# Audio/Video Production I Course No. 30103 Credit: 0.5

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| **Student name:** |  | **Graduation Date:** |  |

Pathways and CIP Codes:Media Design and Communications (11.0801)

Course Description: **Technical Level:** Audio Video Production Fundamentals provides a basic understanding of producing video for a variety of uses. Topics include analyzing the pre-production, production, and post-production process, as well as explore the equipment and techniques used to develop a quality video production.

Directions:The following competencies are required for full approval of this course. Check the appropriate number to indicate the level of competency reached for learner evaluation.

**RATING SCALE:**

4. Exemplary Achievement: Student possesses outstanding knowledge, skills or professional attitude.

3. Proficient Achievement:Student demonstrates good knowledge, skills or professional attitude. Requires limited supervision.

2. Limited Achievement:Student demonstrates fragmented knowledge, skills or professional attitude. Requires close supervision.

1. Inadequate Achievement:Student lacks knowledge, skills or professional attitude.

0. No Instruction/Training:Student has not received instruction or training in this area.

## Benchmark 1: Analyze career paths in the communications field.

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 1.1 | Explore various careers in the audio/video production field. |  |
| 1.2 | Identify the skills necessary for various members of an audio/video production team. |  |
| 1.3 | Explain how various positions on a video production staff work together to produce a finished product. |  |

## Benchmark 2: Demonstrate technical skills related to careers in the communications field.

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 2.1 | Explain the evolution of audio and video production. |  |
| 2.2 | Describe how changing technology is impacting the audio and video industries. |  |
| 2.3 | Define common audio and video production terminology and acronyms. |  |
| 2.4 | Explore the camera and microphone equipment and tools needed in audio/video production. |  |
| 2.5 | Explore the software needed in audio/video production. |  |
| 2.6 | Understand the differences between various video file formats. |  |
| 2.7 | Explain the legal and ethical responsibilities for those in the video production field including privacy, copyright, and fair use. |  |

## Benchmark 3: Demonstrate technical skills related to the video pre-production process.

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 3.1 | Identify various types of audio and visual approaches that convey information or create an emotional impact. |  |
| 3.2 | Demonstrate how to plan for the visual portions of an audio/video production. |  |
| 3.3 | Demonstrate how to plan for the audio portions of an audio/video production. |  |
| 3.4 | Demonstrate how to use storyboards to plan for an audio/video production. |  |
| 3.5 | Use industry standard formats to write scripts for various types of programs or audiences. |  |
| 3.6 | Analyze music and video licensing. |  |

## Benchmark 4: Demonstrate technical skills related to the video production process.

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 4.1 | Demonstrate an understanding of the interview process. |  |
| 4.2 | Explore the lighting requirements of studio and field productions. |  |
| 4.3 | Demonstrate video camera operations and basic shot techniques. |  |
| 4.4 | Identify different types of microphones and demonstrate how to use them in a variety of settings. |  |
| 4.5 | Demonstrate how to set up a basic production studio. |  |
| 4.6 | Identify potential production problems and solutions. |  |

## Benchmark 5: Demonstrate technical skills related to the video post-production process.

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 5.1 | Demonstrate basic skills in the use of video editing software for video production and editing. |  |
| 5.2 | Demonstrate how audio is synchronized with other audio or video. |  |
| 5.3 | Describe non-linear editing and editing skills for a variety of applications such as broadcast, social media and streaming. |  |
| 5.4 | Demonstrate how to add graphics, video effects, and transitions within a video project. |  |
| 5.5 | Demonstrate how to make adjustments to video such as cropping, resizing and color correction. |  |
| 5.6 | Demonstrate how to complete and export a finished video project. |  |
| 5.7 | Critique the effectiveness of completed video projects and provide suggestions for improvement. |  |

## Benchmark 6: Presentation

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 6.1 | Prepare and curate a portfolio that showcases growth in technical skills, conceptual thinking/storytelling - add appropriate class artifacts to the (IPS) Individual Plan of Study electronic portfolio. |  |

I certify that the student has received training in the areas indicated.

Instructor Signature:

For more information, contact:

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