Texas CTE

Audio/Video Production II Lab

Knowledge and skills. AVP2LAB

1 The student demonstrates professional standards/employability skills as required by business and industry. The student is expected to: AVP2LAB.1

- A participate in training, education, or certification for employment; AVP2LAB.1A
- B demonstrate professional standards and personal qualities needed to be employable such as oral and written communication, leadership, teamwork, appreciation for diversity, conflict management, customer service, work ethic, and adaptability; AVP2LAB.1B
- C demonstrate skills related to seeking and applying for employment; AVP2LAB.1C
- D update a resume, cover letter/letter of interest, and career portfolio to document information such as work experiences, licenses, certifications, and work samples; and AVP2LAB.1D
- E demonstrate skills in evaluating and comparing employment opportunities. AVP2LAB.1E

2 The student applies academic knowledge and skills in production projects. The student is expected to: AVP2LAB.2

- 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 AVP2LAB.2A
- 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. AVP2LAB.2B

3 The student develops a perception of self, human relationships, and the world. The student is expected to: AVP2LAB.3

- A demonstrate the value and purpose of listening, observing, concentrating, cooperating, and using emotional and sensory recall; AVP2LAB.3A
- B develop and practice effective voice and diction; AVP2LAB.3B
- C analyze strategies such as advertising; perpetuating stereotypes; and using visual representations, special effects, and language used by media to inform, persuade, entertain, and transform culture; AVP2LAB.3C
- D explore the emotional and intellectual effects of visual media on viewers; and AVP2LAB.3D

Skip to main content

E analyze how visual and audio techniques such as special effects, editing, camera angles, reaction shots, sequencing, and music convey messages in media. AVP2LAB.3E

4 The student applies professional communications strategies. The student is expected to: AVP2LAB.4

A adapt language for audience, purpose, situation, and intent through structure and style; AVP2LAB.4A

B analyze and organize oral and written information; AVP2LAB.4B

C analyze, interpret, and communicate information, data, and observations; AVP2LAB.4C

D create and deliver formal and informal presentations; AVP2LAB.4D

E apply active listening skills to obtain and clarify information; AVP2LAB.4E

F listen to and speak with diverse individuals; AVP2LAB.4F

G collaborate with others in a production role such as talent, director, producer, videographer, and editor to tell a story through live or recorded productions; and AVP2LAB.4G

H exhibit public relations skills to increase internal and external customer/client satisfaction. AVP2LAB.4H

5 The student understands and examines problem-solving methods. The student is expected to: AVP2LAB.5

A employ critical-thinking skills independently and in groups; AVP2LAB.5A

B employ interpersonal skills in groups to solve problems; and AVP2LAB.5B

C demonstrate responsibility, artistic discipline, and creative problem solving by concentrating in one or more areas of audio and video production such as directing, producing, writing, videography, and editing. AVP2LAB.5C

6 The student uses technology applications and processes. The student is expected to: AVP2LAB.6

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 AVP2LAB.6A

B use processes such as personal information management, file management, and file sharing. AVP2LAB.6B

7 The student applies safety regulations. The student is expected to: AVP2LAB.7

A implement personal and workplace safety rules and regulations throughout the production process; AVP2LAB.7A

B recognize and resolve potential safety concerns; and AVP2LAB.7B

C follow emergency procedures. AVP2LAB.7C

Skip to main content

8 **The student applies leadership characteristics to student organizations and professional development activities. The student is expected to:** AVP2LAB.8

- A employ leadership skills to accomplish goals and objectives by exhibiting problem-solving and management traits; AVP2LAB.8A
- B employ teamwork and conflict-management skills to achieve collective goals; AVP2LAB.8B
- 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; AVP2LAB.8C
- D prepare for meetings by developing goals and objectives to achieve within a scheduled time and producing agendas; AVP2LAB.8D
- 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 AVP2LAB.8E
- F employ mentoring skills to inspire and teach others. AVP2LAB.8F

9 **The student applies ethical decision making and complies with laws regarding use of technology in audio/video production. The student is expected to:** AVP2LAB.9

- A demonstrate an understanding of ethical conduct related to interacting with others and providing proper credit for ideas; AVP2LAB.9A
- B apply copyright laws in relation to fair use and acquisition, trademark laws, and personal privacy laws; AVP2LAB.9B
- C model respect for intellectual property; and AVP2LAB.9C
- D demonstrate proper etiquette and knowledge of acceptable use policies. AVP2LAB.9D

10 **The student applies technical skills for efficiency. The student is expected to:** AVP2LAB.10

- A employ planning and time-management skills to complete work tasks; and AVP2LAB.10A
- B use technology to enhance productivity. AVP2LAB.10B

