

# Digital Media Production (2017)

## Digital Media Production History 1.0

### 1.1 Awareness of History that led to Current Practices 1.1

- 1.1.1 Be aware of the influence of mass media on society throughout history and today 1.1.1
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### 1.2 Industry Ethics and Laws 1.2

- 1.2.1 Define terms applicable to ethics and laws (e.g. plagiarism, copyright law, libel, slander, etc.) 1.2.1
  - 1.2.2 Discuss how to legally obtain and use source materials for production purposes. 1.2.2
  - 1.2.3 Explain copyright laws/issues that pertain to digital media production. 1.2.3
  - 1.2.4 Summarize legal and ethical acquisition and use of digital materials, giving attribution using established methods. 1.2.4
  - 1.2.5 Understand the Role of the Federal Communications Commission (FCC). 1.2.5
  - 1.2.6 Discuss Digital Media consents for assigned projects. 1.2.6
  - 1.2.7 Discuss the First Amendment guarantees relating to Digital Media. 1.2.7
  - 1.2.8 Explain proper attribution (citing) procedures. 1.2.8
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### 1.3 Stages of the Digital Media Process 1.3

- 1.3.1 Determine appropriate digital media platform. 1.3.1
  - 1.3.2 Formulate budget guidelines. 1.3.2
  - 1.3.3 Conduct a pre-production meeting to create a production plan, and location scouting. 1.3.3
  - 1.3.4 List the components of the production phase (e.g. selecting equipment, operating equipment, interviewing, directing, lighting, and audio, etc.) 1.3.4
  - 1.3.5 List steps in conducting a post-production meeting. 1.3.5
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### 1.4 Various Roles in Digital Media 1.4

- 1.4.1 Summarize and assign the roles of various personnel for video production projects (e.g., producer, director, editor, camera operator, etc.) 1.4.1
- 1.4.2 Develop appropriate industry specific communication skills when working with clients, crews, and talent. 1.4.2

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## **1.5 Explore Careers in Digital Media** 1.5

**1.5.1** Research opportunities found within the digital media production industry. 1.5.1

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## **Safety and Personal Responsibility** 2.0

### **2.1 Orderly and Safe Work Environment** 2.1

- 2.1.1** Identify and locate all safety equipment in media labs and on location (e.g., first aid kit, fire extinguisher, etc.) 2.1.1
  - 2.1.2** Discuss safety precautions and practices. 2.1.2
  - 2.1.3** Demonstrate the safe usage of appropriate tools and the proper operation of equipment. 2.1.3
  - 2.1.4** Maintain and trouble shoot tools and equipment. 2.1.4
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### **2.2 Personal Responsibility and Professionalism** 2.2

- 2.2.1** Exhibit professional conduct and work ethics in the development of productions. 2.2.1
  - 2.2.2** Discuss giving and responding to constructive criticism. 2.2.2
  - 2.2.3** Dress professionally and appropriately as per assignment. 2.2.3
  - 2.2.4** Exhibit ability to follow directions. 2.2.4
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## **Digital Media Production Equipment** 3.0

### **3.1 Camera Operation and Techniques** 3.1

- 3.1.1** Select, operate and exhibit correct use of video cameras for project specifications. 3.1.1
- 3.1.2** Demonstrate the functions and uses of camera mounting devices (e.g., tripods, Steadicam, monopods, etc. 3.1.2
- 3.1.3** Demonstrate types of camera angles and movements. 3.1.3
- 3.1.4** Demonstrate an understanding of the rule of thirds. 3.1.4
- 3.1.5** Demonstrate different shot compositions (e.g., medium shot, close up, long shot, etc.) 3.1.5
- 3.1.6** Demonstrate shot flow including sequencing and continuity. 3.1.6
- 3.1.7** Demonstrate understanding of whit balance settings. 3.1.7
- 3.1.8** Connect various pieces of video equipment using proper cables and/or adaptors. 3.1.8

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### **3.2 Audio Equipment Operation** 3.2

