Program Title: Digital Television and Media Production
Occupational Area: Industrial Education

I. MAJOR CONCEPTS/CONTENT: The purpose of this program is to prepare students for employment as television and video production personnel. Job titles include independent video producer, camera operator, floor director, technical producer, videographer, video editor, location/studio sound operator, broadcast graphics designer and webcast producer/director.

The content includes, but is not limited to television, broadcast, video, design and internet media training. This program focuses on broad transferable skills and stresses understanding and demonstration of the following elements of the television video and internet/webcast industries: lighting, photography, design, camera operation, floor and television direction, post-production, editing and webcast production. Also included are skills relating to professionalism, employability, communication and management.

Programs may include the following specialization areas: Broadcast Television, Video Production or Internet/Webcast Production.

II. LABORATORY ACTIVITIES: Laboratory activities are an integral part of this program and provide experience with production hardware and software.

III. SPECIAL NOTE: The Vocational Industrial Clubs of America Inc. is the appropriate vocational student organization for providing leadership training and for reinforcing specific vocational skills.

The cooperative method of instruction may be utilized for this program. Whenever the cooperative method is offered, the following is required for each student: a training plan signed by the student, teacher and employer which includes instructional objectives and a lot of on-the-job and in-school learning experiences; a work station which reflects current equipment, skills and tasks relevant to the occupation the student has chosen as a career goal.

To be transferable statewide between institutions, this program/course must have been reviewed, and a “transfer value” assigned to the curriculum content by the appropriate Statewide Course Numbering System Discipline Committee. This does not preclude
institutions from developing specific program or course articulation agreements with each other. Sixty-four (64) credits are the recommended length for the AS/AAS degree.

IV. **INTENDED OUTCOMES:** After successfully completing the program, the student will be able to:

01.0 Demonstrate effective communication skills.
02.0 Demonstrate team skills.
03.0 Demonstrate safe and efficient work practices.
04.0 Demonstrate knowledge of appropriate industry laws, regulations, trade terminology and ethical practices.
05.0 Develop a project proposal and script.
06.0 Generate a production schedule.
07.0 Plan a production set.
08.0 Acquire appropriate production resources.
09.0 Create appropriate lighting for location and/or set productions.
10.0 Operate a video camera.
11.0 Shoot studio and/or location footage.
12.0 Record, mix and edit audio resources.
13.0 Operate control room equipment.
14.0 Organize and edit video resources.
15.0 Design and generate graphic elements.
16.0 Direct a video production or webcast.
17.0 Plan, coordinate and manage a video or webcast production.
18.0 Create a marketing and distribution plan.
19.0 Demonstrate appropriate math skills.
20.0 Demonstrate an appropriate understanding of basic science.
21.0 Demonstrate employability skills.
22.0 Demonstrate an understanding of entrepreneurship.
Program Title: Digital Television and Media Production
Secondary Number: New

01.0 DEMONSTRATE EFFECTIVE COMMUNICATION SKILLS--The student will be able to:

01.01 Demonstrate presentation skills.
01.02 Prepare written correspondence.
01.03 Demonstrate effective oral communication skills.
01.04 Read and interpret written and oral directions.

02.0 DEMONSTRATE TEAM SKILLS--The student will be able to:

02.01 Demonstrate management abilities.
02.02 Demonstrate ability to work as part of a team.

03.0 DEMONSTRATE SAFE AND EFFICIENT WORK PRACTICES--The student will be able to:

03.01 Follow industry safety rules, regulations and policies.
03.02 Demonstrate proper handling of hazardous materials.
03.03 Demonstrate awareness of appropriate ergonomics.
03.04 Demonstrate proper care of equipment.
03.05 Demonstrate appropriate use of equipment in an efficient manner.

04.0 DEMONSTRATE KNOWLEDGE OF APPROPRIATE INDUSTRY LAWS, REGULATIONS, TERMINOLOGY AND ETHICAL PRACTICES--The student will be able to:

04.01 Define all Federal Communications Commission regulations pertaining to the broadcasting industry.
04.02 Define the laws and regulations pertaining to the ownership and control of media assets, license allocation, measurement and records, political broadcasts and lottery laws.
04.03 Utilize trade terminology appropriately.
04.04 Utilize trade abbreviations and acronyms as appropriate.
04.05 Define the laws and practices underlying rights, releases and permits.
04.06 Define the laws and practices underlying slander, libel, free speech and “truth in advertising” issues.
04.07 Define the laws and practices underlying indecent programming, obscenity and censorship issues.
04.08 Define the laws and practices underlying contract, labor issues, copyright and insurance/liability issues.

05.0 **DEVELOP A PROJECT PROPOSAL AND SCRIPT**-- The student will be able to:

05.01 Identify a project goal.
05.02 Create a project budget.
05.03 Write a production script.
05.04 Develop a story-board from a script.

06.0 **GENERATE A PRODUCTION SCHEDULE**-- The student will be able to:

06.01 Define the segment or program type.
06.02 Identify production resources needed.
06.03 Establish viable production time frame targets.
06.04 Formulate a costing and funding sequence.

07.0 **PLAN A PRODUCTION SET**-- The student will be able to:

07.01 Define set requirements for program type.
07.02 Develop and supervise set assembly/contract work.
07.03 Define needed prop, costume and other resources.
07.04 Acquire appropriate locations for segment type.

