

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 synthesize information from interviews as part

- a** Identify the components of a compelling video story. [CIS.HS.14.4.A](#)
- b** Write open-ended questions for interviews. [CIS.HS.14.4.B](#)

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
