

2010/2011 Video Communications I
PTV301 - 36 weeks
DoDEA Course Description and Competencies

About the Program

Video Communications I prepares students for careers in the Audio/Video Technology industry. The course sequence focuses on duties and tasks performed by professionals in communications as well as pre-employment and employment skills.

Major Concepts/Content: The Video Communications I course for grades 9 through 12 is designed to introduce students to the concepts and equipment related to video production. Through a hands-on, project oriented approach, students will apply knowledge on filming, composition, non-linear insert editing, lighting, storyboarding, audio and computer graphics/effects in order to communicate effectively using the video communication medium.

Major Instructional Activities: A variety of instructional activities will be used so students can successfully apply video communication concepts. Students will learn correct shooting techniques and how to edit video and sound in order to communicate clearly. Students will also combine digital video footage with non-linear computer based editing in order to produce a video project of high quality. Computer graphics, transitions, and filter effects will also be incorporated into video productions. Students will explore the historical background and career fields related to video/film production in order to decide if this is a career field in which they may be interested.

Major Evaluative Techniques: Students will critique video projects in order to determine where improvements can be made. Grading will be based on how well the video communication concepts are applied and the effort each student exhibits in the completion of group projects.

Essential Software: The focus of this course will be the use of Premiere Pro and/or Final Cut to produce a variety of short video productions. Photoshop, Soundbooth, Final Cut Pro and GarageBand will be introduced for integration purposes.

The table below is a competency list for the Video Communication I course. The competencies are considered essential and are required of all students.

PTV301 36 weeks	Video Communications I TASKS/COMPETENCIES
Implementing DoDEA's CTE Course Requirements	
• 001	Demonstrate DoDEA's Workplace Readiness Skills in course activities.
• 002	Identify issues related to the field of study that affect the environment and impact local and global communities.
• 003	Identify Internet safety issues and procedures for complying with acceptable use standards, to include fair use and copyright requirements.
Determining the Role of Media in Society	
• 004	Identify the development of broadcasting from early film to present day television.
• 005	Identify the function, role, and impact of broadcast media in society.
• 006	Identify the role of broadcast media consumers.
• 007	Evaluate the laws and ethical concerns affecting broadcast media, to include the First

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	Amendment.
• 008	Critique and analyze different productions.
Exploring Video	
• 009	Explain the various media used to distribute video.
• 010	Identify various video formats and their characteristics.
• 011	Identify the physical composition of videotape.
• 012	Contrast the TSC (Television System Committee), ATSC (Advanced Television System Committee) and PAL (Phase Alternating Line) video display formats.
• 013	Define frame and explain how it relates to SMPTE (Society of Motion Picture and Television Engineers) time code.
• 014	Contrast HDTV (high definition television), DTV (digital television), and SDTV (standard television) broadcast standards.
Writing for Broadcast Media	
• 015	Compose a video script using conversational writing techniques.
• 016	Write a script for a PSA (Public Service Announcement).
• 017	Write a voiceover script for a news story.
• 018	Write a script for a commercial.
Shot Composition	
• 019	Explain the rule of thirds and the use of leading lines.
• 020	Frame an interview using head room, lead room, and room for a graphic.
• 021	Identify and use different camera shots.
• 022	Identify and use different camera angles.
• 023	Identify and use basic camera movements.
Planning the Production	
• 024	Create a program proposal (treatment).
• 025	Identify the objectives and purpose of the production.
• 026	Analyze the target audience.
• 027	Determine a delivery system.
• 028	Create storyboards.
• 029	Prepare a production budget.
• 030	Develop a production schedule.
• 031	Define tasks/roles of production personnel.
Production	
• 032	Shoot a video demonstrating a three-shot sequence (wide establishing, medium, and extreme close-up).
• 033	Shoot a simple instructional video to include narration and five types of shots, angles, and camera movement.
• 034	Shoot a one-camera over the shoulder (OTS) interview of two people, recording the answers, questions and reaction shots for cutaway/editing use.
Editing Video	
• 035	Compare the basic concepts of linear and non-linear editing.

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• 036	Explain control track, pre-roll, and natural sound.
• 037	Explain the advantages of digital video.
• 038	Demonstrate knowledge of basic audio levels and mixing techniques.
• 039	Edit a three-shot sequence into a finished product.
• 040	Edit a simple instructional video into a finished product.
• 041	Edit a one-camera interview video into a finished product.
• 042	Demonstrate knowledge of basic video effects and transitions.
Using Video Production Equipment	
• 043	Identify the essential parts of a video camera.
• 044	Identify and operate microphones.
• 045	Operate an audio mixer.
• 046	Set up and operate a prompter device.
• 047	Create and use graphics.
• 048	Use the text feature of editing software.
• 049	Apply various lighting techniques.
Enhancing Career Exploration and Employability Skills	
• 050	Conduct a job search.
• 051	Create or update a portfolio containing representative samples of student work.