

2010/2011 Video Communications III
PTV501 - 36 weeks
DoDEA Course Description and Competencies

About the Program

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

Major Concepts/Content: Students will build on the Video Communications I and II courses and refine their resume of skills and products in order to gain entry into post secondary or career entry-level programs in the fields of video/television/film production. Products will be completed for the school and/or community that demonstrate mastery of all production techniques.

Major Instructional Activities: Activities will stress application of basic and advanced video production skills such as: scriptwriting, production design, studio/on-site live editing, lighting, audio effects, nonlinear computer based editing, computer graphics, and other computer based special effects. Students will be expected to produce a variety of video projects for the school and community.

Major Evaluative Techniques: Students will be evaluated by critiques of finished products, observations of innovative techniques, as well as effort and assistance exhibited on group and individual 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, Fireworks, Audition, After Effects, Motion and Soundtrack Pro and/or Soundbooth will also be used.

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

PTV501 36 weeks	Video Communications III TASKS/COMPETENCIES
Implementing DoDEA's CTE Course Requirements	
• 001	Demonstrate DoDEA's Workplace Readiness Skills in course activities.
• 002	Identify issues related to this 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.
Practicing Safety on the Set	
• 004	Wear appropriate safety apparel and use gear properly for the location.
• 005	Maintain clean and orderly work area and professional conduct.
Writing for Electronic Media	
• 006	Write/edit a PSA (Public Service Announcement).
• 007	Write/edit an interview.
• 008	Write/edit a dramatic piece.
• 009	Write/edit a commercial.
• 010	Write/edit an instructional video.

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•011	Create program proposal (treatment).
•012	Write/edit an editorial or commentary.
Managing Pre-Production Activities	
•013	Prepare production budget.
•014	Make a production schedule.
•015	Identify procedures and protocols for shooting on location, using non-school personnel on-camera and/or using copyrighted material.
•016	Define tasks/roles of personnel and determine their needs.
•017	Pitch program concept.
Practicing the Talent Role	
•018	Participate in an interview.
•019	Perform radio production.
•020	Apply make-up.
Designing Sets	
•021	Assemble and dress studio sets.
•022	Plan set design, including camera and talent positions.
•023	Select and manage props and costumes.
•024	Design backdrops.
•025	If available, use software to design virtual sets using chroma and luminance key.
•026	Strike the set.
Operating Control Equipment	
•027	Calibrate video signal to broadcast standards using waveform/vectorscope features of the editing software.
•028	Depending on green screen availability, change background or add effect using chroma key.
Practicing the Director Role	
•029	Direct live or live-to-tape studio production demonstrating verbal camera commands (e.g., tilt, truck, dolly, wide-out/zoom, and pan).
•030	Direct an on-location video shoot.
•031	Supervise narration recording.
Practicing Lighting	
•032	Light a subject using 3-point lighting.
•033	Maintain lighting equipment.
•034	Control shape, intensity, and color of light beams, using available lighting accessories (i.e., gels, diffusion materials, gobos, scrims, barn doors, cutouts, etc.).
•035	Light for chroma key.
Practicing Media Criticism	
•036	Determine objectives of media messages and their effectiveness.
•037	Analyze audio/video techniques and effects as they pertain to the message.
•038	Submit a video to a broadcast media outlet such as AFN for critique and/or feedback.
•039	Identify trade associations in the motion picture industry.

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Managing Audio	
• 040	Extract audio from a CD (ripping) given appropriate rights by IT.
• 041	Add effects by using audio processing devices.
• 042	Control microphones, using audio accessories.
• 043	Add additional audio sources, using audio generation or playback devices.
Using Signals, Data, and Routing	
• 044	Use troubleshooting trees to solve technical problems.
• 045	Burn a data or audio CD/DVD.
• 046	Label and save computer files.
• 047	Convert audio/video data for distribution.
Designing Graphics and Animation	
• 048	Prepare a computer-generated background or graphic.
• 049	Create motion graphics.
Shooting Field/Location Video	
• 050	Shoot on-location interview.
• 051	Shoot according to a storyboard.
• 052	Maintain a field log.
Mastering Post-Production/Editing	
• 053	Prepare an edit log.
• 054	Create edit master for broadcast.
Creating a Portfolio	
• 055	Create or update a portfolio containing representative samples of student work.
• 056	Create a DVD or CD of the student's demo reel and an electronic cover letter to accompany the disk.