Kentucky CTE

Media Arts: Studio Directing and Performance 480911 (2026–2027)

Utilize methods to formulate multiple ideas and refine design goals, increasing the originality of approaches in the media arts creation process. 1	1 Utilize methods to formulate multiple ideas and refine design goals, increasing the originality of approaches in the media arts creation process. 1
Write proficient quality scripts for entertainment genre video productions, including visual poems, short narratives, and music videos. 2	2 Write proficient quality scripts for entertainment genre video productions, including visual poems, short narratives, and music videos. 2
Write proficient quality scripts for persuasive genre video productions, including public service announcements, commercials, and promotional videos. 3	3 Write proficient quality scripts for persuasive genre video productions, including public service announcements, commercials, and promotional videos. 3
Identify news and feature story leads using a proficient knowledge of the news element. 4	4 Identify news and feature story leads using a proficient knowledge of the news element. 4
Cover news events to produce proficient quality news and feature stc	5 Cover news events to produce proficient quality news and feature story packages. 5

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Apply a personal aesthetic in designing, testing, and refining original design ideas, prototypes, and production strategies for media arts productions. 6	**6 Apply a personal aesthetic in designing, testing, and refining original design ideas, prototypes, and production strategies for media arts productions.** 6
Demonstrate choices in organizing and integrating content and stylistic conventions in media arts production, demonstrating an understanding of associated principles. 7	**7 Demonstrate choices in organizing and integrating content and stylistic conventions in media arts production, demonstrating an understanding of associated principles.** 7
Refine aesthetic elements and technical components to form impactful expressions in media art projects for specific purposes, intentions, audiences, and contexts. 8	**8 Refine aesthetic elements and technical components to form impactful expressions in media art projects for specific purposes, intentions, audiences, and contexts.** 8
Select scripts for production determining how material should be interpreted and performed. 9	**9 Select scripts for production determining how material should be interpreted and performed.** 9
Research scripts determining how they should be directed. 10	**10 Research scripts determining how they should be directed.** 10
Integrate various arts, media arts forms, and academic content into unified media arts productions that retain thematic integrity and stylistic continuity. 11	**11 Integrate various arts, media arts forms, and academic content into unified media arts productions that retain thematic integrity and stylistic continuity.** 11
Demonstrate proficient kn op appropriate camera	**12 Demonstrate proficient knowledge of camera operations skills, apply appropriate camera angles, and demonstrate knowledge of depth of field and appropriate camera placement.** 12

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angles, and demonstrate knowledge of depth of field and appropriate camera placement. 12	
Demonstrate proficient knowledge of lighting techniques as applied to studio and field productions. 13	13 Demonstrate proficient knowledge of lighting techniques as applied to studio and field productions. 13
Apply proficient sound capture in studio and field productions, demonstrating sound editing skills. 14	14 Apply proficient sound capture in studio and field productions, demonstrating sound editing skills. 14
Direct productions in the studio and field demonstrating accomplished knowledge of compositional concepts and intended audience. 15	15 Direct productions in the studio and field demonstrating accomplished knowledge of compositional concepts and intended audience. 15
Demonstrate leadership and collaboration skills when working with peers. 16	16 Demonstrate leadership and collaboration skills when working with peers. 16
Demonstrate skills in the use of computer software for video production and editing. 17	17 Demonstrate skills in the use of computer software for video production and editing. 17
Demonstrate performance skills in newscasting, radio announcing, hosting, and ad-lib announcing. 18	18 Demonstrate performance skills in newscasting, radio announcing, hosting, and ad-lib announcing. 18
Provide leadership in pr an	19 Provide leadership in producing, directing, and performing in narratives and non-fiction productions. 19

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narratives and non-fiction productions. 19

