

**GREAT PLAINS TECHNOLOGY CENTER  
COURSE OF STUDY**

<b><u>Career Cluster:</u></b>	Information Technology (IT)
<b><u>Career Pathway:</u></b>	Web & Digital Communications (IT003)
<b><u>Program:</u></b>	Video Producer (IT0030005)
<b><u>Program Hours:</u></b>	Secondary Students: 1050 Hours Adult Students: 1050 Hours
<b><u>Instructor:</u></b>	Name: Dan E. Tibbs Office Number: (580) 250-5611 E-Mail Address: dtibbs@greatplains.edu
<b><u>Academic Credit:</u></b>	Secondary Students: 3 high school credits per year - *OK Promise credit Adult Students: Transcript
<b><u>Prerequisites:</u></b>	None

**Program Description:**

This program prepares students for careers in planning and coordinating various aspects of video production. In this program, students learn fundamental skills in image creation for video, print, and web publishing including digital photography and animation. They become familiar with professional audio editing software used to edit, mix and produce quality sound effects and acquire advanced skills in video editing and production. Students gain skills required for Adobe Certified Associate industry certifications. (The following are optional courses that may be added to this program: 1) Advanced Design Techniques, 2) Digital Editing & Production Photography, and 3) Advanced Digital Media Production).

**Program Goals:**

This course introduces students to the fundamentals of multimedia production. In a hands-on class, students will learn aspects of planning, creating, and managing multimedia projects in an integrated computer environment. Students will add visual imagery, text, graphics, video, audio, and animation to create multi-sensory projects. This program uses Microsoft Office and Adobe Master Collection CS3. In addition to learning the software, this program also covers design principles and strategies, storyboarding, presentation skills, HTML and Cascading Style Sheets. Scanning, use of digital cameras, and video editing will also be incorporated into this program.

***Upon achieving the goals of this program, students will:***

- Become competent in the fundamental skills of the occupation.
- Become qualified for further related education and/or entry into the job market.
- Participate as responsible citizens.
- Develop positive and realistic self-images.
- Develop the ability to work with limited or no supervision.
- Accept and abide by the rules and regulations established by the school and/or place of employment.

**Related Career Opportunities:**

- Video Editor
- Video Production Assistant
- Camera Operator (Television, Video, and Motion Picture)

**Program Objectives:**

After successful completion of this program, the student will be able to:

- Understand the terminology and concepts used in the web design, animation, and video editing and production.
- Demonstrate basic to intermediate multimedia planning and design theory.
- Create and modify multimedia projects that require the use of graphics, web, animation, and video.
- Develop leadership skills through the Career Tech Student Organization (CTSO).

**Program Course Sequence:**

- HS Student and Part-time Adult (Year One): Course Sequence I
- HS Student and Part-time Adult (Year Two): Course Sequence II
- Full-time Adult (Year One): Course Sequence I and II

---

**DESCRIPTION OF COURSES  
SEQUENCE I**

<b><u>Course #</u></b>	<b><u>Course Name</u></b>	<b><u>HST</u></b>	<b><u>HSL</u></b>	<b><u>ADT</u></b>	<b><u>ADL</u></b>
<b>BT00182</b>	<b>Fundamentals of Technology (8169*)</b>	<b>60</b>	<b>60</b>	<b>60</b>	<b>60</b>
This course will provide students with the fundamental concepts, principles, and ideas needed to understand how business is operated and managed in a rapidly changing global environment, which is needed for success in business-related careers. This course also provides job readiness skills and soft skills that are critical for success in any workplace setting. (This course can be substituted with Business and Computer Tech).					
<b>BT00128</b>	<b>Multimedia &amp; Image Management Tech. (8150*)</b>	<b>40</b>	<b>80</b>	<b>40</b>	<b>80</b>
Students will acquire fundamental skills in image creation and management procedures and techniques as they create, revise, optimize, and export graphics for video, print, and web publishing.					
<b>BT00129</b>	<b>Digital Media Production</b>	<b>40</b>	<b>80</b>	<b>40</b>	<b>80</b>
Students will prepare for careers in digital communication as they learn to develop personal and professional videos applying appropriate certification and copyright standards.					
<b>BT00100</b>	<b>Non-Linear Digital Editing</b>	<b>40</b>	<b>80</b>	<b>40</b>	<b>80</b>
Students will master real-time editing for professional digital video productions.					
<b>BT00110</b>	<b>Program Capstone – Sequence I</b>	<b>0</b>	<b>45</b>	<b>0</b>	<b>45</b>
Internships, project-based instruction and teamwork will be utilized to integrate the use of interactive media products across the whole Web design or digital media project life. Students will make final preparations for industry certifications as they master outlined competencies. Students will select from various project options to finalize CD and/or web-based portfolios that highlight skills and certifications. Students may also undertake special projects, cross-train or participate in workplace learning opportunities to enhance skills in accordance with industry demands.					