08.0 **ACQUIRE APPROPRIATE PRODUCTION RESOURCES**-- The student will be able to:

08.01 Secure project funding sources.
08.02 Acquire rights, releases and permits.
08.03 Cast talent.
08.04 Define production equipment needs.
08.05 Define personnel needs for production crew positions.
08.06 Acquire other audio and video resources and assets for production.
08.07 Define the tasks for contract professionals.

09.0 **CREATE APPROPRIATE LIGHTING FOR LOCATION AND/OR SET PRODUCTIONS**-- The student will be able to:

09.01 Determine appropriate lighting needs for production settings.
09.02 Identify locations and studio lighting types, method of use and application.
09.03 Use lighting equipment according to industry safety standards.
09.04 Define light quality in terms of intensity, color, direction and characteristics.
09.05 Light a location set with ambient/available and supplemental lighting.
09.06 Use lighting for effect to control mood and impact in production settings.
09.07 Use studio lighting master control equipment.

10.0 **OPERATE A VIDEO CAMERA**-- The student will be able to:

10.01 Use current industry standard production video equipment.
10.02 Align camera for studio production.
10.03 Operate camera in studio and location (field) production environments.
10.04 Operate (CCU) Camera Control Unit.

11.0 **SHOOT STUDIO AND/OR LOCATION FOOTAGE**-- The student will be able to:

11.01 Plan a shot to obtain required action/footage.
11.02 Demonstrate appropriate shot sequences, transitions and post production (edit) effects.
11.03 Control camera movement to obtain required effects.
11.04 Control lens, focal length, aperture and exposure to obtain required effects.
11.05 Set up camera and recording equipment sequence.
11.06 Perform appropriate pre-production checks of equipment function.
11.07 Perform basic routine, preventative and repair maintenance on video equipment.
11.08 Define the various recording formats and media.
11.09 Define appropriate digital compression and signal (file) types.

12.0 **RECORD, MIX AND EDIT AUDIO RESOURCES**-- The student will be able to:

12.01 Identify and select microphones for production needs.
12.02 Determine optimal microphone placement.
12.03 Set up audio recording equipment.
12.04 Establish appropriate recording conditions.
12.05 Perform appropriate pre-production check of production equipment.
12.06 Set up audio mixing console and control equipment.
12.07 Acquire library and archive sound assets.
12.08 Perform sound edits and enhancements.
12.09 Perform sound dubs and overdubs.
12.10 Record location sound.
12.11 Record studio live sound.
12.12 Record voice-over and soundtrack.
12.13 Perform routine, preventative and basic repair maintenance on audio equipment.

13.0 **OPERATE CONTROL ROOM EQUIPMENT**-- The student will be able to:

13.01 Define control room functions in a production.
13.02 Use the audio console (mixer) in a production.
13.03 Use vision control equipment.
13.04 Operate camera switching and traffic control equipment.
13.05 Operate routing switcher for production and tape dubs.
13.06 Follow industry standards for broadcast audio/video signal and levels.
13.07 Maintain production values and continuity.

14.0 **ORGANIZE AND EDIT VIDEO RESOURCES**-- The student will be able to:

14.01 Log and organize video resources.
14.02 Operate editing hardware and software.
14.03 Input video resources into post-production equipment and workflow.
14.04 Perform assemble edits for appropriate effect.
14.05 Perform insert edits for appropriate effect.
14.06 Maintain continuity and production values.
14.07 Mix audio and video resources for final cut.
14.08 Apply color correction to video footage.
14.09 Transfer finished edit to other media for distribution or archiving.

15.0 **DESIGN AND GENERATE GRAPHIC ELEMENTS**-- The student will be able to:

15.01 Determine the graphic requirements for a production.
15.02 Operate graphic production software.
15.03 Produce broadcast graphic elements for titling, credits and graphic transitions.
15.04 Determine the special effects need for a production.
15.05 Set up and operate character generator equipment and software.
15.06 Generate appropriate special effects and animated elements for a production.
15.07 Demonstrate an understanding of graphic image types, file formats, and technical requirements for a production.
15.08 Use image editing (bit mapped) software.
15.09 Edit graphics into the program or segment.
15.10 Demonstrate an ability to use type, color, composition and graphic elements for a specific production effect.

16.0 **DIRECT A VIDEO PRODUCTION OR WEBCAST**-- The student will be able to:

16.01 List and explain crew functions that come under the director’s control.
16.02 Direct on-camera talent.
16.03 Direct crew during production.
16.04 Direct camera operation, lighting and sound recording functions.
16.05 Direct set, proper and craft services.
16.06 Oversee continuity and production values.

17.0 **PLAN, COORDINATE AND MANAGE A VIDEO OR WEBCLASS PRODUCTION**--
The student will be able to:

17.01 Define the program/segment format and market.
17.02 Present a project proposal and script for approval.
17.03 Develop a production schedule.
17.04 Create a plan to acquire all needed production resources and talent.
17.05 Manage crew and staff during pre-planning and production.
17.06 Determine post-production requirements.
17.07 Coordinate post-production activities.
17.08 Conduct client approval reviews of project.
17.09 Direct final production values.
17.10 Archive and manage finished assets and originals.
17.11 Oversee broadcast/distribution to market.
17.12 Explain various techniques for program or segments promotion.
17.13 Explain the techniques and procedures of web hosts, portals, television broadcast and cable networks, syndication and public broadcasters.

