

Instructional Framework

Program: Film and TV
10.0200.90



Domain 1: Production Skills	
Instructional Time 70-80%	
STANDARD 5.0 UTILIZE COMPUTER APPLICATIONS TO MANAGE MEDIA	
5.1 Use appropriate electronic publishing software and output devices	<ul style="list-style-type: none"> ● Non-linear Editor (NLE) ● DVD ● USB ● Flash Drive ● SD Card
5.2 Apply essential commands and knowledge of computer operating systems	<ul style="list-style-type: none"> ● Render ● Export ● Share ● Copy ● Move ● Paste ● Print Save ● Shortcuts
5.3 Apply computer file management techniques	<ul style="list-style-type: none"> ● Folders Sub Folder ● File names and Extensions ● NLE project management <ul style="list-style-type: none"> ○ Project event ○ Sequences
5.4 Use the Internet for file transfer	<ul style="list-style-type: none"> ● Cloud storage ● Upload/download
5.5 Select the format for digital delivery	<ul style="list-style-type: none"> ● File type/formats
5.6 Use and care for equipment and related accessories	<ul style="list-style-type: none"> ● Cable management ● Mounting ● Ejecting drives ● Workstation care and management
5.7 Describe the functionality of the internet intranet and extranet in the media environment	<ul style="list-style-type: none"> ● Internet vs. Intranet
5.8 Explain methods of protecting a computer against computer threats	<ul style="list-style-type: none"> ● Passwords Login/logout ● Malware Viruses
STANDARD 6.0 APPLY KNOWLEDGE OF DATA CAPTURE AND MANIPULATION	

6.1 Identify software that supports data capture for media devices (i.e. digital camera video input device graphics tablet graphics expansion boards)	<ul style="list-style-type: none"> ● NLE software
6.2 Select appropriate resolutions for data capture	<ul style="list-style-type: none"> ● Resolutions for data capture <ul style="list-style-type: none"> ○ Interlaced/Progressive ○ SD ○ HD ○ UHD ○ 2K ○ 4K ○ 5K ○ 8K ○ 480 ○ 720 ○ 1080 ○ Aspect Ratio
6.3 Capture and transfer still image audio and moving image content	<ul style="list-style-type: none"> ● Record/Import Drag/Drop
6.4 Archive and manage data for media applications	<ul style="list-style-type: none"> ● Workflow Backup
STANDARD 7.0 ENGAGE IN PRE-PRODUCTION/PLANNING PHASE OF PRODUCT CREATION IN BROADCAST TELEVISION AND FILM	
7.1 Determine the appropriate format to communicate information for the target audience	<ul style="list-style-type: none"> ● Video Types ● Genres ● Duration ● Distribution outlet
7.2 Create a proposal intended for a media product(s)	<ul style="list-style-type: none"> ● Brainstorm ● Treatment ● Proposal ● Pitch
7.3 Create a production outline storyboard and script	<ul style="list-style-type: none"> ● Create a storyboard and script <ul style="list-style-type: none"> ○ Brainstorm ○ Treatment ○ Proposal ○ Pitch ○ Storyboard ○ Script ○ Shotlist ● Types of scripts and formatting ● Conflict resolution ● Conclusion

	<ul style="list-style-type: none"> ● Rising Action (beginning/middle/end)
7.4 Design a recommended production schedule	<ul style="list-style-type: none"> ● Production schedule
7.5 Determine logistics for a project	<ul style="list-style-type: none"> ● Logistics for a project <ul style="list-style-type: none"> ○ Location ○ Scouting ○ Releases contracts ○ Permissions ○ Film permits ○ Equipment
7.6 Understand and adhere to the expectations of the hierarchy of production crew	<ul style="list-style-type: none"> ● Production departments ● Hierarchy of a production crew
7.7 Structure a production budget that accurately reflects the program	<ul style="list-style-type: none"> ● Budget
STANDARD 8.0 IMPLEMENT PLANS FOR ACQUIRING OR CREATING A PRODUCT IN ACCORDANCE WITH THE PRODUCTION PHASE TASKS IN BROADCAST TELEVISION AND FILM	
8.1 Utilize camera techniques for production	<ul style="list-style-type: none"> ● Camera techniques for production <ul style="list-style-type: none"> ○ Composition terms ○ Camera settings ○ Video production equipment ○ A-Roll/B-Roll
8.2 Design lighting for media productions	<ul style="list-style-type: none"> ● Lighting for media productions <ul style="list-style-type: none"> ○ Three point lighting ○ Color temperatures ○ Chroma-key ○ Diffusion Devices ○ Barn doors ○ Cookies flags ○ Reflectors ○ Types of lights ○ Types of stands
8.3 Select the appropriate audio recording method for the project	<ul style="list-style-type: none"> ● Record audio methods ● Use of audio equipment
8.4 Create the visual story through effective cinematography techniques	<ul style="list-style-type: none"> ● Create Shot types
8.5 Apply directing and producing techniques	<ul style="list-style-type: none"> ● Set protocols ● Budget ● Call sheets ● Production schedule ● Location scouting

