



# Video Production I

## EXAM INFORMATION

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**Items**

45

**Points**

54

**Prerequisites**

NONE

**Grade Level**

10-12

**Course Length**

ONE SEMESTER

**Career Cluster**

ARTS, A/V TECHNOLOGY, AND  
COMMUNICATION

**Performance Standards**

INCLUDED

**Certificate Available**

YES

## DESCRIPTION

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Video Production I is designed to provide students with the basic knowledge and skills related to the television production industry. Topics include camera operation, recording audio, lighting systems, pre-production, production, postproduction, visual effects and graphics, and copyright laws.

## EXAM BLUEPRINT

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**STANDARD**

**PERCENTAGE OF EXAM**

1- Camera Operation	21%
2- Recording Audio	13%
3- Lighting Systems	19%
4- Preproduction	11%
5- Production	2%
6- Post Production	19%
7- Visual Effects and Graphics	4%
8- Cable and Connectors	11%
9- Copyright laws and Ethics, and Legal Issues (Optional)	
10- Professional Skills for the Workplace (Optional)	



**STANDARD I**

STUDENTS WILL UNDERSTAND AND DEMONSTRATE KNOWLEDGE OF THE CORRECT OPERATION OF THE CAMERA

- Objective 1 Basic parts of a camera
1. Image Sensor (CCD/CMOS)
  2. Lens
  3. Body
  4. Viewfinder

- Objective 2 Camera movements
1. Pan
  2. Truck
  3. Dolly
  4. Art
  5. Pedestal
  6. Tilt

- Objective 3 Picture composition (Framing)
1. Rule of thirds
  2. Nose room
  3. Headroom
  4. Lead room
  5. Crossing the line
  6. Aspect Ratio Selection
5. Two shot
  6. Three shot

- Objective 4 Shot selections
1. Wide or long shot (LS)
  2. Medium shot (MS)
  3. Close up (CU)
  4. Extreme close up (ECU)
  5. Over-the-shoulder (O/S)
  6. Cross shot (XS)

- Objective 5 Camera operation
1. Focus
  2. White balance
  3. Zoom

- Objective 6 Camera Support
1. Tripod
  2. Monopod

Standard I Performance Evaluation included below (Optional)



## **STANDARD 2**

STUDENTS WILL BE ABLE TO UNDERSTAND AND DEMONSTRATE PROCEDURE FOR RECORDING AUDIO

- Objective 1      Microphones
1. Pickup patterns
    1. Omnidirectional
    2. Unidirectional
    3. Bidirectional
    4. Hyper cardioid
    5. Cardioid
  2. Transducers
    1. Dynamic
    2. Condenser (additional power source)
    3. Ribbon
  3. Microphone types
    1. Lavalier
    2. Handheld (stick)
    3. Shotgun/Boom

- Objective 2      Ambiance
1. Definition of ambiance
  2. Natural Sound (NATS)

Standard 2 Performance Evaluation included below (Optional)

## **STANDARD 3**

STUDENTS WILL UNDERSTAND AND DEMONSTRATE KNOWLEDGE OF LIGHTING SYSTEMS AND HOW THEY ARE USED

- Objective 1      Principles of Lighting
1. Triangle or three-point lighting
  2. Key (Spot)
  3. Back or Halo (Spot)
  4. Fill (Flood)

- Objective 2      Lighting instruments
1. Spot (direct)
  2. Flood (diffused)
  3. Reflectors
  4. Barn doors

- Objective 3      Lighting situations
1. Base lighting
  2. Chroma key



3. Silhouette
4. Falloff

Standard 3 Performance Evaluation included below (Optional)

#### **STANDARD 4**

STUDENTS WILL UNDERSTAND AND DEMONSTRATE KNOWLEDGE OF PRE-PRODUCTION

- Objective 1    Storytelling
1. Audience
  2. The three P's – People, Place, Predicament
  3. Scriptwriting
- Objective 2    Storyboard
- Objective 3    Shot list
- Objective 4    Props and costumes

Standard 4 Performance Evaluation included below (Optional)

#### **STANDARD 5**

STUDENTS WILL UNDERSTAND AND DEMONSTRATE PRODUCTION

- Objective 1    Crew responsibilities
1. Floor director
  2. Camera operator
  3. Talent

Standard 5 Performance Evaluation included below (Optional)

#### **STANDARD 6**

STUDENTS WILL UNDERSTAND AND DEMONSTRATE KNOWLEDGE OF POST-PRODUCTION

- Objective 1    Logging
- Objective 2    Editing
1. Time code
  2. Titles
  3. Transitions
  4. Countdowns
  5. Sound tracks
  6. Timeline
  7. Jump cut
  8. Cut-to-the-beat
- Objective 3    Industry standards
1. NTSC.