---

<b>Sequence I Subtotal Hours:</b>				<b>Theory</b>	<b>Lab</b>	<b>Total</b>
High School Student:	180	345	525			
Adult Student:	180	345	525			

---

**DESCRIPTION OF COURSES  
SEQUENCE II**

<b>BT00058    Advanced Digital Video Tools and Techniques</b>	<b>80</b>	<b>40</b>	<b>80</b>	<b>40</b>
---	-----------	-----------	-----------	-----------

Students will be exposed to emerging technology as they utilize digital video equipment and software to enhance productions. Students will generate/package projects for a wide degree of playback compatibility.

<b>BT00060    Broadcast Production</b>	<b>30</b>	<b>90</b>	<b>30</b>	<b>90</b>
--	-----------	-----------	-----------	-----------

Customer service, marketing, project management techniques, and professionalism will be emphasized as students complete video-based projects for broadcast production. Students complete numerous projects that will be included in their portfolios as they acquire skills in advanced video editing and production. (This course is optional, but suggested, for the Video Editor and Video Production Assistant program.)

<b>BT00059    Audio Production</b>	<b>80</b>	<b>40</b>	<b>80</b>	<b>40</b>
------------------------------------	-----------	-----------	-----------	-----------

Students will become familiar with professional audio editing software that can be used to edit, mix, and produce quality sound effects for video presentations.

<b>BT00056    Non-Linear Digital Production (8189)</b>	<b>80</b>	<b>40</b>	<b>80</b>	<b>40</b>
--	-----------	-----------	-----------	-----------

Students will foster creativity and innovation while designing motion graphics and visual effects that deliver the desired results.

<b>BT00110    Program Capstone – Sequence II</b>	<b>0</b>	<b>45</b>	<b>0</b>	<b>45</b>
--	----------	-----------	----------	-----------

Internships, project-based instruction and teamwork will be utilized to integrate the use of interactive media products across the whole Web design or digital media project life. Students will make final preparations for industry certifications as they master outlined competencies. Students will select from various project options to finalize CD and/or web-based portfolios that highlight skills and certifications. Students may also undertake special projects, cross-train or participate in workplace learning opportunities to enhance skills in accordance with industry demands.

---

<b>Sequence II Subtotal Hours:</b>	<b>Theory</b>	<b>Lab</b>	<b>Total</b>
High School Student:	270	255	525
Adult Student:	270	255	525

---

<b>Program Total:</b>	<b>Theory</b>	<b>Lab</b>	<b>Total</b>
High School Student:*	450	600	1050
Adult Student:	450	600	1050

\* High school students may complete this program in an adult enrollment status if necessary. Please see your instructor or counselor for details.

---

**Evaluation Policy:**

**Employability Grades (100 points per week; 25% of final grade)**

The employability skills grade is based on 20 points per day (which may include: attitude, attendance, safety, punctuality, cooperation, participation, clean-up, class preparation, school/classroom rules, and time management). Points will be deducted if these responsibilities are not met at the instructor's discretion. Students will be allowed to make up unearned employability points for **excused** absences only. Full credit will be given for assignments/tests that have been made up due to excused absences only (see Student Handbook).

**Performance Grades (50% of final grade)**

- Live projects
- Performance or skill tests
- Homework
- Written Assignments

**Test Grades (25% of final grade)**

- Test grades will be based on a 100-point scale.
- Test grades include written and/or skills tests.
- A test will be given for each unit of instruction.
- Tests are to be taken as a unit is completed.
- Tests must be completed within allotted time.

