

Intermediate Audio/Video Technology and Film: Grades 10, 11, 12

Adopted 2007

The Communications Process

1.1 Define terms related to AVT&F (audio-video technology and film) communication process

1. Use terminology correctly and appropriately [1.1.1](#)
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1.2 Summarize the beginnings and evolution of AVT&F and how it relates to technology

1. Create a presentation on a technological event or time period during the evolution of audio, video, or film production [1.2.1](#)
 2. Compare the development of radio and television to film and the technological changes of each [1.2.2](#)
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1.3 List various types of audio-video approaches that convey information or create an emotional impact

1. Categorize the style of several samples of video clips [1.3.1](#)
 2. Critique a video production using a specific style. [1.3.2](#)
 3. Compare the genre of several samples of video clips [1.3.3](#)
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1.4 Identify ethical responsibility by relating the degree of influence the media has on individuals

1. Illustrate how truth can be upheld in ambiguous situations [1.4.1](#)
 2. Demonstrate ethical behaviors in presenting information to the public [1.4.2](#)
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1.5 Identify how First Amendment, Freedom of Information Act, libel, slander, and copyright laws affect the AVT&F industries

1. Examine issues related to libel, slander, plagiarism, and the invasion of privacy [1.5.1](#)
2. Formulate the production of forms necessary in the AVT&F field (i.e. release forms, permission to use copyrighted materials, applications for licensure, etc.) [1.5.2](#)

1.6 Identify communication skills necessary in group situations in the AVT&F pathway

1. Facilitate the work of a group using communication, negotiation, and collaboration [1.6.1](#)
 2. Integrate the management of shared files and other on-line information into an AVT&F production [1.6.2](#)
 3. Demonstrate proficiency in several methods of communication within a group production (presentations, group meetings, telephone, email) [1.6.3](#)
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Career Skills**2.1 Define terms related to AVT&F career and employability skills**

1. Use terminology correctly and appropriately [2.1.1](#)
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2.2 Identify the responsibilities of producers, directors, editors, as well as other specialists in the career pathway of AVT&F

1. Select and interview someone who is currently employed in one of these fields [2.2.1](#)
 2. Create a resume and letter of application for one of these roles for a class production [2.2.2](#)
 3. Demonstrate the ability to take on the responsibilities and manage resources in relation to this position [2.2.3](#)
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2.3 Describe employability skills needed for successful job performance in this career pathway

1. Analyze the major reasons employees lose jobs in the AVT&F pathway and discuss what can be done to prevent this from occurring [2.3.1](#)
 2. Demonstrate positive work behavior and personal attributes required in this career pathway such as responsibility for decisions and taking initiative to enhance activities [2.3.2](#)
 3. Demonstrate effective communication skills with supervisors, clients, and peers [2.3.3](#)
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2.4 Discuss and follow the process for career planning

1. Develop a written plan [2.4.1](#)
 2. Refine and update a resume and portfolio [2.4.2](#)
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2.5 List economical factors involved in the production of AVT&F

1. Compare non-profit to commercial ventures in this pathway [2.5.1](#)
 2. Examine the use of promotional materials, public service announcements, commercials, and press kits [2.5.2](#)
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Technical Skills

3.1 Define terminology related to the equipment and skills required in the AVT&F pathway

1. Use terminology correctly and appropriately [3.1.1](#)
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3.2 List audio techniques and equipment used for AVT&F productions (recorders and mics, mixers and equalizers, and monitoring equipment)

1. Select equipment required for different types of audio production [3.2.1](#)
 2. Illustrate techniques required for synchronization of audio with video from different cuts [3.2.2](#)
 3. Demonstrate techniques required for synchronization of multiple audio tracks (such as voice-overs with background music) [3.2.3](#)
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3.3 Describe the difference in data signals and equipment for analog and digital technology

1. Analyze problems that may be encountered when working with analog and digital technology [3.3.1](#)
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3.4 Discuss techniques to maximize sound performance using various audio formats

1. Demonstrate digitally enhancing audio [3.4.1](#)
 2. Demonstrate techniques used for audio equalization [3.4.2](#)
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3.5 Identify types and placement for lighting fixtures in various locations

1. Demonstrate lighting techniques for portable and studio productions [3.5.1](#)
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3.6 Identify several types of software used in the development of graphic, video, and animation files

1. Demonstrate how to incorporate several types of software in the development of a single video project [3.6.1](#)
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3.7 Describe operation of video editing and playback systems including various peripherals used for editing

1. Create videos using several digital platforms [3.7.1](#)
 2. Demonstrate cabling for different audio-video productions as well as for changing formats [3.7.2](#)
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3.8 List advanced camera shots and techniques that are found in professional videos

1. Analyze video clips that demonstrate advanced shots and techniques [3.8.1](#)
 2. Demonstrate proficiency in using advanced camera shots and techniques in video production [3.8.2](#)
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3.9 Discuss technical support in the AVT&F pathway

1. Demonstrate basic troubleshooting audio and video problems [3.9.1](#)

3.10 Identify editing skills related to various delivery requirements required by different postproduction formats

1. Compare and contrast skills needed to meet the requirements of different postproduction formats [3.10.1](#)
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The Production Process

4.1 Define terminology related to the production skills required in the AVT&F pathway

1. Use terminology correctly [4.1.1](#)
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4.2 Identify the key elements of an audio script

1. Demonstrate writing audio scripts for various programs [4.2.1](#)
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4.3 Identify how audio enhances AVT&F productions

1. Explain how various styles of music can create a specific emotional impact [4.3.1](#)
 2. Create music or sound effects for a video production [4.3.2](#)
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4.4 Discuss critical elements in designing a production in each of the stages (pre-production, production, and postproduction)

1. Create short script and identify resources needed to begin the production (such as equipment, crew, and cast requirements) [4.4.1](#)
 2. Analyze the script and storyboard development process for a successful production [4.4.2](#)
 3. Create a shot list, tape log, and any other documents required for the production stage [4.4.3](#)
 4. Critique a production to determine how elements work together to make the production successful, what can be done to improve it, and suggestions about the necessary revisions/edits to do so [4.4.4](#)
 5. Demonstrate applying two methods of postproduction to the same audiovisual technology and film presentation or production (i.e. DVD and VHS or computer presentation and VHS) [4.4.5](#)
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4.5 Identify the importance of leadership in an AVT&F production

1. Demonstrate leadership qualities while working on group productions (such as contributing ideas; building the organization; acting as a role model; adhering to policies, procedures, and standards; promoting the organization's vision; mentoring others; as well as setting and meeting deadlines.) [4.5.1](#)

4.6 Identify teamwork skills to use in group productions that will enhance achieving the common goal

1. Demonstrate teamwork skills when working with co-workers, supervisors, and others outside of the organization [4.6.1](#)
2. Demonstrate teamwork processes that include the respect for the opinions of others, cooperation, adaptability, conflict resolution, and meeting deadlines [4.6.2](#)