18.0 CREATE A MARKETING AND DISTRIBUTION PLAN--The student will be able to:

18.01 Identify potential markets.
18.02 Identify clients.
18.03 Prepare bids and proposals.
18.04 Determine distribution method and format.
18.05 Define distribution logistics and technical requirements.
18.06 Determine user interface for interactive elements.
18.07 Develop delivery schedule.
18.08 Manage duplication and/or distribution activities.
18.09 Develop revenue and payment projections.

19.0 DEMONSTRATE APPROPRIATE MATH SKILLS--The student will be able to:

19.01 Solve problems for volume, weight, area, circumference and perimeter measurements for rectangles, squares, and cylinders.
19.02 Measure tolerance(s) on horizontal and vertical surfaces using millimeters, centimeters, feet and inches.
19.03 Add, subtract, multiply and divide using fractions, decimals and whole numbers.
19.04 Determine the correct purchase price, to include sales tax for a materials list containing a minimum of six items.
19.05 Demonstrate an understanding of federal, state and local taxes and their computation.

20.00 DEMONSTRATE APPROPRIATE UNDERSTANDING OF BASIC SCIENCE--The student will be able to:

20.01 Demonstrate an understanding of molecular action as a result of temperature extremes, chemical reaction, and moisture content.
20.02 Draw conclusions or make inferences from data.
20.03 Identify health related problems that may result from exposure to work related chemicals and hazardous materials, and know the proper precautions required for handling such materials.

20.04 Demonstrate an understanding of pressure measurement in terms of P.S.I., inches of mercury, and K.P.A.

21.0 DEMONSTRATE EMPLOYABILITY SKILLS--The student will be able to:

21.01 Create a resume.
21.02 Conduct a job search.
21.03 Secure information about a job.
21.04 Identify documents that may be required when applying for a job interview.
21.05 Complete a job application form correctly.
21.06 Demonstrate competence in job interview techniques.
21.07 Identify or demonstrate appropriate responses to criticism from employer, supervisor or other employees.
21.08 Identify acceptable work habits.
21.09 Demonstrate knowledge of how to make appropriate job changes.
21.10 Demonstrate acceptable employee health habits.
21.11 Demonstrate knowledge of the “Florida Right-To-Know Law” as recorded in Florida Statutes Chapter 442.

22.0 DEMONSTRATE AN UNDERSTANDING OF ENTREPRENEURSHIP--The student will be able to:

22.01 Define entrepreneurship.
22.02 Describe the importance of entrepreneurship to the American economy.
22.03 List the advantages and disadvantages of business ownership.
22.04 Identify the risks involved in ownership of a business.
22.05 Identify the necessary personal characteristics of a successful entrepreneur.
22.06 Identify the business skills needed to operate a small business efficiently and effectively.
Program Title: Television Studio Production
Occupational Area: Industrial Education

PSVC

CIP Number New
Grade Level College Credit Certificate
Length 12 Credits
Certification

I. **MAJOR CONCEPTS/CONTENT:** The purpose of this program is to prepare students for employment as studio production assistants or to provide supplemental training for persons previously or currently employed in these occupations.

The content includes, but is not limited to television, broadcast, video, design and internet media training. This program focuses on broad transferable skills and stresses understanding and demonstration of the following elements of the television video and internet/webcast industries; working as part of a team, safe and efficient work practices, use of lighting equipment, operation of video equipment, set up of audio equipment, use of audio console, and organization of video resources.

II. **LABORATORY ACTIVITIES:** Laboratory activities are an integral part of this program and provide experience with production hardware and software.

III. **SPECIAL NOTE:** The Vocational Industrial Clubs of America Inc. is the appropriate vocational student organization for providing leadership training and for reinforcing specific vocational skills.

The cooperative method of instruction may be utilized for this program. Whenever the cooperative method is offered, the following is required for each student: a training plan signed by the student, teacher and employer which includes instructional objectives and a lot of on-the-job and in-school learning experiences; a work station which reflects current equipment, skills and tasks relevant to the occupation the student has chosen as a career goal.

To be transferable statewide between institutions, this program/course must have been reviewed, and a “transfer value” assigned to the curriculum content by the appropriate Statewide Course Numbering System Discipline Committee. This does not preclude institutions from developing specific program or course articulation agreements with each other.
IV. **INTENDED OUTCOMES**: After successfully completing the program, the student will be able to:

01.0 Demonstrate team skills.
02.0 Demonstrate safe and efficient work practices.
03.0 Create appropriate lighting for location and/or set productions.
04.0 Operate a video camera.
05.0 Shoot studio and/or location footage.
06.0 Record, mix and edit audio resources.
07.0 Operate control room equipment.
08.0 Organize and edit video resources.
Program Title: Television Studio Production
Secondary Number: New
Post Secondary Number: New

01.0 DEMONSTRATE TEAM SKILLS--The student will be able to:
   01.01 Demonstrate ability to work as part of a team.

02.0 DEMONSTRATE SAFE AND EFFICIENT WORK PRACTICES--The student will be able to:
   02.01 Follow industry safety rules, regulations and policies.
   02.02 Demonstrate proper handling of hazardous materials.
   02.03 Demonstrate awareness of appropriate ergonomics.
   02.04 Demonstrate proper care of equipment.
   02.05 Demonstrate appropriate use of equipment in an efficient manner.

