Kansas CTE

Audio/Video Production Fundamentals (2011): Grades 9, 10, 11, 12

Adopted 2011

Essential Knowledge and Skills

0.1 Achieve additional academic knowledge and skills required to pursue the full range of career and postsecondary education opportunities within a career cluster.

1. Adapt language for audience, purpose, situation (i.e. diction/structure, style). 0.1.1
2. Compose focused copy for a variety of written documents (i.e. documents, notes, oral presentations reports). 0.1.2
3. Demonstrate knowledge of basic arithmetic operations such as addition, subtraction, multiplication and division. 0.1.3
4. Analyze data when interpreting operational documents. 0.1.4

0.2 Use oral and written communication skills in creating, expressing and interpreting information and ideas including technical terminology and information.

1. Interpret information, data and observations to apply information learned from reading to actual practice. 0.2.1
2. Communicate effectively with others to foster positive relationships. 0.2.2
3. Reference the sources of information. 0.2.3
4. Compose multi-paragraph documents clearly, succinctly, and accurately (i.e. correct grammar, spelling, punctuation and capitalization). 0.2.4
5. Deliver an oral presentation to provide information for specific purposes and audiences. 0.2.5

0.3 Solve problems using creativity, innovation and critical thinking skills (analyze, synthesize, and evaluate) independently and in teams.

1. Analyze elements of a problem to determine solutions (including how to think creatively). 0.3.1

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Understand the importance of health, safety, and environmental management systems and follow organizational policies and procedures and contribute to continuous improvement in performance and compliance.

1. Follow operation manuals for all equipment and tools to maintain safe workplace for self and others. 0.4.1
2. Demonstrate safe work habits and procedures (i.e. personal habits, around electricity, storage of equipment). 0.4.2

0.5 Use leadership and teamwork skills in collaborating with others to accomplish organizational goals and objectives.

1. Exhibit leadership skills (i.e. management of resources, listening to others, respect, supporting others). 0.5.1
2. Work with others to achieve objectives in a timely manner (i.e. follow direction, take responsibility, respect for others and cooperation). 0.5.2

0.6 Know and understand the importance of professional ethics and legal responsibilities.

1. Follow code of ethics for the Arts, AV and Communications field in all projects, decisions and actions. 0.6.1

0.7 Know and understand the importance of employability skills, effectively manage careers and the importance of entrepreneurship skills.

1. Model behaviors of a good employee (i.e. reliability, dependability, professionalism). 0.7.1
2. Create a record of work experiences, certifications and products. 0.7.2

Technical Skills

1.0 Use the technical knowledge and skills required to pursue the targeted careers for all pathways in the career cluster, including knowledge of design, operation, and maintenance of technological systems critical to the career cluster.

1.1 Analyze career paths in the communications field.

1. Analyze various careers in audio and video production (e.g. producers, directors, reporters, videographers/photographers, anchors). 1.1.1

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1.2 Demonstrate technical skills related to careers in the communications field.

1. Explain the evolution of audio and video production. 1.2.1
2. Describe how changing technology is impacting the audio and video industries (i.e. wireless systems, high definition production). 1.2.2
3. Analyze the role of the producer (including scheduling, personnel and tracking progress), director (including knowledge of story structure, script analysis, relationship to the production team and crew members), reporters, photographers/videographers and anchors. 1.2.3
4. Define common audio and video production terminology and acronyms (including AVI, MPEG, JPEG and TIFF). 1.2.4
5. Explore the equipment, software (e.g. Flash, Avid, Final Cut Pro, mobile video platforms) and tools needed in audio and video production (including the variety/features, expense, basic care). 1.2.5
6. Identify types of microphones and how to use them in audio video presentations (including pick up patterns, use of lapel vs. stick mic., and mult. box). 1.2.6
7. Distinguish between analogue and digital audio and video formats. 1.2.7
8. Describe how audio is synchronized with other audio or video. 1.2.8
9. Write audio scripts for various types of programs (including key elements, short audio scripts). 1.2.9
10. Identify various types of audio and visual approaches that convey information or create an emotional impact (including use of music). 1.2.10
11. Analyze music licensing (including performance licensing and synchronization rights, copyright vs. free-use). 1.2.11
12. Understand the interview process. 1.2.12
13. Explore the lighting requirements of a variety of productions (including types and placement of fixtures). 1.2.13
14. Understand video formats (including Mini DV, digital cards, non-linear memory devices and HD). 1.2.14
15. Describe non-linear editing and editing skills related to various delivery requirements. 1.2.15
16. Analyze the electrical requirements of audio video equipment. 1.2.16
17. Analyze video production techniques and use of a switcher (e.g. switching video input from one camera or studio to another and/or from video to live programming). 1.2.17
18. Demonstrate video camera operations (including how to frame and maintain picture composition, focusing and adjusting images, performing pans and zooms). 1.2.18
19. Demonstrate how to set up a basic production studio (e.g. location of production, pulling and securing cables, audio and/or sound set up, lighting placement, meeting electrical needs). 1.2.19

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20. Identify potential production problems and solutions (including checking for audio video transmission, sound quality and volume). 1.2.20

21. Produce a story using video (including writing the script, shooting the video and editing to make it fluid and seamless). 1.2.21