- 3.2.1 Identify, compare and contrast the types, uses, and pick-up patterns of various microphones. 3.2.1
- 3.2.2 Demonstrate proper placement of microphones for effective audio. 3.2.2
- 3.2.3 Connect microphone(s) to various audio equipment using the proper cables and/or adapters. 3.2.3
- 3.2.4 Record a short audio sequence, properly monitoring the sound level. 3.2.4
- 3.2.5 Identify and correct sources of interference and poor sound quality. 3.2.5
- 3.2.6 Demonstrate the use of mixing multiple sources in live and post-production settings. 3.2.6
- 3.2.7 Identify the difference between mic and line levels. 3.2.7

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### **3.3 Proper Lighting Techniques** 3.3

- 3.3.1 Identify and explain the use of basic lighting equipment. 3.3.1
- 3.3.2 Demonstrate one, two and three point lighting techniques. 3.3.2
- 3.3.3 Utilize various light sources (e.g., natural light, reflectors, portable lights, etc.) 3.3.3
- 3.3.4 Explain and demonstrate the use of lighting techniques in creating composition, visual continuity, mood, and color temperature. 3.3.4

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### **3.4 Effective Use of Visual Effects and Computer Graphics** 3.4

- 3.4.1 Use Chroma key techniques for composing (e.g., green screen, virtual sets, weather maps, etc.) 3.4.1
- 3.4.2 Discuss text, fonts, colors, title safe area, lower thirds, and placement. 3.4.2
- 3.4.3 Enhance a project using appropriate graphics 3.4.3
- 3.4.4 Enhance a project using appropriate visual effects (e.g., picture-in-picture, motion graphics, etc.) 3.4.4

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## **Writing for Digital Media** 4.0

### **4.1 Conduct Research for Projects** 4.1

- 4.1.1 Identify potential biases when selection interviewees. 4.1.1
- 4.1.2 Identify resources to conduct research. 4.1.2
- 4.1.3 Identify and utilize primary and secondary sources. 4.1.3
- 4.1.4 Apply active research methods (e.g., critical reading, personal interviews, credible sources, use of surveys, etc.) 4.1.4
- 4.1.5 Demonstrate effective note-taking skills. 4.1.5
- 4.1.6 Attribute all sources correctly. 4.1.6

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## **4.2 Scripts and Storyboards** 4.2

- 4.2.1 Determine appropriate script writing formats for various production types (e.g., news story, commercial, sports, PSA, narrative, etc.) 4.2.1
- 4.2.2 Write scripts that contain a logical beginning, middle and end. 4.2.2
- 4.2.3 Write scripts that convey a variety of story elements (e.g., VO, SOT, VO/SOT, news packages, etc.). 4.2.3
- 4.2.4 Describe components of a two-column script. 4.2.4
- 4.2.5 Explain components of a storyboard (e.g., camera, angles, locations, shots, movements, etc.) 4.2.5
- 4.2.6 Translate from written scripts to storyboards when appropriate. 4.2.6

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## **4.3 Interviewing Skills** 4.3

- 4.3.1 Develop open-ended questions to elicit in-depth responses. 4.3.1
  - 4.3.2 Select interviewee(s) appropriate for the topic. 4.3.2
  - 4.3.3 Select a location that enhances the interview. 4.3.3
  - 4.3.4 Contact interviewee(s) and schedule interview(s). 4.3.4
  - 4.3.5 Recognize the differences between biased and unbiased questions and answers. 4.3.5
  - 4.3.6 Ask questions coherently and concisely, using proper grammar. 4.3.6
  - 4.3.7 Demonstrate effective listening skills. 4.3.7
  - 4.3.8 Improvise questions based on the interviewee's responses. 4.3.8
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## Industry Standard Production Practices 5.0

