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

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

Pathways and CIP Codes:Digital Media (09.0702)

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 | Analyze various careers in audio and video production (e.g., producers, directors, reporters, videographers/photographers, anchors). |  |

## 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 (i.e. wireless systems, high definition production). |  |
| 2.3 | Analyze the role of the producer (including scheduling, personnel and tracking progress), director (including knowledge of story structure, script analysis, relationship to the production team and crew members), reporters, photographers/videographers and anchors. |  |
| 2.4 | Define common audio and video production terminology and acronyms (including AVI, MPEG, JPEG and TIFF). |  |
| 2.5 | Explore the equipment, software (e.g. Flash, Avid, Final Cut Pro, mobile video platforms) and tools needed in audio and video production (including the variety/features, expense, basic care). |  |
| 2.6 | Identify types of microphones and how to use them in audio video presentations (including pick up patterns, use of lapel vs. stick mic., and mult. box). |  |
| 2.7 | Distinguish between analogue and digital audio and video formats. |  |
| 2.8 | Describe how audio is synchronized with other audio or video. |  |
| 2.9 | Write audio scripts for various types of programs (including key elements, short audio scripts). |  |
| 2.10 | Identify various types of audio and visual approaches that convey information or create an emotional impact (including use of music). |  |
| 2.11 | Analyze music licensing (including performance licensing and synchronization rights, copyright vs. free-use). |  |
| 2.12 | Understand the interview process. |  |
| 2.13 | Explore the lighting requirements of a variety of productions (including types and placement of fixtures). |  |
| 2.14 | Understand video formats (including Mini DV, digital cards, non-linear memory devices and HD). |  |
| 2.15 | Describe non-linear editing and editing skills related to various delivery requirements. |  |
| 2.16 | Analyze the electrical requirements of audio video equipment. |  |
| 2.17 | Analyze video production techniques and use of a switcher (e.g. switching video input from one camera or studio to another and/or from video to live programming). |  |
| 2.18 | Demonstrate video camera operations (including how to frame and maintain picture composition, focusing and adjusting images, performing pans and zooms). |  |
| 2.19 | Demonstrate how to set up a basic production studio (e.g. location of production, pulling and securing cables, audio and/or sound set up, lighting placement, meeting electrical needs) |  |
| 2.20 | Identify potential production problems and solutions (including checking for audio video transmission, sound quality and volume). |  |
| 2.21 | Produce a story using video (including writing the script, shooting the video and editing to make it fluid and seamless). |  |

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

Instructor Signature:

For more information, contact:

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