

# Audio/Video Production II

Level 3: Student have explored previously; second 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) Recognize and resolve potential safety concerns.
- 5) Follow emergency procedures.

### Leadership Characteristics

- 6) 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.
- 7) Prepare for meetings by developing goals and objectives to achieve within a scheduled time and producing agendas.
- 8) 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.
- 9) Employ mentoring skills to inspire and teach others.

### Ethical Decisions and Laws

- 10) Demonstrate an understanding of ethical conduct related to interacting with others and providing proper credit for ideas.
- 11) Apply copyright laws in relation to fair use and acquisition, trademark laws, and personal privacy laws.
- 12) Model respect for intellectual property.
- 13) Demonstrate proper etiquette and knowledge of acceptable use policies.

## Career-Building Characteristics

- 14) Update a career portfolio to document information such as work experiences, licenses, certifications, and work samples.
- 15) Demonstrate skills in evaluating and comparing employment opportunities.
- 16) Examine and employ professional networking opportunities such as career and technical student organizations, professional social media, industry professional organizations.
- 17) Examine employment opportunities in entrepreneurship.

## Efficiency

- 18) Employ planning and time-management skills to complete work tasks.
- 19) Use technology to enhance productivity.

## Audio and Video Production

- 20) 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.
- 21) Employ knowledge of recording equipment usage by explaining analog and digital formats.
- 22) Describe tape and tapeless formats.
- 23) Demonstrate the operation of recording devices, including metering a recording signal for proper levels and proper maintenance of recording equipment.
- 24) Apply appropriate industry-related terminology.

## The Pre-Production Process

- 25) Apply critical elements, including purpose, target audience, and distribution, in the preproduction stage to identify and evaluate the production.
- 26) Demonstrate procedures to establish timelines.
- 27) Develop a budget with considerations for cast, crew, equipment, and location.
- 28) 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.
- 29) Identify specific elements needed for successful production such as cast, crew, equipment, location, props, and sound effects.
- 30) Discuss how various styles of music can create a specific emotional impact.
- 31) Examine the end goal of the production to determine the appropriate format for recording and distributing.
- 32) Identify several means to work within budget restraints.
- 33) Conduct auditions for the talent and secure the crew required for a successful production.
- 34) Examine various contracts related to industry tasks including talent releases for productions, and key elements for contracts such as crew, talent, location, and distribution.

## Business Aspects of the Industry

- 35) 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.

- 36) 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.
- 37) Understand the unique characteristics of live productions such as roles, equipment, time accountability, back-timing, time-based mathematics, and financial support.
- 38) Identify roles, costs, equipment, and strategies for financially supporting studio and field productions.

### Regulatory Agency Guidelines for Content Appropriateness

- 39) Identify applicable guidelines based on production distribution methods.
- 40) Distinguish between Federal Communications Commissions (FCC), National Public Radio (NPR), and other regulatory agencies.

### Technical Broadcast Standards

- 41) Apply knowledge of broadcast formats by distinguishing between analog and digital formats.
- 42) Describe the difference in data signals and equipment for analog and digital technology.
- 43) 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).
- 44) Identify the location of radio and television frequency in the electromagnetic spectrum.

### Evolution of Various Media Formats

- 45) Identify the evolution of various media formats such as tape, tapeless, film, and electronic.
- 46) Identify the evolution and application of digital media formats and compression standards.