South Dakota CTE

Arts, A/V Technology and Communications: Media Production

Develop an Awareness of Career Opportunities and Professionalism in Media Production MP 1	1	**Identify personal interests and abilities related to media production careers. Examples: identify personal creative talents, identify technical/production talents** MP 1.1
	2	**Investigate career opportunities, trends, and requirements related to media production careers Examples: Research job opportunities, Investigate trends associated with media production, Discuss related career pathways** MP 1.2
	3	**Demonstrate Employability Skills required by business and industry Examples: Attendance and punctuality, Positive attitude, Positive work ethic, Use of Proper Social Skills, Display ability to work as part of a team and take direction from others** MP 1.3
	4	**Describe and Apply Principles of Media Law Examples: Identify and apply principles of copyright, Explore the Federal Communications Commission's (FCC) role in mass media, Predict consequences of media misuse, Role-play filmmaker explaining "informed consent" to subject**
Evaluate Information in Media	1	**Evaluate Web-Based Social Networks Examples: Distinguish differences in media delivery, Differentiate among fact finding sites, Critique numerous social media sites**
	2	**Categorize Digital Media Communication Examples: Compare differences in media, Explain media biases**
	3	**Evaluate information in the media Examples: Distinguish role of society in media, Determine source credibility, Analyze the impact of print and television commercials**
Exhibit basic skills in operating production equipment	1	**Demonstrate skills and safety procedures used in video production Examples: Select equipment based on a specific project, Demonstrate skills with specific pieces of equipment, Discuss basic equipment care, how to maintain batteries, use of auxiliary power, Discuss problems that occur in different production scenarios, Demonstrate safety practices for both operator and equipment**

Skip to main content

Produce Media for Distribution using Phases of Production	1 **Design and connect production plans, techniques, and roles Examples: Brainstorm new ideas for a media project, Create a Script and Storyboard with a coherent theme, Evaluate/Revise Scripts and Storyboards, Analyze edited projects for shot composition and/or sound quality, Develop cast, director, props, locations, and sets**
	2 **Utilize Production Plan to Capture raw Media Footage Examples: Prepare set (site location), cast, and equipment, Ensure proper lighting and sound, Record from multiple angles and takes**
	3 **Produce a Final Media Project Using an Editing Software Examples: Combine all raw media footage, Insert Special Effects, Animation, Layer Audio, Visual Effects, Transition, Title Pages, Credit, Review and Edit for Corrections**
	4 **Prepare finished production for distribution via desired delivery format Examples: Render Final Media Production, Research the publishing formats available for your media, Evaluate the publish format for a specified end use of media, Publish media to external sources**