

Cinematography and Video Production

ACADEMIC SKILLS

AA SPEAKING AND LISTENING

AA1 Utilize effective verbal and non-verbal communication skills

AA2 Participate in conversation, discussion and group presentations

AA3 Communicate and follow directions/procedures

AA4 Utilize speaking and listening skills to communicate effectively with customers and co-workers

AB READING AND WRITING

AB1 Locate and interpret written information

AB2 Read and interpret workplace documents, e.g., reports, manuals, schematics, flowcharts, tables, graphs

AB3 Identify relevant details, facts and specifications

AB4 Record information accurately and completely

AB5 Demonstrate competence in organizing, writing and editing using correct vocabulary, spelling, grammar and punctuation

AB6 Demonstrate the ability to write clearly and concisely using industry-specific terminology

AC CRITICAL THINKING AND PROBLEM SOLVING

AC1 Utilize critical-thinking skills to determine best options/outcomes, e.g., analyze reliable/unreliable sources of information, use previous experiences, implement crisis management, develop contingency planning

AC2 Utilize innovation and problem-solving skills to arrive at the best solution for the current situation

AC3 Implement effective decision-making skills

AD MATHEMATICS

AD1 Perform basic and higher-level math operations, e.g., addition, subtraction, multiplication, division, decimals, fractions, units of conversion, averaging, percentage, proportion, ratios, numbering systems

AD2 Solve problems using measurement skills, e.g., distance, weight, area, volume

AD3 Make reasonable estimates

AD4 Use tables, graphs, diagrams and charts to obtain or convey information

AD5 Use reasoning and problem-solving skills in mathematics

AE FINANCIAL LITERACY

AE1 Locate, evaluate and apply personal financial information

AE2 Identify the components of a budget and how one is created

AE3 Set personal financial goals and develop a plan for achieving them

AE4 Describe types of financial service providers and considerations in selecting a provider

AE5 Demonstrate ability to meet financial obligations

AF INTERNET USE AND SECURITY

AF1 Recognize the potential risks associated with internet and social media use

AF2 Identify and apply internet security practices, e.g., password security, login, logout, log off, lock computer

AF3 Practice safe, legal and responsible use of technology in the workplace

AG INFORMATION TECHNOLOGY

AG1 Use technology appropriately to enhance professional presentations

AG2 Demonstrate effective, appropriate and ethical use of social media

AG3 Identify ways social media can be used as marketing, advertising and data gathering tools

AH TELECOMMUNICATIONS

AH1 Select and utilize the appropriate environment, devices, services and applications to complete workplace tasks

AH2 Demonstrate appropriate etiquette when using telecommunications, e.g., cell phone, e-mail, messaging services, online meetings, conference calls

EMPLOYABILITY SKILLS

EA POSITIVE WORK ETHIC

EA1 Explain the importance of pride and confidence about work and learning new tasks

EA2 Demonstrate consistent and punctual attendance

EA3 Demonstrate initiative in assuming tasks

EA4 Exhibit dependability in the workplace

EA5 Take and provide direction in the workplace

EA6 Accept responsibility for personal decisions and actions

EB INTEGRITY

EB1 Abide by workplace policies and procedures, e.g., safety, internet and cell phone use, code of conduct

EB2 Demonstrate honesty and reliability

EB3 Demonstrate ethical characteristics and behaviors

EB4 Maintain confidentiality and integrity of company information

EB5 Support the mission and vision of the company

EC SELF-REPRESENTATION

EC1 Demonstrate appropriate dress and hygiene in the workplace

EC2 Use language and manners suitable for the workplace

EC3 Demonstrate polite and respectful behavior toward others

ED TIME, TASK AND RESOURCE MANAGEMENT

ED1 Plan and follow a work schedule

ED2 Complete work tasks successfully with minimal supervision

ED3 Work successfully within budgetary constraints

ED4 Demonstrate ability to stay on task to produce high-quality deliverables on time

EE DIVERSITY AWARENESS

EE1 Define and differentiate diversity, equity, inclusion, discrimination and harassment

EE2 Work effectively with all customers and co-workers

EE3 Explain the benefits of diversity within the workplace

EE4 Explain the importance of respect for the feelings, values and beliefs of others

EE5 Identify strategies to bridge cultural/generational differences and use differing perspectives to increase the overall quality of work

EE6 Illustrate techniques for eliminating bias and stereotyping in the workplace

EE7 Identify ways tasks can be structured to accommodate the diverse needs of workers