2. PAL
3. High definition vs. standard definition
4. Aspect ratio
5. Frames per second (fps)

Standard 6 Performance Evaluation included below (Optional)

### **STANDARD 7**

STUDENTS WILL UNDERSTAND AND DEMONSTRATE KNOWLEDGE OF VISUAL EFFECTS AND GRAPHICS

Objective 1 Visual effects

1. Chroma key
2. Animation

Objective 2 Graphics

1. Text
2. Fonts
3. Drop shadows on texts
4. Title colors (high contrast)
5. Title safe area
6. Lower Third

Standard 7 Performance Evaluation included below (Optional)

### **STANDARD 8**

STUDENTS WILL UNDERSTAND AND DEMONSTRATE KNOWLEDGE OF THE FUNCTION OF VARIOUS CABLES AND CONNECTORS

Objective 1 Short-run video connections (F, RCA, HDMI)

Objective 2 Long-run video connections (BNC)

Objective 3 Connectors that can also be used for audio (RCA, USB, HDMI, BNC)

Objective 4 Professional audio connectors (XLR)

Objective 5 Other audio connectors (1/4" phone plugs [stereo & mono], 1/8" mini plugs [stereo and mono])

Standard 8 Performance Evaluation included below (Optional)

### **STANDARD 9 (Optional)**

STUDENTS WILL UNDERSTAND COPYRIGHT LAWS, ETHICS, AND LEGAL ISSUES AS IDENTIFIED IN UNITED STATES CODE TITLE 17 CHAPTER 1 SECTION 101

Objective 1 Define copyright.

Objective 2 Other definitions



1. Audiovisual works
2. Computer program
3. Copies
4. Copyright owner
5. Digital transmission
6. Financial gain
7. Pictorial, graphic, and sculptural works
8. Work of visual art

**Objective 3** Students will practice ethics and rules governing photojournalism (e.g., editorial content must not be changed).

**Objective 4** Students will practice correct usage of copyright laws (i.e. the right to reproduce, manipulate, distribute, plagiarize, or exhibit another’s work outside of fair use provisions).

1. Time limitations
2. Portion limitations
3. Text material
4. Illustrations and photographs
5. Copying and distribution limitations

**Objective 5** Students will demonstrate understanding of ethics related to social and legal issues in subject choice (i.e. model releases, image appropriateness, and cultural sensitivity).

Standard 9 Performance Evaluation included below (Optional)

### **STANDARD 10 (Optional)**

STUDENTS WILL ENHANCE THEIR UNDERSTANDING OF GRAPHIC/PRINTING AS A PROFESSION AND WILL DEVELOP PROFESSIONAL SKILLS FOR THE WORKPLACE

**Objective 1** As a participating member of the SkillsUSA student organization complete the SkillsUSA Level 2 Professional Development Program.

1. Complete a self-assessment inventory and identify individual learning styles.
2. Discover self-motivation techniques and establish short-term goals.
3. Determine individual time-management skills.
4. Define future occupations.
5. Define awareness of cultural diversity and equity issues.
6. Recognize the benefits of conducting a community service project.
7. Demonstrate effective communication skills with others.
8. Participate in a shadowing activity.
9. Identify components of an employment portfolio.
10. Explore what is ethical in the workplace or school.
11. Demonstrate proficiency in program competencies.
12. Explore what is ethical in the workplace or school.
  1. State the SkillsUSA motto.
  2. State the SkillsUSA creed.



3. Learn the SkillsUSA colors.
4. Describe the official SkillsUSA dress.
5. Describe the procedure for becoming a SkillsUSA officer.

Objective 2 Display a professional attitude toward the instructor and peers.

Standard 10 Performance Evaluation included below (Optional)



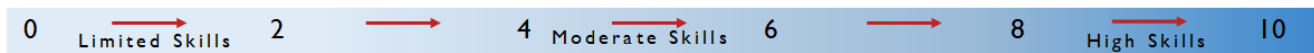
## Video Production I Preparation Performance Standards (Optional)

Performance assessments may be completed and evaluated at any time during the course. The following performance skills are to be used in connection with the associated standards and exam. To pass the performance standard the student must attain a performance standard average of **8 or higher** on the rating scale. Students may be encouraged to repeat the objectives until they average **8 or higher**.

Students Name \_\_\_\_\_

Class \_\_\_\_\_

### PERFORMANCE RATING SCALE



#### STANDARD 1 Camera Operation

Score:

- Understand and demonstrate camera operation

#### STANDARD 2 Recording Audio

Score:

- Understand and demonstrate audio systems and how they are used

#### STANDARD 3 Lighting systems

Score:

- Understand and demonstrate lighting systems and how they are used

#### STANDARD 4 Pre-Production

Score:

- Understand and demonstrate pre-production (field/studio)

#### STANDARD 5 Production

Score:

- Understand and demonstrate production

#### STANDARD 6 Post-Production

Score:

- Understand and demonstrate post-production

#### STANDARD 7 Visual Effects and Graphics

Score:

- Understand and demonstrate visual effects and graphics

#### STANDARD 8 Cables and Connectors

Score:

- Understand and demonstrate knowledge of the function of various cables and connectors





**STANDARD 9 Copyright laws, Ethics, and Legal Issues**

**Score:**

- Understand and practice copyright laws, ethics, and legal issues dealing with photography as identified in United States Code Title 17 Chapter 1 Section 101

**STANDARD 10 Professional Skills in the Workplace**

**Score:**

- Understanding of Video Production as a profession and will develop professional skills for the workplace

**PERFORMANCE STANDARD AVERAGE SCORE:**