

## ARIZONA CTE CAREER PREPARATION STANDARDS & MEASUREMENT CRITERIA

FILM AND TV PRODUCTION, 10.0200.90	
<b>1.0</b>	<b>ANALYZE THE MEDIA INDUSTRY, ITS BUSINESS PRACTICES, AND ITS ROLE IN THE ECONOMY</b>
1.1	Research the role of the media industry and its impact on society and the economy
1.2	Investigate the history and evolution of media and emerging technology
1.3	Identify factors that contribute to the success of media businesses and freelance/contract providers
1.4	Examine the impact of social media on the media industry
1.5	Identify key factors to be considered in launching a media business
1.6	Examine how the relationship among marketing, sales, and production affects profitability
1.7	Describe how production processes and cycles affect media businesses
1.8	Determine costing projections for various media objectives and/or functions
1.9	Describe how diversity (cultural, ethnic, multigenerational) and ethics affect the selection of projects and programs
1.10	Describe how ethics, hype, and content influence media products
1.11	Identify industry safety standards
1.12	Describe multiple distribution platforms that are in compliance with the American Disability Act
<b>2.0</b>	<b>INVESTIGATE INTELLECTUAL PROPERTY LAW AND RIGHTS MANAGEMENT</b>
2.1	Identify current legal issues in media professions
2.2	Explain plagiarism and its effects in business
2.3	Define the establishment of a copyright
2.4	Discuss rights and implications of copyright law
2.5	Examine intellectual property law and its ramifications
2.6	Explain the establishment of a trade name and trademark
2.7	Explain fair use in relation to legal and regulatory considerations
<b>3.0</b>	<b>DEMONSTRATE VERBAL AND NONVERBAL COMMUNICATION SKILLS REQUIRED BY THE MEDIA INDUSTRY</b>
3.1	Use industry terminology appropriately in the work environment

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3.2	Use effective communication techniques to obtain accurate information from sources, audiences, and clients
3.3	Practice verbal and nonverbal communication skills with people of diverse cultures, generations, and situations
3.4	Practice active listening skills appropriate to the medium/media
<b>4.0</b>	<b>DEMONSTRATE WRITTEN COMMUNICATION SKILLS REQUIRED BY THE MEDIA INDUSTRY</b>
4.1	Use professional etiquette for web-, email-, and social-media-based communications
4.2	Conduct formal and informal research to collect information
4.3	Verify the accuracy of information
4.4	Verify the authority of sources
4.5	Identify the purpose, content, and audience for communications
4.6	Select the appropriate medium/media for distribution of communications
4.7	Format communications for the purpose, audience, and medium/media
4.8	Use editing skills when reviewing communications
4.9	Use proofing skills and check the spelling when reviewing communications
<b>5.0</b>	<b>UTILIZE COMPUTER APPLICATIONS TO MANAGE MEDIA</b>
5.1	Use appropriate electronic publishing software and output devices
5.2	Apply essential commands and knowledge of computer operating systems
5.3	Apply computer file management techniques
5.4	Use the Internet for file transfer
5.5	Select the format for digital delivery
5.6	Use and care for equipment and related accessories
5.7	Describe the functionality of the internet, intranet, and extranet in the media environment
5.8	Explain methods of protecting a computer against computer threats
<b>6.0</b>	<b>APPLY KNOWLEDGE OF DATA CAPTURE AND MANIPULATION</b>
6.1	Identify software that supports data capture for media devices (i.e., digital camera, video input device, graphics tablet, graphics expansion boards)
6.2	Select appropriate resolutions for data capture

The knowledge and technical skill standards were validated by a Skill Standards Validation Committee on May 11, 2012, and approved by the Arizona Skill Standards Commission on May 16, 2012.

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6.3	Capture and transfer still image, audio, and moving image content
6.4	Archive and manage data for media applications
<b>7.0</b>	<b>ENGAGE IN PRE-PRODUCTION/PLANNING PHASE OF PRODUCT CREATION IN BROADCAST TELEVISION AND FILM</b>
7.1	Determine the appropriate format to communicate information for the target audience
7.2	Create a proposal intended for a media product(s)
7.3	Create a production outline, storyboard, and script
7.4	Design a recommended production schedule
7.5	Determine logistics for a project
7.6	Understand and adhere to the expectations of the hierarchy of production crew
7.7	Structure a production budget that accurately reflects the program
<b>8.0</b>	<b>IMPLEMENT PLANS FOR ACQUIRING OR CREATING A PRODUCT IN ACCORDANCE WITH THE PRODUCTION PHASE TASKS IN BROADCAST TELEVISION AND FILM</b>
8.1	Utilize camera techniques for production
8.2	Design lighting for media productions
8.3	Select the appropriate audio recording method for the project
8.4	Create the visual story through effective cinematography techniques
8.5	Apply directing and producing techniques
8.6	Differentiate and adhere to OSHA standards
8.7	Adhere to personal safety in the studio and on location
8.8	Safely operate and perform care and maintenance of equipment
<b>9.0</b>	<b>PERFORM TASKS IN POST-PRODUCTION PHASE OF PRODUCT REFINEMENT IN BROADCAST TELEVISION AND FILM</b>
9.1	Employ an efficient work flow for data management
9.2	Evaluate footage to determine if pre-production storyline goals have been effectively filmed
9.3	Audio recording and mixing to effectively compliment the content/storyline
9.4	Perform editing and archival techniques
9.5	Determine the correct format for output

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9.6	Evaluate the project and make revisions based on feedback
<b>10.0</b>	<b>DELIVER/DISTRIBUTE PRODUCTS USING VARIOUS MEDIA IN ACCORDANCE WITH CONSUMER EXPECTATIONS IN BROADCAST TELEVISION AND FILM</b>
10.1	Export product(s) for distribution
<b>11.0</b>	<b>MONITOR QUALITY ASSURANCE OF PRODUCT CREATION CONCURRENT WITH ALL PHASES OF PRODUCTION IN BROADCAST TELEVISION AND FILM</b>
11.1	Evaluate effectiveness of products for multiple audiences
<b>12.0</b>	<b>PRESENT PRODUCTS TO SELECTED AUDIENCES USING MEDIA IN BROADCAST TELEVISION AND FILM</b>
12.1	Present multimedia portfolios that demonstrate Film and Television industry standards
12.2	Plan and participate in competitions