	<ul style="list-style-type: none"> ● Permits ● Releases ● Contracts
8.6 Differentiate and adhere to OSHA standards	<ul style="list-style-type: none"> ● PPE workplace safety ● OSHA
8.7 Adhere to personal safety in the studio and on location	<ul style="list-style-type: none"> ● PPE workplace safety ● OSHA
8.8 Safely operate and perform care and maintenance of equipment	<ul style="list-style-type: none"> ● PPE ● Sandbags ● Cable wrapping coiling cable/cord management cleaning ● Equipment storage ● Types of cable
STANDARD 9.0 PERFORM TASKS IN POST-PRODUCTION PHASE OF PRODUCT REFINEMENT IN BROADCAST TELEVISION AND FILM	
9.1 Employ an efficient workflow for data management	<ul style="list-style-type: none"> ● Efficient workflow ● Workflow <ul style="list-style-type: none"> ○ Data management folders ○ File names ○ Timeline sequence/events ○ Projects filters ○ Keywords
9.2 Evaluate footage to determine if pre-production storyline goals have been effectively filmed	<ul style="list-style-type: none"> ● Refer to script/shotlist/storyboard ● Screening ● Logging ● Rough ● Cut ● Target audience ● Client
9.3 Audio recording and mixing to effectively complement the content/storyline	<ul style="list-style-type: none"> ● Sound mixing ● Sound scape ● Scoring ● Music dialog ● Sound effects (SFX) ● L and J cuts ● Audio leveling ● Audio sweetening ● Audio meters ● Clipping ● Gain

	<ul style="list-style-type: none"> • VO • NAT • Sound ambient
9.4 Perform editing and archival techniques	<ul style="list-style-type: none"> • Perform editing techniques • Perform archival techniques
9.5 Determine the correct format for output	<ul style="list-style-type: none"> • CODEC file format • File type • Compression • Render • Export • Preset
9.6 Evaluate the project and make revisions based on feedback	<ul style="list-style-type: none"> • Screening • Focus group • Client • Target audience
STANDARD 10.0 DELIVER/DISTRIBUTE PRODUCTS USING VARIOUS MEDIA IN ACCORDANCE WITH CONSUMER EXPECTATIONS IN BROADCAST TELEVISION AND FILM	
10.1 Export product(s) for distribution	<ul style="list-style-type: none"> • Export file format CODEC render • Methods of distribution (physical vs. online)
STANDARD 11.0 MONITOR QUALITY ASSURANCE OF PRODUCT CREATION CONCURRENT WITH ALL PHASES OF PRODUCTION IN BROADCAST TELEVISION AND FILM	
11.1 Evaluate effectiveness of products for multiple audiences	<ul style="list-style-type: none"> • Views/ratings • Comments • Feedback • Demographics • Audience engagement • Target audience • Screening • Message • Box office