11 **The student demonstrates an understanding of audio and video production. The student is expected to:** AVP2LAB.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; AVP2LAB.11A
- B employ the operation of recording devices, including metering a recording signal for proper levels and proper maintenance of recording equipment; and AVP2LAB.11B
- C apply appropriate industry-related terminology. AVP2LAB.11C

Skip to main content

12 **The student understands the pre-production process. The student is expected to:** AVP2LAB.12

- A apply critical elements, including purpose, target audience, and distribution, in the pre-production stage by identifying and evaluating the production; AVP2LAB.12A
- B use advanced technology applications to facilitate pre-production by developing a budget with considerations for cast, crew, equipment, and location; AVP2LAB.12B
- C write documents of the scripting process such as treatments, storyboards, rundowns, and scripts for various types of programs; AVP2LAB.12C
- D use proper formatting for the specific type of production document; AVP2LAB.12D
- E identify specific elements of the production document needed for successful production, such as cast, props, and sound effects; AVP2LAB.12E
- F determine artistic impact of production plan; AVP2LAB.12F
- G determine the use of art elements such as color, texture, form, line, and space; AVP2LAB.12G
- H determine the principles of design such as continuity, pattern, rhythm, balance, proportion, and unity in products; AVP2LAB.12H
- I determine cast, crew, equipment, and location requirements for a successful production; AVP2LAB.12I
- J conduct auditions for the talent and secure the crew required for a successful production; and AVP2LAB.12J
- K examine various contracts related to industry tasks by using talent releases for productions. AVP2LAB.12K

13 **The student applies the production process. The student is expected to:** AVP2LAB.13

- A apply the coherent sequence of events to successfully produce a script; AVP2LAB.13A
- B use lighting techniques, including three-point lighting, reflected light, color temperatures, lighting filters, lighting gels, and understand lighting and its emotional impact on productions; AVP2LAB.13B
- C demonstrate a knowledge of audio techniques by using various microphone types; AVP2LAB.13C
- D demonstrate an understanding of sound mixing and elements of a final audio mix; AVP2LAB.13D
- E execute production of the script by demonstrating teamwork and knowledge of interpersonal skills with sensitivity to diversity when directing crew and talent; AVP2LAB.13E
- F apply knowledge of the critical elements in designing activities in the production stage; AVP2LAB.13F

Skip to main content

G employ knowledge of digital editing by addressing various distribution formats, including electronic, disk, tapeless, and tape; AVP2LAB.13G

H ingest media to an editing system for the purpose of manipulating recorded media; AVP2LAB.13H

I properly monitor equipment to ensure quality recordings; AVP2LAB.13I

J set appropriate levels before recording by using broadcast standard tools; and AVP2LAB.13J

K identify standards for logging notes during the recording process. AVP2LAB.13K

14 The student understands the post-production process relating to video systems. The student is expected to: AVP2LAB.14

A demonstrate knowledge of video systems such as digital and analog systems, software applications, and communication and network components; AVP2LAB.14A

B demonstrate an understanding of various input, processing, output, and storage devices; AVP2LAB.14B

C demonstrate an understanding of compatibility issues, including digital file formats and cross-platform connectivity; and AVP2LAB.14C

D demonstrate an understanding of high definition and standard definition output media. AVP2LAB.14D

15 The student understands the post-production process relating to animation effects. The student is expected to: AVP2LAB.15

A use character generators, fonts, colors, and principles of composition to create graphic images; and AVP2LAB.15A

B create captions or titles for video and graphics. AVP2LAB.15B

16 The student understands the post-production process relating to output for distribution. The student is expected to: AVP2LAB.16

A demonstrate proficiency in outputting production for distribution using various compression standards and techniques; AVP2LAB.16A

B understand the relationship between file size and quality; AVP2LAB.16B

C use various delivery formats such as disk, broadcast, cellular, portable devices, electronic, and online delivery; AVP2LAB.16C

D determine the appropriate delivery method based on distribution needs; AVP2LAB.16D

E extend the learning environment through digital sharing and gathering such as cloud computing, emerging collaboration technologies, data mining strategies, and mobile technologies; AVP2LAB.16E

F use appropriate computer-based productivity tools to create and modify solutions to problems; AVP2LAB.16F

Skip to main content

G integrate productivity tools to develop and modify solutions to problems; and AVP2LAB.16G

H create technical documentation related to project specifications. AVP2LAB.16H

17 The student understands the post-production process relating to level of project success. The student is expected to: AVP2LAB.17

A critique production to determine how the various elements resulted in a successful or unsuccessful project; and AVP2LAB.17A

B recognize and evaluate final production as an art form. AVP2LAB.17B