Texas CTE

Audio/Video Production II

Knowledge and skills. AVP2

1 The student applies academic knowledge and skills in production projects. The student is expected to: AVP2.1

- A apply English language arts knowledge and skills by consistently demonstrating use of content, technical concepts, and vocabulary; using correct grammar, punctuation, and terminology to write and edit documents; and composing and editing copy for a variety of written documents such as scripts, captions, schedules, reports, manuals, proposals, and other client-based documents; and AVP2.1A
- B apply mathematics knowledge and skills in invoicing and time-based mathematics by consistently demonstrating knowledge of arithmetic operations and applying measurement to solve problems. AVP2.1B

2 The student applies professional communications strategies. The student is expected to: AVP2.2

- A adapt language for audience, purpose, situation, and intent through structure and style; AVP2.2A
- B analyze and organize oral and written information; AVP2.2B
- C analyze, interpret, and communicate information, data, and observations; AVP2.2C
- D create and deliver formal and informal presentations; AVP2.2D
- E apply active listening skills to obtain and clarify information; AVP2.2E
- F listen to and speak with diverse individuals; and AVP2.2F
- G exhibit public relations skills to increase internal and external customer/client satisfaction. AVP2.2G

3 The student understands and examines problem-solving methods. The student is expected to: AVP2.3

- A employ critical-thinking skills independently and in groups; and AVP2.3A
- B employ interpersonal skills in groups to solve problems. AVP2.3B

4 The student uses technology applications and processes. The student is expected to: AVP2.4

- A use technology applications such as social media, email, Internet, writing and publishing, presentation, and spreadsheet or database applications for audio and video production projects; and AVP2.4A
- B use processes such as personal information management, file management, and file sharing. AVP2.4B

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5 **The student understands the evolution and current trends of the audio and video production industry. The student is expected to:** AVP2.5

A summarize the history and evolution of the audio and video production industry; and AVP2.5A

B analyze the current trends of the audio and video production industry. AVP2.5B

6 **The student applies safety regulations. The student is expected to:** AVP2.6

A implement personal and workplace safety rules and regulations; AVP2.6A

B recognize and resolve potential safety concerns; and AVP2.6B

C follow emergency procedures. AVP2.6C

7 **The student applies leadership characteristics to student organizations and professional development activities. The student is expected to:** AVP2.7

A employ leadership skills to accomplish goals and objectives by analyzing the various roles of leaders within organizations, exhibiting problem-solving and management traits, describing effective leadership styles, and participating in civic and community leadership and teamwork opportunities to enhance skills; AVP2.7A

B employ teamwork and conflict-management skills to achieve collective goals; AVP2.7B

C establish and maintain effective working relationships by providing constructive praise and criticism, demonstrating sensitivity to and value for diversity, and managing stress and controlling emotions; AVP2.7C

D prepare for meetings by developing goals and objectives to achieve within a scheduled time and producing agendas; AVP2.7D

E conduct and participate in meetings to accomplish work tasks by achieving goals and objectives within a scheduled time; producing meeting minutes, including decisions and next steps; and using parliamentary procedures, as needed; and AVP2.7E

F employ mentoring skills to inspire and teach others. AVP2.7F

8 **The student applies ethical decision making and complies with laws regarding use of technology in audio/video production. The student is expected to:** AVP2.8

A demonstrate an understanding of ethical conduct related to interacting with others and providing proper credit for ideas; AVP2.8A

B apply copyright laws in relation to fair use and acquisition, trademark laws, and personal privacy laws; AVP2.8B

C model respect for intellectual property; and AVP2.8C

D demonstrate proper etiquette and knowledge of acceptable use policies. AVP2.8D

9 **The student develops career-building characteristics. The student is expected to:** AVP2.9

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A update a career portfolio to document information such as work experiences, licenses, certifications, and work samples; AVP2.9A

B demonstrate skills in evaluating and comparing employment opportunities; AVP2.9B