### 5.1 Appropriate Field Production (EFP) Practices 5.1

- 5.1.1 Evaluate possible shooting locations for a project (e.g., sound, lighting, environment, etc.) 5.1.1
- 5.1.2 Perform field production jobs to include cameras, lighting, sound technicians, or multitask. 5.1.2
- 5.1.3 Demonstrate basic field camera operations to reflect each location. 5.1.3
- 5.1.4 Determine camera shooting techniques appropriate for the production, such as shot composition, angle, and use of mounting devices. 5.1.4
- 5.1.5 Create a project outside the studio using field equipment and techniques. 5.1.5
- 5.1.6 Assess location hazards and safety issues and appropriately deal with safety issues. 5.1.6
- 5.1.7 Demonstrate how to properly wrap cables using the over under technique. 5.1.7
- 5.1.8 Know how to use zebras, histograms, and waveform monitors when adjusting camera exposure. 5.1.8
- 5.1.9 Be able to use phone apps or other electronic methods to relay scripts, video, and other data between the field and the studio. 5.1.9

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### 5.2 Appropriate Studio Operation 5.2

- 5.2.1 Demonstrate the setup and operation of basic studio equipment (e.g., switcher, teleprompter, recording unit, software, etc.) 5.2.1
- 5.2.2 Demonstrate understanding of the jobs necessary for a studio production (e.g., director, technical director (TD), audio engineer, recording/playback engineer, etc.) 5.2.2
- 5.2.3 Demonstrate basic studio camera operation. 5.2.3
- 5.2.4 Create and incorporate titles and other graphics in a studio production. 5.2.4
- 5.2.5 Use proper studio lighting. 5.2.5
- 5.2.6 Create a project inside the studio environment. 5.2.6
- 5.2.7 Assess location hazards and safety issues and appropriately deal with safety issues. 5.2.7
- 5.2.8 Demonstrate appropriate on-camera performance skills (e.g., appearance, gestures, posture, etc.) 5.2.8
- 5.2.9 Select clothing, makeup, and accessories, appropriate for use on-camera in a specific production. 5.2.9

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### **5.3 On-Camera Delivery** 5.3

- 5.3.1 Demonstrate understanding of appropriate speaking skills for an on-camera performance (e.g., pitch, tone, emphasis, inflection, enunciation, timing, etc.) 5.3.1
  - 5.3.2 Read for a camera using a teleprompter or cue cards. 5.3.2
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## **Understand the Editing Process** 6.0

### **6.1 Understand File Format and Data Management** 6.1

- 6.1.1 Differentiate between digital video files, still images, and audio files. 6.1.1
  - 6.1.2 Create, compress, and convert digital video files, still images, audio files, and graphic files in various formats, and codecs. 6.1.2
  - 6.1.3 Explain the need for data management. 6.1.3
  - 6.1.4 Demonstrate appropriate data management practices. 6.1.4
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### **6.2 Operate Software for Digital Editing** 6.2

- 6.2.1 Organize and evaluate materials for editing. 6.2.1
  - 6.2.2 Capture/import source materials. 6.2.2
  - 6.2.3 Manipulate video (i.e., color, motion, filters, and transitions). 6.2.3
  - 6.2.4 Utilize visual techniques to enhance the final product (i.e., animation, and graphics). 6.2.4
  - 6.2.5 Use multiple audio sources to complete a project (e.g., sound effects, room tone, music, etc.) 6.2.5
  - 6.2.6 Adjust audio levels for a single or multiple tracks. 6.2.6
  - 6.2.7 Use audio to enhance a final product. 6.2.7
  - 6.2.8 Export a project to appropriate media. 6.2.8
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### **6.3 Understand the Principles of Editing** 6.3

- 6.3.1 Explain the Impact of editing on continuity, performance, emphasis, and flow. 6.3.1
  - 6.3.2 Apply the principals of editing to a production project. 6.3.2
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### **6.4 Evaluate the Project** 6.4

- 6.4.1 Evaluate content for message effectiveness and bias (i.e., does it tell the complete story?) 6.4.1
- 6.4.2 Assess video/audio quality for levels and clarity. 6.4.2
- 6.4.3 Revise work based on critiques. 6.4.3