Provide leadership when working with others to produce entertainment and persuasive genre video productions. 20	20 Provide leadership when working with others to produce entertainment and persuasive genre video productions. 20
Obtain necessary copyright permissions complying with copyright regulations. 21	21 Obtain necessary copyright permissions complying with copyright regulations. 21
Produce scripts for information genre productions. 22	22 Produce scripts for information genre productions. 22
Analyze productions, evaluate program success, and create future production goals. 23	23 Analyze productions, evaluate program success, and create future production goals. 23
Supervise and coordinate the work of camera, lighting, design, and sound crew members. 24	24 Supervise and coordinate the work of camera, lighting, design, and sound crew members. 24
Plan details such as framing, composition, camera movement, sound, and actor movement for each shot or scene. 25	25 Plan details such as framing, composition, camera movement, sound, and actor movement for each shot or scene. 25
Direct live broadcasts, films and recordings, or non-broadcast programming for public entertainment or education. 26	26 Direct live broadcasts, films and recordings, or non-broadcast programming for public entertainment or education. 26

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Collaborate with technical directors, managers, crew members and writers discussing details of production. 27	**27 Collaborate with technical directors, managers, crew members and writers discussing details of production.** 27
Compile cue words, phrases and cue announcers, cast members and technicians during performances. 28	**28 Compile cue words, phrases and cue announcers, cast members and technicians during performances.** 28
Identify and approve equipment and elements required for production. 29	**29 Identify and approve equipment and elements required for production.** 29
Consult with writers, producers, or actors about script changes or "workshop" scripts through rehearsals with writers and actors to create final drafts. 30	**30 Consult with writers, producers, or actors about script changes or "workshop" scripts through rehearsals with writers and actors to create final drafts.** 30
Demonstrate command of design, technical and soft skills in managing and producing media arts projects. 31	**31 Demonstrate command of design, technical and soft skills in managing and producing media arts projects.** 31
Demonstrate ability in creative and adaptive innovation abilities addressing challenges within and through media arts productions. 32	**32 Demonstrate ability in creative and adaptive innovation abilities addressing challenges within and through media arts productions.** 32
Demonstrate adaptation and combination of tools, styles, techniques, and interactivity to achieve goals in the pr of	**33 Demonstrate adaptation and combination of tools, styles, techniques, and interactivity to achieve goals in the production of a variety of media art designs.** 33

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Design a presentation and distribution of collections of media art designs through a variety of contexts, such as mass audiences and physical and virtual channels. 34	**34 Design a presentation and distribution of collections of media art designs through a variety of contexts, such as mass audiences and physical and virtual channels.** 34
Evaluate and implement improvements in presenting media art designs, considering personal, local, and social impacts. 35	**35 Evaluate and implement improvements in presenting media art designs, considering personal, local, and social impacts.** 35
Analyze the qualities and relationships of the components in a variety of media art designs and give feedback on how they impact an audience. 36	**36 Analyze the qualities and relationships of the components in a variety of media art designs and give feedback on how they impact an audience.** 36
Analyze how a broad range of media art designs manage audience experience and create intention and persuasion through multimodal perception. 37	**37 Analyze how a broad range of media art designs manage audience experience and create intention and persuasion through multimodal perception.** 37
Analyze the intent, meanings, and influence of a variety of media art designs based on personal, societal, historical and cultural contexts. 38	**38 Analyze the intent, meanings, and influence of a variety of media art designs based on personal, societal, historical and cultural contexts.** 38
Evaluate and give a constructive critique of media art designs and production processes. 39	**39 Evaluate and give a constructive critique of media art designs and production processes.** 39

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Synthesize internal and external resources, enhancing the creation of persuasive media art designs. 40	**40** **Synthesize internal and external resources, enhancing the creation of persuasive media art designs.** 40
Demonstrate the use of media arts, synthesizing new meaning and knowledge. 41	**41** **Demonstrate the use of media arts, synthesizing new meaning and knowledge.** 41
Demonstrate the relationships of media arts ideas and works to various contexts, purposes, and values. 42	**42** **Demonstrate the relationships of media arts ideas and works to various contexts, purposes, and values.** 42
Investigate and interact with legal, technological, systemic, and vocational contexts of media arts, considering ethics, media literacy, digital identity, and artist/audience interactivity. 43	**43** **Investigate and interact with legal, technological, systemic, and vocational contexts of media arts, considering ethics, media literacy, digital identity, and artist/audience interactivity.** 43

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