EE8 Recognize the challenges and advantages of a global workforce

EF TEAMWORK

EF1 Recognize the characteristics of a team environment and conventional workplace

EF2 Demonstrate effective team skills, e.g., setting goals, listening, following directions, questioning, dividing work, conflict resolution, meeting facilitation, and evaluate their importance in the workplace

EG CREATIVITY AND RESOURCEFULNESS

EG1 Explain the importance of contributing and conveying new ideas in the workplace

EG2 Describe the importance of posing questions when developing ideas

EG3 Explain the value of varying ideas and opinions

EG4 Locate and verify information during the creative process

EH CONFLICT RESOLUTION

EH1 Identify conflict resolution skills to enhance productivity and improve workplace relationships

EH2 Implement conflict resolution strategies and problem-solving skills

EH3 Explain the use of documentation and its role as a component of conflict resolution

EI CUSTOMER/CLIENT SERVICE

EI1 Recognize the importance of and demonstrate how to properly greet/approach customers and clients

EI2 Identify and address needs of customers/clients

EI3 Provide helpful, courteous and knowledgeable service

E14 Identify appropriate channels of communication with customers/clients, e.g., online, phone call, face-to-face

E15 Identify techniques to seek and use customer/client feedback to improve company services

E16 Explain the relationship between customer/client satisfaction and company success

EJ ORGANIZATIONS, SYSTEMS AND CLIMATES

EJ1 Define profit and identify factors affecting the profitability of a business

EJ2 Identify "big picture" issues in conducting business, e.g., forecasting, global market, risk management

EJ3 Identify roles in fulfilling the mission of the workplace

EJ4 Identify the rights of workers, e.g., adult and child labor laws, and other equal employment opportunity laws

EJ5 Recognize the chain of command, organizational flow chart system and hierarchy of management within an organization

EK JOB ACQUISITION AND ADVANCEMENT

EK1 Recognize the importance of maintaining a job and pursuing a career

EK2 Define jobs associated with a specific career path or profession

EK3 Identify and seek various work experience opportunities, e.g., volunteerism, internships, co-op, part-time/full-time employment

EK4 Prepare a resume, cover letter and job application

EK5 Prepare for and participate in a job interview, e.g., research company, highlight personal strengths, prepare questions, conduct a mock interview, dress appropriately

EK6 Explain the components of a successful job interview

EK7 Identify key factors to evaluate employment offers, e.g., salary, benefits packages

EK8 Explain the proper procedure for leaving a job

EL LIFELONG LEARNING

EL1 Acquire current and emerging industry-related information

EL2 Demonstrate commitment to learning as a life-long process and recognize learning opportunities

EL3 Identify various self-improvement opportunities

EL4 Explain the importance of adaptability in career planning and self-management, e.g., diverse portfolio, credentials, professional development

EL5 Employ leadership skills to achieve workplace objectives, e.g., personal vision, adaptability, change, shared vision

EL6 Recognize the importance of job performance evaluation and coaching as it relates to career advancement

EL7 Accept and provide constructive criticism

EL8 Describe the impact of the global economy on jobs and careers

EM JOB SPECIFIC TECHNOLOGIES

EM1 Identify the value of new technologies and their impact on driving continuous change and the need for lifelong learning

EM2 Research and identify emerging technologies for specific careers

EM3 Select appropriate technological resources to accomplish work

EN HEALTH AND SAFETY

EN1 Identify and assume responsibility for the safety of self and others

EN2 Follow safety guidelines in the workplace, e.g., OSHA, CDC

EN3 Explain the impact of personal health and wellness on job performance

OCCUPATIONAL SKILLS

OA LAWS AND ETHICS

OA1 Demonstrate understanding of human, cultural and societal issues related to technology and practice legal and ethical behavior

OA2 Advocate and practice safe, legal and responsible use of information and technology

OA3 Exhibit a positive attitude toward using technology that supports collaboration, learning and productivity

OA4 Demonstrate personal responsibility for lifelong learning

OA5 Exhibit leadership for digital citizenship

OA6 Research laws governing brand issues, trademark and other proprietary rights

OA7 Discuss consequences of violating copyright, privacy and data security laws

OA8 Define and debate fair use including authorships, rights of use for work and likeness and credit lines

OA9 Research the purpose of non-disclosure agreements (NDA)

OA10 Debate legal versus ethical behaviors

OA11 Define terms applicable to ethics and laws, e.g., plagiarism, copyright law, libel, slander

OA12 Discuss how to legally obtain and use source materials for production purposes

OA13 Explain copyright laws/issues that pertain to video production

OA14 Summarize legal and ethical acquisition and use of digital materials, giving attribution using established methods

