.2
3. Discuss how timeliness of resource acquisition affects the production and delivery of a particular product 7.3.3

**7.4 Explore career opportunities in the television industry**

1. Use brainstorming techniques to identify careers associated with the television industry 7.4.1
2. Discuss the knowledge, skills, and abilities (KSA) needed to be successful in at least three careers in television 7.4.2

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3. Discuss the expected growth and potential income of at least three careers in the television industry 7.4.3
4. Discuss the process of establishing short and long-term career goals 7.4.4
5. Discuss a career path related to the television industry 7.4.5

## 7.5 Identify workplace technology

1. Discuss the effect of advancing technology on the television industry 7.5.1