CREATE APPROPRIATE LIGHTING FOR LOCATION AND/OR SET PRODUCTIONS--The student will be able to:
   03.01 Use lighting equipment according to industry safety standards.
   03.02 Use lighting for effect to control mood and impact in production settings.

04.0 OPERATE A VIDEO CAMERA--The student will be able to:
   04.01 Use current industry standard production video equipment.
   04.02 Align camera for studio production.
   04.03 Operate camera in studio and location (field) production environments.

05.0 SHOOT STUDIO AND/OR LOCATION FOOTAGE--The student will be able to:
   05.01 Plan a shot to obtain required action/footage.
   05.02 Control camera movement to obtain required effects.
   05.03 Control lens, focal length, aperture and exposure to obtain required effects.
   05.05 Perform appropriate pre-production checks of equipment function.
   05.06 Define the various recording formats and media.

06.0 RECORD, MIX AND EDIT AUDIO RESOURCES--The student will be able to:
   06.01 Set up audio recording equipment.
   06.02 Perform appropriate pre-production check of production equipment.
07.0 **OPERATE CONTROL ROOM EQUIPMENT** -- The student will be able to:

07.01 Define control room functions in a production.
07.02 Use the audio console (mixer) in a production.
07.03 Operate camera switching and traffic control equipment.

08.0 **ORGANIZE AND EDIT VIDEO RESOURCES** -- The student will be able to:

08.01 Log and organize video resources.
08.02 Input video resources into post-production equipment and workflow.
Program Title: Digital Video Fundamentals  
Occupational Area: Industrial Education  

PSVC  
CIP Number: New  
Grade Level: College Credit Certificate  
Length: 12 Credits  
Certification:  

I. **MAJOR CONCEPTS/CONTENT**: The purpose of this program is to prepare students for employment as video production assistants or to provide supplemental training for persons previously or currently employed in these occupations.  

The content includes, but is not limited to television, broadcast, video, design and internet media training. This program focuses on broad transferable skills and stresses understanding and demonstration of the following elements of the television video and internet/webcast industries: working as part of a team, safe and efficient work practices, use of lighting equipment, operation of video camera, set up of audio recording equipment, and organization and editing of video resources.  

II. **LABORATORY ACTIVITIES**: Laboratory activities are an integral part of this program and provide experience with production hardware and software.  

III. **SPECIAL NOTE**: The Vocational Industrial Clubs of America Inc. is the appropriate vocational student organization for providing leadership training and for reinforcing specific vocational skills.  

The cooperative method of instruction may be utilized for this program. Whenever the cooperative method is offered, the following is required for each student: a training plan signed by the student, teacher and employer which includes instructional objectives and a lot of on-the-job and in-school learning experiences; a work station which reflects current equipment, skills and tasks relevant to the occupation the student has chosen as a career goal.  

To be transferable statewide between institutions, this program/course must have been reviewed, and a “transfer value” assigned to the curriculum content by the appropriate Statewide Course Numbering System Discipline Committee. This does not preclude institutions from developing specific program or course articulation agreements with each other.
IV. **INTENDED OUTCOMES**: After successfully completing the program, the student will be able to:

01.0 Demonstrate team skills.
02.0 Demonstrate safe and efficient work practices.
03.0 Create appropriate lighting for location and/or set productions.
04.0 Operate a video camera.
05.0 Shoot studio and/or location footage.
06.0 Record, mix and edit audio resources.
07.0 Organize and edit video resources.
Program Title: Digital Video Fundamentals
Secondary Number: 
Post Secondary Number: New

01.0 DEMONSTRATE TEAM SKILLS--The student will be able to:

01.01 Demonstrate ability to work as part of a team.

02.0 DEMONSTRATE SAFE AND EFFICIENT WORK PRACTICES--The student will be able to:

02.01 Follow industry safety rules, regulations and policies.
02.02 Demonstrate proper handling of hazardous materials.
02.03 Demonstrate awareness of appropriate ergonomics.
02.04 Demonstrate proper care of equipment.
02.05 Demonstrate appropriate use of equipment in an efficient manner.

03.0 CREATE APPROPRIATE LIGHTING FOR LOCATION AND/OR SET PRODUCTIONS--The student will be able to:

03.01 Use lighting equipment according to industry safety standards.
03.02 Define light quality in terms of intensity, color, direction and characteristics.
03.03 Light a location set with ambient/available and supplemental lighting.

04.0 OPERATE A VIDEO CAMERA--The student will be able to:

04.01 Use current industry standard production video equipment.
04.02 Operate camera in studio and location (field) production environments.

05.0 SHOOT STUDIO AND/OR LOCATION FOOTAGE--The student will be able to:

05.01 Plan a shot to obtain required action/footage.
05.02 Demonstrate appropriate shot sequences, transitions and post production (edit) effects.
05.03 Control camera movement to obtain required effects.
05.04 Control lens, focal length, aperture and exposure to obtain required effects.
05.05 Perform appropriate pre-production checks of equipment function.
05.06 Define the various recording formats and media.
06.0 RECORD, MIX AND EDIT AUDIO RESOURCES-- The student will be able to:

06.01 Identify and select microphones for production needs.
06.02 Set up audio recording equipment.
06.03 Perform appropriate pre-production check of production equipment.