OA15 Research and follow Federal Communications Commission (FCC) regulations

OA16 Discuss video and audio consents for assigned projects

OA17 Discuss the First Amendment guarantees relating to video production

OA18 Explain proper attribution procedures

OB HISTORY OF MEDIA

OB1 Identify the major movements, styles, techniques and artists in the development and evolution of modern media

OB2 Identify the historical steps of technical development in the evolution of the media arts

OB3 Recognize and identify the development of media arts aesthetics

OB4 Recognize the historical and cultural impact and purposes of media on society

OB5 Perceive and analyze the artistic works of recognized media artists

OB6 Recognize the intent and meaning of historically acclaimed works

OB7 Develop a timeline for major technological developments and events in the history of media

OB8 Explain the importance of industry pioneers and significant moments in media history

OB9 Analyze the influence of mass media on society

OC DIGITAL COMMUNICATION

OC1 Use digital media and environments to communicate and work collaboratively, including at a distance, to support individual learning and contribute to the learning of others

OC2 Interact, collaborate and publish with peers, experts, or others employing a variety of digital environments and media

OC3 Contribute to project teams to produce original works or solve problems

OC4 Exhibit a positive attitude toward using technology that supports collaboration, learning and productivity

OC5 Determine project goals through customer needs assessment, meeting quality standards for services and evaluation of customer satisfaction

OC6 Use communication for a range of purposes, e.g., to inform, instruct, motivate, persuade

OC7 Utilize multiple media and technologies, know how to judge their effectiveness and assess their impact

OC8 Communicate effectively in diverse environments

OC9 Exercise flexibility and willingness to be helpful in making necessary compromises to accomplish a common goal

OC10 Assume shared responsibility for collaborative work and value the individual contributions made by each team member

OC11 Communicate information and ideas effectively to multiple audiences using a variety of media and formats

OC12 Formulate written and verbal communications using industry-standard terms

OD AUDIENCE AND MEDIA PURPOSE

OD1 Identify the purpose, audience and audience needs for preparing images

OD2 Create works of art and make presentations to convey a point of view

OD3 Utilize media environments, spaces, contexts and situations where media artworks are produced and experienced, e.g., theaters, production studios, online

OD4 Key information into computer equipment to create layouts for client or supervisor

OD5 Develop graphics and layouts for product illustrations, company logos and websites

OD6 Curate and design the presentation and distribution of collections of media artworks through a variety of contexts, such as mass audiences and physical and virtual channels

OD7 Independently evaluate, compare and integrate improvements in presenting media artworks, considering personal to global impacts, such as new understandings that were gained by artist and audience

OD8 Prepare and deliver a visual presentation utilizing appropriate industry terminology

OE VIDEO PRODUCTION

OE1 List the components of the pre-production phase, e.g., purpose, script writing, target audience, budget, schedule, script writing, output medium

OE2 Conduct a pre-production meeting to create a production plan

OE3 List the components of the production phase, e.g., selecting equipment, operating equipment, interviewing, directing, lighting, audio

OE4 List the components of the post-production phase, e.g., video and audio editing, graphics, output medium, etc.

OE5 List the steps in conducting a post-production meeting

OE6 Summarize the roles of various personnel for video production projects, e.g., producer, director, editor, camera operator

OE7 Develop appropriate communication skills when working with clients, crew and talent

OE8 Research occupations found within the video production industry

OE9 Compare major organizations or institutions involved with the video production industry

OE10 Create a job description for a video production occupation

OF VIDEO PRODUCTION EQUIPMENT

OF1 Select, operate and exhibit correct use of video cameras for project specifications

- OF2 Demonstrate the functions and uses of camera mounting devices, e.g., tripods, Steadicam, monopods
- OF3 Demonstrate types of camera angles and movements
- OF4 Demonstrate the rule of thirds
- OF5 Demonstrate different shot compositions, e.g., medium shot, close up, long shot
- OF6 Demonstrate shot flow including sequencing and continuity
- OF7 Demonstrate effective use of white balance settings
- OF8 Connect various pieces of video equipment using the proper cables and/or adapters
- OF9 Identify the types, uses and pick-up patterns of various microphones
- OF10 Compare and contrast the types, uses and pick-up patterns of various microphones
- OF11 Demonstrate proper placement of microphones for effective audio
- OF12 Connect microphone(s) to various audio equipment using the proper cables and/or adapters
- OF13 Record a short audio sequence, properly monitoring the sound level
- OF14 Identify and correct sources of interference and poor sound quality
- OF15 Demonstrate the use of mixing multiple sources in live and post-production settings
- OF16 Identify and explain the use of basic lighting equipment
- OF17 Demonstrate one, two and three-point lighting techniques
- OF18 Utilize various light sources, e.g., natural light, reflectors, portable lights
- OF19 Explain and demonstrate the use of lighting techniques in creating composition, visual continuity and mood
- OF20 Use Chroma key techniques for compositing, e.g., green screen, virtual sets, weather maps
- OF21 Discuss text, fonts, colors, title safe area, lower thirds and placement
- OF22 Enhance a project using appropriate graphics
- OF23 Enhance a project using appropriate visual effects, e.g., picture-in-picture, motion graphics