Domain 2: Communication

Instructional Time 15-25%

STANDARD 3.0 DEMONSTRATE VERBAL AND NONVERBAL COMMUNICATION SKILLS REQUIRED BY THE MEDIA INDUSTRY

3.1 Use industry terminology appropriately in the work environment	<ul style="list-style-type: none"> ● Use appropriate industry terminology for Film & TV
3.2 Use effective communication techniques to obtain accurate information from sources audiences and clients	<ul style="list-style-type: none"> ● Fact checking ● Proofreading ● Sources ● Target audience ● Client ● Credible
3.3 Practice verbal and nonverbal communication skills with people of diverse cultures generations and situations	<ul style="list-style-type: none"> ● Social norms
3.4 Practice active listening skills appropriate to the medium/media	<ul style="list-style-type: none"> ● Active listening
STANDARD 4.0 DEMONSTRATE WRITTEN COMMUNICATION SKILLS REQUIRED BY THE MEDIA INDUSTRY	
4.1 Use professional etiquette for web- email- and social-media-based communications	<ul style="list-style-type: none"> ● Proofread ● Professionalism
4.2 Conduct formal and informal research to collect information	<ul style="list-style-type: none"> ● Surveys ● Polls Fact checking ● Sources
4.3 Verify the accuracy of information	<ul style="list-style-type: none"> ● Fact checking ● Sources
4.4 Verify the authority of sources	<ul style="list-style-type: none"> ● Fact checking ● Sources
4.5 Identify the purpose content and audience for communications	<ul style="list-style-type: none"> ● Target audience ● Demographics
4.6 Select the appropriate medium/media for distribution of communications	<ul style="list-style-type: none"> ● Distribution techniques (medium vs. media)
4.7 Format communications for the purpose audience and medium/media	<ul style="list-style-type: none"> ● File formats (medium vs. media)
4.8 Use editing skills when reviewing communications	<ul style="list-style-type: none"> ● Proofreading ● Peer review
4.9 Use proofing skills and check the spelling when reviewing communications	<ul style="list-style-type: none"> ● Proofreading ● Peer review
STANDARD 12.0 PRESENT PRODUCTS TO SELECTED AUDIENCES USING MEDIA IN BROADCAST TELEVISION AND FILM	
12.1 Present multimedia portfolios that demonstrate Film and Television industry standards	<ul style="list-style-type: none"> ● Portfolio ● Demo reel ● Resume

12.2 Plan and participate in competitions	<ul style="list-style-type: none"> ● CTSO ● Film Festivals
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Domain 3: History and Ethics	
Instructional Time 5 -10%	
STANDARD 1.0 ANALYZE THE MEDIA INDUSTRY ITS BUSINESS PRACTICES AND ITS ROLE IN THE ECONOMY	
1.1 Research the role of the media industry and its impact on society and the economy	<ul style="list-style-type: none"> ● Role of the media <ul style="list-style-type: none"> ○ Inform ○ Educate or Entertain
1.2 Investigate the history and evolution of media and emerging technology	<ul style="list-style-type: none"> ● History and evolution of media and emerging technology <ul style="list-style-type: none"> ○ Silent film ○ Talkies ○ Color film ○ Embedded ○ Media ○ Streaming ○ On demand ○ Standard Definition ○ High Definition ○ Ultra High Definition
1.3 Identify factors that contribute to the success of media businesses and freelance/contract providers	<ul style="list-style-type: none"> ● Freelance vs. Contracted employee
1.4 Examine the impact of social media on the media industry	<ul style="list-style-type: none"> ● Pros and cons of social media
1.5 Identify key factors to be considered in launching a media business	<ul style="list-style-type: none"> ● Budget
1.6 Examine how the relationship among marketing sales and production affects profitability	<ul style="list-style-type: none"> ● Promotion and distribution
1.7 Describe how production processes and cycles affect media businesses	<ul style="list-style-type: none"> ● Production phases (Pre production post)
1.8 Determine costing projections for various media objectives and/or functions	<ul style="list-style-type: none"> ● Budget
1.9 Describe how diversity (cultural ethnic multi-generational) and ethics affect the selection of projects and programs	<ul style="list-style-type: none"> ● Demographics and target audience
1.10 Describe how ethics hype and content influence media products	<ul style="list-style-type: none"> ● Viral videos ● Fair and balanced reporting
1.11 Identify industry safety standards	<ul style="list-style-type: none"> ● OSHA
1.12 Describe multiple distribution platforms that are in compliance with the American Disability Act	<ul style="list-style-type: none"> ● Closed captioning
STANDARD 2.0 INVESTIGATE INTELLECTUAL PROPERTY LAW AND RIGHTS MANAGEMENT	

2.1 Identify current legal issues in media professions	<ul style="list-style-type: none">● Libel slander● FCC
2.2 Explain plagiarism and its effects in business	<ul style="list-style-type: none">● Copyright
2.3 Define the establishment of a copyright	<ul style="list-style-type: none">● Establish a copyright
2.4 Discuss rights and implications of copyright law	<ul style="list-style-type: none">● How to copyright
2.5 Examine intellectual property law and its ramifications	<ul style="list-style-type: none">● Copyright
2.6 Explain the establishment of a trade name and trademark	<ul style="list-style-type: none">● Product branding trademarks
2.7 Explain fair use in relation to legal and regulatory considerations	<ul style="list-style-type: none">● Fair use vs. royalty free