07.0 ORGANIZE AND EDIT VIDEO RESOURCES-- The student will be able to:

07.01 Log and organize video resources.
07.02 Operate editing hardware and software.
07.03 Input video resources into post-production equipment and workflow.
07.04 Perform assemble edits for appropriate effect.
07.05 Perform insert edits for appropriate effect.
Program Title: Webcast Media
Occupational Area: Industrial Education

PSVC
CIP Number New
Grade Level College Credit Certificate
Length 12 Credits
Certification

I. MAJOR CONCEPTS/CONTENT: The purpose of this program is to prepare students for employment as webcast production assistants or to provide supplemental training for persons previously or currently employed in these occupations.

The content includes, but is not limited to television, broadcast, video, design and internet media training. This program focuses on broad transferable skills and stresses understanding and demonstration of the following elements of the television video and internet/webcast industries; working as part of a team, safe and efficient work practices, use of lighting equipment, organization and editing of video resources, and design and generation of graphic elements.

II. LABORATORY ACTIVITIES: Laboratory activities are an integral part of this program and provide experience with production hardware and software.

III. SPECIAL NOTE: The Vocational Industrial Clubs of America Inc. is the appropriate vocational student organization for providing leadership training and for reinforcing specific vocational skills.

The cooperative method of instruction may be utilized for this program. Whenever the cooperative method is offered, the following is required for each student: a training plan signed by the student, teacher and employer which includes instructional objectives and a lot of on-the-job and in-school learning experiences; a work station which reflects current equipment, skills and tasks relevant to the occupation the student has chosen as a career goal.

To be transferable statewide between institutions, this program/course must have been reviewed, and a “transfer value” assigned to the curriculum content by the appropriate Statewide Course Numbering System Discipline Committee. This does not preclude institutions from developing specific program or course articulation agreements with each other.
IV. **INTENDED OUTCOMES:** After successfully completing the program, the student will be able to:

01.0 Demonstrate team skills.
02.0 Demonstrate safe and efficient work practices.
03.0 Create appropriate lighting for location and/or set productions.
04.0 Shoot studio and/or location footage.
05.0 Record, mix and edit audio resources.
06.0 Organize and edit video resources.
07.0 Design and generate graphic elements.
Florida Department of Education
STUDENT PERFORMANCE STANDARDS

Program Title: Webcast Media
Secondary Number: 
Post Secondary Number New

01.0 DEMONSTRATE TEAM SKILLS--The student will be able to:

01.01 Demonstrate ability to work as part of a team.

02.0 DEMONSTRATE SAFE AND EFFICIENT WORK PRACTICES--The student will be able to:

02.01 Follow industry safety rules, regulations and policies.
02.02 Demonstrate proper handling of hazardous materials.
02.03 Demonstrate awareness of appropriate ergonomics.
02.04 Demonstrate proper care of equipment.
02.05 Demonstrate appropriate use of equipment in an efficient manner.

03.0 CREATE APPROPRIATE LIGHTING FOR LOCATION AND/OR SET PRODUCTIONS--The student will be able to:

03.01 Determine appropriate lighting needs for production settings.
03.02 Use lighting equipment according to industry safety standards.

04.0 SHOOT STUDIO AND/OR LOCATION FOOTAGE--The student will be able to:

04.01 Plan a shot to obtain required action/footage.
04.02 Demonstrate appropriate shot sequences, transitions and post production (edit) effects.
04.03 Perform appropriate pre-production checks of equipment function.
04.04 Define the various recording formats and media.
04.05 Define appropriate digital compression and signal (file) types.

05.0 RECORD, MIX AND EDIT AUDIO RESOURCES--The student will be able to:

05.01 Set up audio recording equipment.
05.02 Establish appropriate recording conditions.
05.03 Perform appropriate pre-production check of production equipment.

06.0 ORGANIZE AND EDIT VIDEO RESOURCES--The student will be able to:

06.01 Log and organize video resources.
06.02 Input video resources into post-production equipment and workflow.

07.0 DESIGN AND GENERATE GRAPHIC ELEMENTS-- The student will be able to:

07.01 Operate graphic production software.
07.02 Produce broadcast graphic elements for titling, credits and graphic transitions.
07.03 Demonstrate an understanding of graphic image types, file formats, and technical requirements for a production.
Program Title: Broadcast Production
Occupational Area: Industrial Education

PSVC
CIP Number New
Grade Level College Credit Certificate
Length 24 Credits
Certification

I. **MAJOR CONCEPTS/CONTENT**: The purpose of this program is to prepare students for employment as broadcast production technicians or to provide supplemental training for persons previously or currently employed in these occupations.

The content includes, but is not limited to television, broadcast, video, design and internet media training. This program focuses on broad transferable skills and stresses understanding and demonstration of the following elements of the television video and internet/webcast industries; working as part of a team, safe and efficient work practices, use of lighting equipment, operation of video camera, set up and use of audio recording equipment, operation of control room equipment, and organization and editing of video resources.

II. **LABORATORY ACTIVITIES**: Laboratory activities are an integral part of this program and provide experience with production hardware and software.

III. **SPECIAL NOTE**: The Vocational Industrial Clubs of America Inc. is the appropriate vocational student organization for providing leadership training and for reinforcing specific vocational skills.

