Idaho CTE

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

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

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

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

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

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

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

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

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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

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

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

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

4.2 Scripts and Storyboards 4.2

4.1.6 Attribute all sources correctly. 4.1.6

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

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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

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 listing skills. 4.3.7

4.3.8 Improvise questions based on the interviewee's responses. 4.3.8

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, angel, 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

5.18 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

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

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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

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

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

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

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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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