OG WRITING FOR VIDEO PRODUCTION

- OG1 Identify potential biases when selecting interviewees
- OG2 Identify resources to conduct research
- OG3 Identify and utilize primary and secondary sources

OG4 Apply active research methods, e.g., critical reading, personal interviews, credible sources, use of surveys

OG5 Demonstrate effective note-taking skills

OG6 Attribute all sources correctly

OG7 Determine appropriate script writing formats for various production types, e.g., news story, commercial, sports, PSA, narrative

OG8 Write stories that contain a logical beginning, middle and end

OG9 Write scripts that convey a variety of desired story elements, e.g., leads, VO, SOT, VO/SOT, news package

OG10 Describe components of a two-column script

OG11 Explain components of a storyboard, e.g., camera angles, locations, shots, movements

OG12 Translate from written scripts to storyboards

OG13 Develop open-ended questions to elicit in-depth responses

OG14 Select interviewee(s) appropriate for the topic

OG15 Select a location that enhances the interview

OG16 Contact interviewee(s) and schedule interview(s)

OG17 Recognize the differences between biased and unbiased questions and answers

OG18 Ask questions coherently and concisely, using proper grammar

OG19 Demonstrate effective listening skills and improvise questions based on the interviewee's responses

OH INDUSTRY STANDARD PRODUCTION PRACTICES

OH1 Evaluate possible shooting locations for a project, e.g., sound, lighting, environment

OH2 Awareness of how to perform field production jobs to include camera, lighting and sound technicians

OH3 Awareness of how to demonstrate basic field camera operations to reflect each location

OH4 Awareness of how to determine camera shooting techniques appropriate for the production, such as shot composition, angle and use of mounting devices

OH5 Create a project outside the studio using field equipment and techniques

OH6 Awareness of how to demonstrate the setup and operation of basic studio equipment, e.g., switcher, teleprompter, recording unit for specific project needs

OH7 Awareness of how to perform the jobs necessary for a studio production, e.g., director, technical director (TD), audio engineer, recording/playback engineer

OH8 Awareness of how to demonstrate basic studio camera operation

OH9 Awareness of how to create and incorporate titles and other graphics in a studio production

OH10 Create a project inside the studio environment

OH11 Awareness of how to demonstrate appropriate speaking skills for an on-camera performance, e.g., pitch, tone, emphasis, inflection, enunciation, timing

OH12 Awareness of how to practice appropriate on-camera performance skills, e.g., appearance, gestures, posture, etc.

OH13 Awareness of how to read for a camera using a teleprompter or cue cards

OH14 Awareness of how to perform as talent in a production

OH15 Awareness of how to deliver material without bias, e.g., voice inflection, gesture

OH16 Awareness of how to select clothing, makeup and accessories appropriate for use on-camera in a specific production

OI EDITING PROCESS

OI1 Differentiate between digital video files, still images and audio files

OI2 Create, compress and convert digital video files, still images and audio files in various formats, e.g., MPEG, WMV, MOV, MP4, JPEG, AIFF, MP3, AVCHD, MTS

OI3 Explain the need for data management

OI4 Organize and evaluate materials for editing

OI5 Capture/import source materials

OI6 Manipulate video, e.g., color, motion, filters, transitions

OI7 Utilize visual techniques to enhance the final product, e.g., animation, graphics

OI8 Use multiple audio sources to enhance a project, e.g., sound effects, room tone, music

OI9 Adjust audio levels for single or multiple tracks

OI10 Use of audio and natural sound to enhance a final product

OI11 Export a project to appropriate media

OI12 Explain the impact of editing on continuity, performance and emphasis

OI13 Explain the impact of pacing

OI14 Apply the principles of editing to a production project

OI15 Evaluate content for message effectiveness and bias, i.e., does it tell the complete story

OI16 Revise work based on critiques