The cooperative method of instruction may be utilized for this program. Whenever the cooperative method is offered, the following is required for each student: a training plan signed by the student, teacher and employer which includes instructional objectives and a lot of on-the-job and in-school learning experiences; a work station which reflects current equipment, skills and tasks relevant to the occupation the student has chosen as a career goal.

To be transferable statewide between institutions, this program/course must have been reviewed, and a “transfer value” assigned to the curriculum content by the appropriate Statewide Course Numbering System Discipline Committee. This does not preclude institutions from developing specific program or course articulation agreements with each other.
IV. **INTENDED OUTCOMES**: After successfully completing the program, the student will be able to:

01.0 Demonstrate team skills.
02.0 Demonstrate safe and efficient work practices.
03.0 Generate a production schedule.
04.0 Plan a production set.
05.0 Create appropriate lighting for location and/or set productions.
06.0 Operate a video camera.
07.0 Shoot studio and/or location footage.
08.0 Record, mix and edit audio resources.
09.0 Operate control room equipment.
10.0 Organize and edit video resources.
Program Title: Broadcast Production
Secondary Number: 
Post Secondary Number: New

01.0 **DEMONSTRATE TEAM SKILLS** -- The student will be able to:

01.01 Demonstrate ability to work as part of a team.

02.0 **DEMONSTRATE SAFE AND EFFICIENT WORK PRACTICES** -- The student will be able to:

02.01 Follow industry safety rules, regulations and policies.

02.02 Demonstrate proper handling of hazardous materials.

02.03 Demonstrate awareness of appropriate ergonomics.

02.04 Demonstrate proper care of equipment.

02.05 Demonstrate appropriate use of equipment in an efficient manner.

03.0 **GENERATE A PRODUCTION SCHEDULE** -- The student will be able to:

03.01 Define the segment or program type.

04.0 **PLAN A PRODUCTION SET** -- The student will be able to:

04.01 Define set requirements for program type.

05.0 **CREATE APPROPRIATE LIGHTING FOR LOCATION AND/OR SET PRODUCTIONS** -- The student will be able to:

05.01 Determine appropriate lighting needs for production settings.

05.02 Identify locations and studio lighting types, method of use and application.

05.03 Use lighting equipment according to industry safety standards.

05.04 Define light quality in terms of intensity, color, direction and characteristics.

05.05 Light a location set with ambient/available and supplemental lighting.

05.06 Use lighting for effect to control mood and impact in production settings.

05.07 Use studio lighting master control equipment.

06.0 **OPERATE A VIDEO CAMERA** -- The student will be able to:

06.01 Use current industry standard production video equipment.

06.02 Align camera for studio production.

06.03 Operate camera in studio and location (field) production environments.
06.04 Operate (CCU) Camera Control Unit.

07.0 SHOOT STUDIO AND/OR LOCATION FOOTAGE-- The student will be able to:

07.01 Plan a shot to obtain required action/footage.
07.02 Control camera movement to obtain required effects.
07.03 Control lens, focal length, aperture and exposure to obtain required effects.
07.04 Set up camera and recording equipment sequence.
07.05 Perform appropriate pre-production checks of equipment function.
07.06 Define the various recording formats and media.

08.0 RECORD, MIX AND EDIT AUDIO RESOURCES-- The student will be able to:

08.01 Identify and select microphones for production needs.
08.02 Determine optimal microphone placement.
08.03 Set up audio recording equipment.
08.04 Establish appropriate recording conditions.
08.05 Perform appropriate pre-production check of production equipment.
08.06 Perform sound edits and enhancements.
08.07 Record location sound.
08.08 Record studio live sound.

09.0 OPERATE CONTROL ROOM EQUIPMENT-- The student will be able to:

09.01 Define control room functions in a production.
09.02 Use the audio console (mixer) in a production.
09.03 Use vision control equipment.
09.04 Operate camera switching and traffic control equipment.
09.05 Operate routing switcher for production and tape dubs.

10.0 ORGANIZE AND EDIT VIDEO RESOURCES-- The student will be able to:

10.01 Log and organize video resources.
10.02 Operate editing hardware and software.
10.03 Input video resources into post-production equipment and workflow.
10.04 Perform assemble edits for appropriate effect.
10.05 Perform insert edits for appropriate effect.
Program Title: Video Editing and Post-Production
Occupational Area: Industrial Education

PSVC
CIP Number New
Grade Level College Credit Certificate
Length 24 Credits
Certification

I. MAJOR CONCEPTS/CONTENT: The purpose of this program is to prepare students for employment as video production technicians or to provide supplemental training for persons previously or currently employed in these occupations.

The content includes, but is not limited to television, broadcast, video, design and internet media training. This program focuses on broad transferable skills and stresses understanding and demonstration of the following elements of the television video and internet/webcast industries; working as part of a team, safe and efficient work practices, use of editing equipment, use of lighting equipment, operation of video camera, set up and operation of audio recording equipment, design and generation of graphic elements and organization and editing of video resources.

II. LABORATORY ACTIVITIES: Laboratory activities are an integral part of this program and provide experience with production hardware and software.

III. SPECIAL NOTE: The Vocational Industrial Clubs of America Inc. is the appropriate vocational student organization for providing leadership training and for reinforcing specific vocational skills.