C examine and employ professional networking opportunities such as career and technical student organizations, professional social media, industry professional organizations; and AVP2.9C

D examine employment opportunities in entrepreneurship. AVP2.9D

10 The student applies technical skills for efficiency. The student is expected to: AVP2.10

A employ planning and time-management skills to complete work tasks; and AVP2.10A

B use technology to enhance productivity. AVP2.10B

11 The student demonstrates knowledge of audio and video production. The student is expected to: AVP2.11

A understand set-up, execution, and trouble-shooting of standard systems for the audio/video industry, including editing systems, wireless and wired transmission systems, cabling, and configurations for production purposes; AVP2.11A

B employ knowledge of recording equipment usage by explaining analog and digital formats; AVP2.11B

C describe tape and tapeless formats; AVP2.11C

D demonstrate the operation of recording devices, including metering a recording signal for proper levels and proper maintenance of recording equipment; and AVP2.11D

E apply appropriate industry-related terminology. AVP2.11E

12 The student understands the pre-production process. The student is expected to: AVP2.12

A apply critical elements, including purpose, target audience, and distribution, in the pre-production stage to identify and evaluate the production; AVP2.12A

B demonstrate procedures to establish timelines; AVP2.12B

C develop a budget with considerations for cast, crew, equipment, and location; AVP2.12C

D write documents of the scripting process such as treatments, storyboards, rundowns, and scripts for various types of programs using proper formatting for the specific type of production document; AVP2.12D

E identify specific elements needed for successful production such as cast, crew, equipment, location, props, and sound effects; AVP2.12E

F discuss how various styles of music can create a specific emotional impact; AVP2.12F

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G examine the end goal of the production to determine the appropriate format for recording and distributing; AVP2.12G

H identify several means to work within budget restraints; AVP2.12H

I conduct auditions for the talent and secure the crew required for a successful production; and AVP2.12I

J examine various contracts related to industry tasks, including talent releases for productions, and key elements for contracts such as crew, talent, location, and distribution. AVP2.12J

13 The student understands the business aspects of the industry. The student is expected to: AVP2.13

A understand the roles of various industry professionals by identifying and discussing the responsibilities and relationships among the production team, including producers, directors, editors, engineers, talent, additional crew members, and sales team; AVP2.13A

B understand the opportunities in the industry for freelance entrepreneurs by identifying standard freelance self-promotion techniques, proposals, technology applications for freelance entrepreneurs, best practices for various freelance job responsibilities, and standard billing practices for freelance labor, including invoices and collections rates; AVP2.13B

C understand the unique characteristics of live productions such as roles, equipment, time accountability, back-timing, time-based mathematics, and financial support; and AVP2.13C

D identify roles, costs, equipment, and strategies for financially supporting studio and field productions. AVP2.13D

14 The student demonstrates an understanding of regulatory agency guidelines for content appropriateness. The student is expected to: AVP2.14

A identify applicable guidelines based on production distribution methods; and AVP2.14A

B distinguish between Federal Communications Commission (FCC), National Public Radio (NPR), and other regulatory agencies. AVP2.14B

15 The student understands the technical broadcast standards established by the FCC. The student is expected to: AVP2.15

A apply knowledge of broadcast formats by distinguishing between analog and digital formats; AVP2.15A

B describe the difference in data signals and equipment for analog and digital technology; AVP2.15B

C identify the evolution of the broadcast signal and standards such as High-Definition (HD), Standard-Definition (SDTV), National Television System Committee (NTSC), Phase Alternating Line (PAL), and Sequential Color with Memory (SECAM); and AVP2.15C

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D identify the location of radio and television frequencies in the electromagnetic spectrum. AVP2.15D

16 The student understands the evolution of various media formats. The student is expected to: AVP2.16

A identify the evolution of various media formats such as tape, tapeless, film, and electronic; and AVP2.16A

B identify the evolution and application of digital media formats and compression standards. AVP2.16B