Nebraska CTE

Media Production

Analyze working in the media production field. CIS.HS.14.1	**a** Analyze careers in the media production field. CIS.HS.14.1.A
	b Analyze job market trends in the media production field. CIS.HS.14.1.B
	c Analyze the benefits of industry certification and higher education in the field. CIS.HS.14.1.C
	d Investigate careers in media production. CIS.HS.14.1.D
Identify and describe the roles and responsibilities for the cast and crew. CIS.HS.14.2	**a** Describe the hierarchy of the production leadership crew (e.g., Executive Producer, Producer, or Director). CIS.HS.14.2.A
	b Identify the roles and duties of the production crew (i.e., actor, on-camera reporter, writer, announcer, play-by-play announcer, color commentary announcer, camera operator, sound board, etc.) CIS.HS.14.2.B
Simulate working in the media production field through the creation of client-based media projects. CIS.HS.14.3	**a** Compare and contrast the various roles involved in media production. CIS.HS.14.3.A
	b Interpret the client's purpose, audience, and audience needs for preparing media to ensure the content is relevant. CIS.HS.14.3.B
	c Prepare a production schedule (e.g., creating and using a work plan, establishing milestones and deliverables). CIS.HS.14.3.C
	d Describe the importance of branding as it applies to client-based media production projects. CIS.HS.14.3.D
	e Communicate in person and through written communication with peers and clients about production plans and processes. CIS.HS.14.3.E
	f Distribute a final product to the target audience using appropriate outlets. CIS.HS.14.3.F
	g Evaluate effectiveness, analytics, and feedback from the media production. CIS.HS.14.3.G
Research, report, and sy fro	**a** Identify the components of a compelling video story. CIS.HS.14.4.A
	Write open-ended questions for interviews. CIS.HS.14.4.B

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of the storytelling process. CIS.HS.14.4	c Conduct interviews with subjects. CIS.HS.14.4.C
	d Incorporate information from research and interviews to write a voice over script appropriate to the project. CIS.HS.14.4.D
Demonstrate technical skills for broadcast, video, Internet, audio, and/or mobile production. CIS.HS.14.5	a Demonstrate proficiency using equipment and software during recording and post-production applications. CIS.HS.14.5.A
	b Research and evaluate trends in new equipment, software, and techniques. CIS.HS.14.5.B
Evaluate and comply with copyright laws. CIS.HS.14.6	a Determine the type of copyright, permissions, and licensing required to use specific content. CIS.HS.14.6.A
	b Analyze the different types of copyright licenses and their uses. (e.g., Creative Commons, Public Domain). CIS.HS.14.6.B
	c Identify legal and ethical considerations for using third-party content, such as copyright, permissions, and licensing. CIS.HS.14.6.C
	d Apply copyright as it pertains to one's own creative work. CIS.HS.14.6.D
Create a digital portfolio which demonstrates competency in the Media Production field. CIS.HS.14.7	a Examine professional digital portfolios as models. CIS.HS.14.7.A
	b Evaluate all elements of the portfolio for compliance with copyright. CIS.HS.14.7.B
	c Curate works for the portfolio that demonstrates media production skills. CIS.HS.14.7.C
	d Design portfolio so that it demonstrates principles of good design. CIS.HS.14.7.D
	e Choose language to ensure copyright protections of the student work. CIS.HS.14.7.E
	f Explain the importance of branding as it applies to their portfolio of creative work. CIS.HS.14.7.F