The cooperative method of instruction may be utilized for this program. Whenever the cooperative method is offered, the following is required for each student: a training plan signed by the student, teacher and employer which includes instructional objectives and a lot of on-the-job and in-school learning experiences; a work station which reflects current equipment, skills and tasks relevant to the occupation the student has chosen as a career goal.

To be transferable statewide between institutions, this program/course must have been reviewed, and a “transfer value” assigned to the curriculum content by the appropriate Statewide Course Numbering System Discipline Committee. This does not preclude institutions from developing specific program or course articulation agreements with each other.
IV. **INTENDED OUTCOMES:** After successfully completing the program, the student will be able to:

01.0 Demonstrate team skills.
02.0 Demonstrate safe and efficient work practices.
03.0 Generate a production schedule.
04.0 Plan a production set.
05.0 Create appropriate lighting for location and/or set productions.
06.0 Operate a video camera.
07.0 Shoot studio and/or location footage.
08.0 Record, mix and edit audio resources.
09.0 Organize and edit video resources.
10.0 Design and generate graphic elements.
Program Title: Video Editing and Post-Production

01.0 DEMONSTRATE TEAM SKILLS-- The student will be able to:
01.01 Demonstrate ability to work as part of a team.

02.0 DEMONSTRATE SAFE AND EFFICIENT WORK PRACTICES-- The student will be able to:
02.01 Follow industry safety rules, regulations and policies.
02.02 Demonstrate proper handling of hazardous materials.
02.03 Demonstrate awareness of appropriate ergonomics.
02.04 Demonstrate proper care of equipment.
02.05 Demonstrate appropriate use of equipment in an efficient manner.

03.0 GENERATE A PRODUCTION SCHEDULE-- The student will be able to:
03.01 Define the segment or program type.

04.0 PLAN A PRODUCTION SET-- The student will be able to:
04.01 Define set requirements for program type.

05.0 CREATE APPROPRIATE LIGHTING FOR LOCATION AND/OR SET PRODUCTIONS-- The student will be able to:
05.01 Determine appropriate lighting needs for production settings.
05.02 Identify locations and studio lighting types, method of use and application.
05.03 Use lighting equipment according to industry safety standards.
05.04 Define light quality in terms of intensity, color, direction and characteristics.
05.05 Light a location set with ambient/available and supplemental lighting.

06.0 OPERATE A VIDEO CAMERA-- The student will be able to:
06.01 Use current industry standard production video equipment.
06.02 Operate camera in studio and location (field) production environments.
07.0 **SHOOT STUDIO AND/OR LOCATION FOOTAGE** -- The student will be able to:

07.01 Plan a shot to obtain required action/footage.
07.02 Demonstrate appropriate shot sequences, transitions and post production (edit) effects.
07.03 Control camera movement to obtain required effects.
07.04 Control lens, focal length, aperture and exposure to obtain required effects.
07.05 Set up camera and recording equipment sequence.
07.06 Perform appropriate pre-production checks of equipment function.
07.07 Perform basic routine, preventative and repair maintenance on video equipment.
07.08 Define the various recording formats and media.

08.0 **RECORD, MIX AND EDIT AUDIO RESOURCES** -- The student will be able to:

08.01 Identify and select microphones for production needs.
08.02 Determine optimal microphone placement.
08.03 Set up audio recording equipment.
08.04 Establish appropriate recording conditions.
08.05 Perform appropriate pre-production check of production equipment.
08.06 Perform sound edits and enhancements.
08.07 Record location sound.

09.0 **ORGANIZE AND EDIT VIDEO RESOURCES** -- The student will be able to:

09.01 Log and organize video resources.
09.02 Operate editing hardware and software.
09.03 Input video resources into post-production equipment and workflow.
09.04 Perform assemble edits for appropriate effect.
09.05 Perform insert edits for appropriate effect.
09.06 Maintain continuity and production values.
09.07 Mix audio and video resources for final cut.
09.08 Apply color correction to video footage.

10.0 **DESIGN AND GENERATE GRAPHIC ELEMENTS** -- The student will be able to:

10.01 Determine the graphic requirements for a production.
10.02 Operate graphic production software.
10.03 Produce broadcast graphic elements for titling, credits and graphic transitions.
10.04 Determine the special effects need for a production.
10.05 Set up and operate character generator equipment and software.
10.06 Generate appropriate special effects and animated elements for a production.
10.07 Demonstrate an understanding of graphic image types, file formats, and technical requirements for a production.
10.08 Use image editing (bit mapped) software.
10.09 Edit graphics into the program or segment.
10.10 Demonstrate an ability to use type, color, composition and graphic elements for a specific production effect.
Program Title: Webcast Technology
Occupational Area: Industrial Education

I. MAJOR CONCEPTS/CONTENT: The purpose of this program is to prepare students for employment as webcast production assistants or to provide supplemental training for persons previously or currently employed in these occupations.

The content includes, but is not limited to television, broadcast, video, design and internet media training. This program focuses on broad transferable skills and stresses understanding and demonstration of the following elements of the television video and internet/webcast industries; working as part of a team, safe and efficient work practices, use of lighting equipment, operation of video camera, set up and operation of audio recording equipment, design and generation of graphic elements, organization and editing of video resources, and planning, coordination and management of a video or webcast production.

