Texas CTE

Audio/Visual Production I (2015)

General requirements. This course is recommended for students in Grades 9-12. Recommended prerequisite: Principles of Arts, Audio/Video Technology, and Communications. Recommended corequisite: Audio/Video Production I Lab. Students shall be awarded one credit for successful completion of this course. A

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Introduction. B

1 **Career and technical education instruction provides content aligned with challenging academic standards and relevant technical knowledge and skills for students to further their education and succeed in current or emerging professions.** B.1

2 **The Arts, Audio/Video Technology, and Communications Career Cluster focuses on careers in designing, producing, exhibiting, performing, writing, and publishing multimedia content, including visual and performing arts and design, journalism, and entertainment services.** B.2

3 **Careers in audio and video technology and film production span all aspects of the audio/video communications industry. Within this context, in addition to developing technical knowledge and skills needed for success in the Arts, Audio/Video Technology, and Communications Career Cluster, students will be expected to develop an understanding of the industry with a focus on pre-production, production, and post-production audio and video products.** B.3

4 **Students are encouraged to participate in extended learning experiences such as career and technical student organizations and other leadership or extracurricular organizations.** B.4

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5 **Statements that contain the word "including" reference content that must be mastered, while those containing the phrase "such as" are intended as possible illustrative examples.** B.5

Knowledge and skills. C

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

- A participate in training, education, or certification for employment; C.1.A
- 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; C.1.B
- C demonstrate skills related to seeking and applying for employment; and C.1.C
- D create a resume and cover letter/letter of interest to document information such as work experiences, licenses, certifications, and work samples. C.1.D

2 **The student applies academic knowledge and skills in audio and video projects. The student is expected to:** C.2

- A apply English language arts knowledge and skills by 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, and manuals; and C.2.A
- B apply mathematics knowledge and skills in invoicing and time-based mathematics by demonstrating knowledge of arithmetic operations and applying measurement to solve problems. C.2.B

3 **The student understands professional communications strategies. The student is expected to:** C.3

- A adapt language for audience, purpose, situation, and intent through structure and style; C.3.A
- B organize oral and written information; C.3.B
- C interpret and communicate information, data, and observations; C.3.C
- D deliver formal and informal presentations; C.3.D
- E apply active listening skills; C.3.E
- F listen to and speak with diverse individuals; and C.3.F
- G exhibit public relations skills. C.3.G

4 **The student understands and examines problem-solving methods. The student is expected to:** C.4

- A employ critical-thinking skills independently and in groups; and C.4.A
- B employ interpersonal skills in groups to solve problems. C.4.B

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5 **The student uses technology applications and processes. The student is expected to:** C.5

- 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 C.5.A
- B use processes such as personal information management, file management, and file sharing. C.5.B

6 **The student understands the evolution and current trends of the audio and video production industry. The student is expected to:** C.6

- A summarize the history and evolution of the audio and video production industry; and C.6.A
- B analyze the current trends of the audio and video production industry. C.6.B

7 **The student applies safety regulations. The student is expected to:** C.7

- A implement personal and workplace safety rules and regulations; C.7.A
- B follow emergency procedures; and C.7.B
- C examine and summarize safety-related problems that may result from working on location. C.7.C

8 **The student develops leadership characteristics. The student is expected to:** C.8

- A employ leadership skills; C.8.A
- B employ teamwork and conflict-management skills; C.8.B
- C participate in meetings; and C.8.C
- D participate in mentoring activities. C.8.D

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

- A demonstrate an understanding of ethical conduct related to interacting with others and providing proper credit for ideas; C.9.A
- B discuss and apply copyright laws in relation to fair use and acquisition, trademark laws, and personal privacy laws; C.9.B
- C model respect for intellectual property; C.9.C
- D analyze the ethical impact of the audio and video production industry on society; and C.9.D
- E evaluate audio and video products for accuracy and validity. C.9.E

10 **The student uses innovative thinking to develop new ideas and processes for solving real-world issues and conveying those ideas to a global audience through a digital product. The student is expected to:** C.10

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- A examine real-world issues relating to current topics such as health care, government, business, or education; and C.10.A

B create unique methods and products for audiences beyond the classroom such as school officials, non-profit organizations, higher education officials, government, or other stakeholders. C.10.B

11 The student develops career-building characteristics. The student is expected to: C.11

A create a career portfolio to document information such as work experiences, licenses, certifications, and work samples; C.11.A

B demonstrate skills in evaluating and comparing employment opportunities; C.11.B

C examine and employ professional networking opportunities such as career and technical student organizations, professional social media, and industry professional organizations; and C.11.C

D examine employment opportunities in entrepreneurship. C.11.D

12 The student applies technical skills for efficiency. The student is expected to: C.12

A employ planning and time-management skills to complete work tasks; and C.12.A

B use technology to enhance productivity. C.12.B

13 The student develops a basic understanding of audio and video production. The student is expected to: C.13

A understand the audio, video, and film industry, including the history, current practices, and future trends; C.13.A

B explain the beginning and evolution of the audio, video, and film industry; C.13.B

C describe how changing technology is impacting the audio, video, and film industry; C.13.C

D define and use terminology associated with the audio, video, and film industry; C.13.D

E identify various audio tape, tapeless, and file formats and the key elements required in audio scripts; C.13.E

F apply writing skills to develop an audio script; C.13.F

G explain how various styles of music can create a specific emotional impact; C.13.G

H understand various microphones based upon type, pickup patterns, and various audio cables and connectors; C.13.H

I identify the key elements required in video scripts; C.13.I

J apply writing skills to develop a video script; C.13.J

K identify various video tape, tapeless, and file formats; C.13.K

L understand various video cables and connectors; C.13.L

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M distinguish between analog and digital formats; C.13.M

N describe various videography techniques, including picture composition, focus, camera and tripod movements, and proper exposure and white balance; C.13.N

O understand the basics of audio and video editing platforms such as differences between linear and nonlinear editing systems; and C.13.O

P describe various digital platforms, including high definition and standard definition. C.13.P

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14 The student understands the pre-production process. The student is expected to: C.14

A design and implement procedures to track trends, set timelines, and evaluate progress for continual improvement in process and product; C.14.A

B respond to advice from peers and professionals; C.14.B

C create technology specifications; C.14.C

D monitor process and product quality using established criteria; C.14.D

E create a script and identify resources needed to begin the production; C.14.E

F identify budgeting considerations for cast, crew, equipment, and location; C.14.F

G analyze the script and storyboard development processes for a successful production; C.14.G

H identify and participate in the team roles required for completion of a production; C.14.H

I identify cast, crew, equipment, and location requirements for a scripted production; and C.14.I

J understand the casting or audition process. C.14.J

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15 The student understands the post-production process. The student is expected to: C.15

A use technology applications to facilitate evaluation of work, both process and product, by evaluating the project's success in meeting established criteria; and C.15.A

B research the best method for promoting the product by identifying and analyzing market research such as market share, audience-measurement ratings, sweeps periods, distribution, product release dates, demographics, target audience, and advertising rates and revenue. C.15.B