

Audio/Video Production I

Level 2: Student may have explored previously; first pathway specific course

Pathway(s): Digital Media & Communication

Description

This course explores the Audio and Video production industry and its post-secondary educational and career opportunities. Students will gain job-specific training for entry level employment in audio, video, television, and motion picture careers. Professional grade equipment and software will be used in the creation of student lead productions. Students will be involved in every aspect of several class and small group audio, video, and film style production projects with emphasis on TV studio broadcasting and news production projects. Students will also be encouraged to participate as studio crew for district productions outside of school hours.

Student Learning Outcomes

Evolution and Current Trends of the Audio and Video Production Industry

- 1) Summarize the history and evolution of the audio and video production industry
- 2) Analyze the current trends of the audio and video production industry

Safety

- 3) Implement personal and workplace safety rules and regulations
- 4) Follow emergency procedures
- 5) Examine and summarize safety-related problems that may result from working on location

Ethical Decisions and Laws

- 6) Demonstrate an understanding of ethical conduct related to interacting with others and providing proper credit for ideas
- 7) Apply copyright laws in relation to fair use and acquisition, trademark laws, and personal privacy laws
- 8) Model respect for intellectual property
- 9) Analyze the ethical impact of the audio and video production industry on society
- 10) Evaluate audio and video products for accuracy and validity

Career-Building Characteristics

- 11) Create a career portfolio to document information such as work experience, licenses, certifications, and work samples
- 12) Demonstrate skills in evaluating and comparing employment opportunities
- 13) Examine and employ professional networking opportunities such as career and technical student organizations, professional social media, industry professional organizations
- 14) Examine employment opportunities in entrepreneurship

Efficiency

- 15) Employ planning and time-management skills to complete work tasks
- 16) Use technology to enhance productivity

Audio and Video Production

- 17) Understand the audio, video, and film industry, including the history, current practices, and future trends
- 18) Explain the beginning and evolution of the audio, video, and film industry
- 19) Describe how changing technology is impacting the audio, video, and film industry
- 20) Define and use terminology associated with the audio, video, and film industry
- 21) Identify various audio types, tapeless, and file formats and the key elements required in audio scripts
- 22) Apply writing skills to develop an audio script
- 23) Explain how various styles of music can create a specific emotional impact
- 24) Understand various microphones based upon type, pickup patterns, and various audio cables and connectors
- 25) Identify the key elements required in video scripts
- 26) Apply writing skills to develop a video script
- 27) Identify various video type, tapeless, and file formats
- 28) Understand various video cables and connectors
- 29) Distinguish between analog and digital formats
- 30) Describe various videography techniques including picture composition, focus, camera and tripod movements, and proper exposure and white balance
- 31) Understand the basics of audio and video editing platforms such as difference between linear and nonlinear editing systems
- 32) Describe various digital platforms, including high definition and standard definition

The Pre-Production Process

- 33) Design and implement procedures to track trends, set timelines, and evaluate progress for continual improvement in process and product
- 34) Respond to advice from peers and professionals
- 35) Create technology specifications
- 36) Monitor process and product quality using established criteria
- 37) Create a script and identify resources needed to begin the production
- 38) Identify budgeting considerations for cast, crew, equipment, and location
- 39) Analyze the script and storyboard development processes for a successful production
- 40) Identify and participate in the team roles required for completion of a production
- 41) Identify cast, crew, equipment, and location requirements for a scripted production
- 42) Understand the casting or audition process

The Post-Production Process

- 43) Use technology applications to facilitate evaluation of work, both process and product, by evaluating the project's success in meeting established criteria
- 44) 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.