II. LABORATORY ACTIVITIES: Laboratory activities are an integral part of this program and provide experience with production hardware and software.

III. SPECIAL NOTE: The Vocational Industrial Clubs of America Inc. is the appropriate vocational student organization for providing leadership training and for reinforcing specific vocational skills.

The cooperative method of instruction may be utilized for this program. Whenever the cooperative method is offered, the following is required for each student: a training plan signed by the student, teacher and employer which includes instructional objectives and a lot of on-the-job and in-school learning experiences; a work station which reflects current equipment, skills and tasks relevant to the occupation the student has chosen as a career goal.

To be transferable statewide between institutions, this program/course must have been reviewed, and a “transfer value” assigned to the curriculum content by the appropriate Statewide Course Numbering System Discipline Committee. This does not preclude institutions from developing specific program or course articulation agreements with each other.
IV. **INTENDED OUTCOMES:** After successfully completing the program, the student will be able to:

V.

01.0 Demonstrate team skills.
02.0 Demonstrate safe and efficient work practices.
03.0 Generate a production schedule.
04.0 Plan a production set.
05.0 Create appropriate lighting for location and/or set productions.
06.0 Operate a video camera.
07.0 Shoot studio and/or location footage.
08.0 Record, mix and edit audio resources.
09.0 Operate control room equipment.
10.0 Organize and edit video resources.
11.0 Design and generate graphic elements.
12.0 Plan, coordinate and manage a video or webcast production.
Program Title: Webcast Technology
Secondary Number: 
Post Secondary Number New

01.0 DEMONSTRATE TEAM SKILLS -- The student will be able to:
  01.01 Demonstrate ability to work as part of a team.

02.0 DEMONSTRATE SAFE AND EFFICIENT WORK PRACTICES -- The student will be able to:
  02.01 Follow industry safety rules, regulations and policies.
  02.02 Demonstrate proper handling of hazardous materials.
  02.03 Demonstrate awareness of appropriate ergonomics.
  02.04 Demonstrate proper care of equipment.
  02.05 Demonstrate appropriate use of equipment in an efficient manner.

03.0 GENERATE A PRODUCTION SCHEDULE -- The student will be able to:
  03.01 Define the segment or program type.

04.0 PLAN A PRODUCTION SET -- The student will be able to:
  04.01 Define set requirements for program type.

05.0 CREATE APPROPRIATE LIGHTING FOR LOCATION AND/OR SET PRODUCTIONS -- The student will be able to:
  05.01 Determine appropriate lighting needs for production settings.
  05.02 Identify locations and studio lighting types, method of use and application.
  05.03 Use lighting equipment according to industry safety standards.

06.0 OPERATE A VIDEO CAMERA -- The student will be able to:
  06.01 Use current industry standard production video equipment.
  06.02 Align camera for studio production.
  06.03 Operate camera in studio and location (field) production environments.

07.0 SHOOT STUDIO AND/OR LOCATION FOOTAGE -- The student will be able to:
  07.01 Plan a shot to obtain required action/footage.
07.02 Demonstrate appropriate shot sequences, transitions and post production (edit) effects.
07.03 Control camera movement to obtain required effects.
07.04 Control lens, focal length, aperture and exposure to obtain required effects.
07.05 Set up camera and recording equipment sequence.
07.06 Perform appropriate pre-production checks of equipment function.
07.07 Define the various recording formats and media.
07.08 Define appropriate digital compression and signal (file) types.

08.0 RECORD, MIX AND EDIT AUDIO RESOURCES— The student will be able to:

08.01 Identify and select microphones for production needs.
08.02 Determine optimal microphone placement.
08.03 Set up audio recording equipment.
08.04 Establish appropriate recording conditions.
08.05 Perform appropriate pre-production check of production equipment.
08.06 Perform sound edits and enhancements.
08.07 Record location sound.
08.08 Record studio live sound.

09.0 OPERATE CONTROL ROOM EQUIPMENT— The student will be able to:

09.01 Define control room functions in a production.
09.02 Use the audio console (mixer) in a production.

10.0 ORGANIZE AND EDIT VIDEO RESOURCES— The student will be able to:

10.01 Log and organize video resources.
10.02 Operate editing hardware and software.
10.03 Input video resources into post-production equipment and workflow.
10.04 Perform assemble edits for appropriate effect.
10.05 Perform insert edits for appropriate effect.

11.0 DESIGN AND GENERATE GRAPHIC ELEMENTS— The student will be able to:

11.01 Determine the graphic requirements for a production.
11.02 Operate graphic production software.
11.03 Produce broadcast graphic elements for titling, credits and graphic transitions.
11.04 Generate appropriate special effects and animated elements for a production.
11.05 Demonstrate an understanding of graphic image types, file formats, and technical requirements for a production.
11.06 Use image editing (bit mapped) software.
11.07 Edit graphics into the program or segment.
12.0 PLAN, COORDINATE AND MANAGE A VIDEO OR WEBCAST PRODUCTION--The student will be able to:

12.01 Define the program/segment format and market.
12.02 Develop a production schedule.
12.03 Direct final production values.
12.04 Archive and manage finished assets and originals.
12.05 Oversee broadcast/distribution to market.
12.06 Explain the techniques and procedures of web hosts, portals, television broadcast and cable networks, syndication and public broadcasters.