**Final Grade (9 Weeks Period)**

9-weeks grade will be calculated by averaging grades in each category and summing each category according to their assigned weight. Progress reports will be sent to home schools at six and twelve-week intervals each semester as required or requested. Grades are accessible on-line at <http://sonisweb.greatplains.edu/studsect.cfm>

**Grading Scale:**

The grading scale as adopted by the Board of Education is as follows:

- A = 90 – 100
- B = 80 – 89
- C = 70 – 79
- D = 60 – 69
- F = Below 60
- W = Withdrawn
- I = Incomplete
- N = No Grade (Refer to Student Handbook)

**Make-Up Work Policy:**

**All Make-Up Work Is The Responsibility Of The Student.** Make-up work will be handled as specified in the Student Handbook. Please be sure to read and understand all student policies, especially make-up of assignments, tests and employability due to absences. Students should always arrange for any make-up work with the instructor as per the Student Handbook. Students should keep track of his or her progress and grades

**Attendance Policy:**

For specific information related to attendance and tardiness refer to the Student Handbook. Students should keep a written record of their absences and tardiness.

**Course Requirements and Expectations:**

The general course requirements and expectations include:

- The Video Producer program is part of the Information Technology Cluster at the Great Plains Technology Center. Students are encouraged to continue their training in the additional program offered in Information Technology.
- Teaching methods consist of lecture and practical application, group activities, and assignments.
- Business Professionals of America (BPA) is our student organization. It offers outstanding opportunities for development of leadership and social skills. CTSO membership is part of the curriculum. Therefore, all students are members of BPA and are expected to participate in BPA activities.
- All students must adhere to policies and procedures in the Student Handbook.

**Student Behavior Includes:**

- All cell phones must be put on silent and put away while working in class. If I see it or hear it, it will put the student in offensive to this rule.
- Students must wear their GPTECH ID in the proper place every day.
- Clothing must adhere to the Handbook. No explicit or offensive language, images or meanings. No tight or revealing clothing. Undergarments are not to be seen. Students must wear closed toed shoes at all times. No hats or head coverings are to be worn in class.
- There is no food or drink allowed in the classroom at any time. All snacks from break will be consumed or disposed of before entering class.
- No offensive language, curse words or negative putdowns are allowed at any time.
- Do not download or install any programs onto your computers. Internet usage should comply with the Internet Usage Agreement. Headphones should be worn when using computer sound. One ear should be uncovered or the audio low enough to hear Instructor address the class.

***NOTE: For additional information or questions regarding the GPTC School policies and procedures, please refer to the Student Handbook and/or the Instructor.***

**Industry Alignments:**

- Adobe Certified Associate

**Certification Outcomes:**

**Tier 1 – Certifications Recognized, Administered and/or Endorsed by Industry**

- Certiport: Adobe Certified Associate: Video Communications Using Adobe Premiere (0995)
- Adobe Certified Expert: After Effects (4252)
- Adobe Certified Expert: Premiere (4259)
- Visual Design using Adobe Photoshop CC
- Digital Video using Adobe Premiere Pro CC
- Visual Effects & Motion Graphics using Adobe After Effects CC

**Tier 2 – Certifications Endorsed by Industry Organizations**

- ODCTE: Editor (0601)
- ODCTE: Producer (0604)
- ODCTE: Production Assistant (0603)

**CIP Code and SOC Code Crosswalk:**

- CIP Code – 10.0201
- SOC Code – 27-4011.00

**OCAS program codes:**

- 9554 – Audio and Video Technology IT (first year)
- 9555 – Audio and Video Technology IT (second year)

**OCAS course codes:**

- 8169 – Fundamentals of Technology
- 8150 – Multimedia & Image Management Techniques

**Instructional Materials and Supplies:**

*Students are not required to purchase textbooks or supplemental materials.*

**Textbooks:**

Adobe Creative Team. Adobe Premier Pro CS6 Classroom in a Book. 978-0321822475. San Jose: Adobe Press, 2013.

Adobe Creative Team. Adobe After Effects CS6 Classroom in a Book. 978-0321822437. San Jose: Adobe Press, 2012.

Henderson, Douglas. Photoshop Now CS6. 0-9725232-0-0. Owasso: Now Books, 2008.

Henderson, Douglas. More Photoshop Now. 0-9725232-2-7. Owasso: Now Books, 2008.

Meyer, Chris, and Trish Meyer. After Effects Apprentice. 0-240-80938-6. Florence: Focal Press, 2007.

Sinson, Jim. Video Communication and Production. 978-1-56637-798-0. Chicago: Goodheart-Wilcox, 2002.