

Student Name:
Video Production
Instructor: Tony Hooper

Competencies List

Story Telling

1. Develop and summarize the overall theme for the media project.
2. Research a specific topic to support the accuracy and completeness of the story.
3. Adapt style of story, level of detail and complexity and organization to audience and message.
4. Identify the main components of the story, including setting, characterization, plot, climax, conflict and resolution.
5. Develop a story outline that effectively supports the message and the flow.
6. Identify conflicts in the storyline, and explain the relevance of conflict as a story telling vehicle.
7. Create interesting and coherent characters, and identify the protagonists and antagonists of the story.
8. Discuss how the audience might identify with the characters, and how this supports or undermines the purpose of the story.
9. Create interesting dialogs that are consistent with the characters and the style of the story.
10. Create interesting storylines with creative transition and turns.
11. Present the setting at the beginning of the story to orient and anchor the audience.
12. Explain the need for developing a voice in the story, and establish coherence and continuity of voice throughout the story.
13. Develop stories in a wide range of styles for various purposes and audiences.
14. Analyze the effectiveness of the story in the final product.

Script Writing

1. Develop a script outline that supports the message and the flow of the project.
2. Research a topic to support accuracy and completeness of script.
3. Adapt a style of writing, level of detail and complexity and organization to audience and message.
4. Use a creative writing style that holds the interest of the client.
5. Use a balance of emotion, information, imagination and persuasion to achieve intended purpose.
6. Sustain a definite focus and point of view, and link ideas in a progressive, flowing sequence.
7. Develop a script that supports the navigation schema of the media project.
8. Write draft, revise and finalize script.
9. Write effectively in a wide range of styles, such as dialog, documentary, educational and promotional.

Computer Utilization

1. Define and appropriately use basic computer terminology, such as RAM, CPU, internal and peripheral hardware and network terminology.
2. Correctly use the Macintosh operating system, desktop, control panel and settings, including extensions, preferences and drivers.
3. Correctly use the Windows operating system, desktop, control panel and settings and directories.
4. Perform file management procedures such as saving transferring, deleting and copying.

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5. Use hardware and software in a safe manner, with respect to connecting, disconnecting and powering up peripheral hardware and the CPU.
6. Correctly use peripherals, including printers, scanners, CD-R's and drives.
7. Define typical file types such as TIFF, EPS, PICT, BMP, JPEG and GIF, and perform file conversions within and between platforms.
8. Explain the difference between shareware, freeware and proprietary software in terms of copyright and fair use, and define what constitutes software piracy.
9. Successfully transfer files from a Macintosh version of a file to a Windows version of the same or similar software.
10. Run multiple applications at the same time and import and export data between applications.
11. Perform basic configuration and troubleshooting on computer hardware.

Copyright and Law

1. Define copyright terminology and present copyright regulations.
2. Explain how copyright laws affect your ability to use and reproduce others' work.
3. Explain the process of obtaining permission to use copyrighted material.
4. Explain the process of protecting one's work from general use.
5. Define and explain the concept of "fair use"
6. Explain the primary types, elements and limitations of licensing agreements and give examples.
7. Analyze typical terms set by publishing companies for the use of copyrighted content.
8. Discuss the current issues and trends affecting ownership of media content.
9. Discuss the issues of, and the general terms of covering, intellectual property in the context of employer/employee or employer/consultant agreements.
10. Discuss the legal issues and trends of publishing and selling on the Internet.

Raster Graphics

1. Define the term "raster" and explain its importance in digital graphics.
2. Explain the photographic metaphor inherent in raster graphics.
3. Define the term pixel and how it relates to raster graphics.
4. Use a raster graphic application to perform photo correction.
5. Mask an area of an image and apply modifications.
6. Convert a 32 bit raster image to an 8 bit image and explain the role of the color palette in this process.
7. Apply a compression to a raster image.
8. Create an illustration using a raster graphic application.
9. Scan an image and convert it into a raster image, and explain the importance of the term resolution in this process.

Videography

1. Identify different video camera types.
2. Load and operate a video camera to record a stable, focused, usable image with correct color balance and audio.
3. Demonstrate basic camera movements.

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4. Identify and create different video shot compositions such as: extreme close-up, close-up, medium shot and long shot.
5. Describe the NTSC video scanning process and explain how an image is transferred from reality to video tape.
6. Describe the process involved in converting analog video to digital video.
7. Set up and operate a synched playback system based on decks and monitors.
8. Explain the differences between current scanning systems such as NTSC, PAL and SECAM.
9. Use an analog video editor for assemble and insert editing.
10. Apply editing techniques (e.g., pacing, continuity, beat edits, back trimming, etc.) to the video project.
11. Identify, install, maintain and operate the main types of studio lighting.
12. Apply production planning techniques of camera blocking, talent direction, shot selection and audio planning.
13. Use effective layout techniques for video graphics.
14. Set-up and operate a non-linear editing system.
15. Compare and contrast digital video file formats such as Video for Windows (avi), QuickTime (mov), MPEG, etc.
16. Describe the difference between analog and digital video.
17. Describe the difference between linear and nonlinear editing.
18. Use a computer-based editing system to import and edit raw video clips, construct simple video sequences, utilize A/B roll-style transitions, utilize layered video effects and create titles.
19. Capture and edit an audio sequence and combine it with digital video.

Audio Production

1. Define and use audio terminology, at least: sound waves, frequency, amplitude, pitch, loudness, interference and distortion.
2. Compare and contrast different microphone types and the characteristics of each.
3. Explain the features and purpose of various sound recording equipment.
4. Apply the basic principles of sound to enhance audio production.
5. Digitize analog audio into a computer-usable form.
6. Record and mix multiple audio tracks into a final master tape.
7. Integrate audio into multimedia projects.

Industry Trends

1. Name occupational titles.
2. Identify salary levels and appropriate education.
3. Explain the evolution in the use of media communication.
4. Explain the evolution of media technology.
5. Explain the different uses of media in business, education and society.
6. Present the issues of copyright, ownership and licensing in the context of media publishing and product development.
7. Present the ethical and moral issue in the use of media communications in business, education and society.