Arts, AV Technology & Communications Career Cluster
Audio Video Technology and Film II
Course Number: 10.51910

Course Description:

This one credit course is the second in a series of three that prepares students for a career in Audio Video Technology and Film production and/or to transfer to a postsecondary program for further study. Topics include Planning, Writing, Directing and Editing a Production; Field Equipment Functions; Operational Set-Up and Maintenance; Advanced Editing Operations; Studio Productions; Performance; Audio/Video Control Systems; Production Graphics; Career Opportunities; and Professional Ethics. Skills USA and Technology Student Association (TSA) are examples of, but not limited to, appropriate organizations for providing leadership training and/or for reinforcing specific career and technical skills and may be considered an integral part of the instructional program.

Course Standard 1

AAVTC-AVTFII-1

The following standard is included in all CTAE courses adopted for the Career Cluster/Pathways. Teachers should incorporate the elements of this standard into lesson plans during the course. The topics listed for each element of the standard may be addressed in differentiated instruction matching the content of each course. These elements may also be addressed with specific lessons from a variety of resources. This content is not to be treated as a unit or separate body of knowledge but rather integrated into class activities as applications of the concept.

Standard: Demonstrate employability skills required by business and industry.

The following elements should be integrated throughout the content of this course.

1.1   Communicate effectively through writing, speaking, listening, reading, and interpersonal abilities.

Person-to-Person Etiquette	Telephone and Email Etiquette	Cell Phone and Internet Etiquette	Communicating At Work	Listening
Interacting with Your Boss	Telephone Conversations	Using Blogs	Improving Communication Skills	Reasons, Benefits, and Barriers
Interacting with Subordinates	Barriers to Phone conversations	Using Social Media	Effective Oral Communication	Listening Strategies
Interacting with Co-workers	Making and Returning Calls		Effective Written Communication	Ways We Filter What We Hear
Interacting with Suppliers	Making Cold Calls		Effective Nonverbal Skills	Developing a Listening Attitude
	Handling Conference Calls		Effective Word Use	Show You Are Listening
	Handling Unsolicited Calls		Giving and Receiving Feedback	Asking Questions
				Obtaining Feedback
				Getting Others to Listen

Nonverbal Communication	Written Communication	Speaking	Applications and Effective Résumés
Communicating Nonverbally	Writing Documents	Using Language Carefully	Completing a Job Application
Reading Body Language and mixed Messages	Constructive Criticism in Writing	One-on-One Conversations	Writing a Cover Letter

Matching Verbal and Nonverbal communication		Small Group Communication	Things to Include in a Résumé
Improving Nonverbal Indicators		Large Group Communication	Selling Yourself in a Résumé
Nonverbal Feedback		Making Speeches	Terms to Use in a Résumé
Showing Confidence Nonverbally		Involving the Audience	Describing Your Job Strengths
Showing Assertiveness		Answering Questions	Organizing Your Résumé
		Visual and Media Aids	Writing an Electronic Résumé
		Errors in Presentation	Dressing Up Your Résumé

1.2 Demonstrate creativity by asking challenging questions and applying innovative procedures and methods.

Teamwork and Problem Solving	Meeting Etiquette
Thinking Creatively	Preparation and Participation in Meetings
Taking Risks	Conducting Two-Person or Large Group Meetings
Building Team Communication	Inviting and Introducing Speakers
	Facilitating Discussions and Closing
	Preparing Visual Aids
	Virtual Meetings

1.3 Exhibit critical thinking and problem solving skills to locate, analyze and apply information in career planning and employment situations.

Problem Solving	Customer Service	The Application Process	Interviewing Skills	Finding the Right Job
Transferable Job Skills	Gaining Trust and Interacting with Customers	Providing Information, Accuracy and Double Checking	Preparing for an Interview	Locating Jobs and Networking
Becoming a Problem Solver	Learning and Giving Customers What They Want	Online Application Process	Questions to Ask in an Interview	Job Shopping Online
Identifying a Problem	Keeping Customers Coming Back	Following Up After Submitting an Application	Things to Include in a Career Portfolio	Job Search Websites
Becoming a Critical Thinker	Seeing the Customer's Point	Effective Résumés:	Traits Employers are Seeking	Participation in Job Fairs
Managing	Selling Yourself and the Company	Matching Your Talents to a Job	Considerations Before Taking a Job	Searching the Classified Ads
	Handling Customer Complaints	When a Résumé Should be Used		Using Employment Agencies
	Strategies for Customer Service			Landing an Internship
				Staying Motivated to Search

1.4 Model work readiness traits required for success in the workplace including integrity, honesty, accountability, punctuality, time management, and respect for diversity.

Workplace Ethics	Personal Characteristics	Employer Expectations	Business Etiquette	Communicating at Work
Demonstrating Good Work Ethic	Demonstrating a Good Attitude	Behaviors Employers Expect	Language and Behavior	Handling Anger

Behaving Appropriately	Gaining and Showing Respect	Objectionable Behaviors	Keeping Information Confidential	Dealing with Difficult Coworkers
Maintaining Honesty	Demonstrating Responsibility	Establishing Credibility	Avoiding Gossip	Dealing with a Difficult Boss
Playing Fair	Showing Dependability	Demonstrating Your Skills	Appropriate Work Email	Dealing with Difficult Customers
Using Ethical Language	Being Courteous	Building Work Relationships	Cell Phone Etiquette	Dealing with Conflict
Showing Responsibility	Gaining Coworkers' Trust		Appropriate Work Texting	
Reducing Harassment	Persevering		Understanding Copyright	
Respecting Diversity	Handling Criticism		Social Networking	
Making Truthfulness a Habit	Showing Professionalism			
Leaving a Job Ethically				

1.5 **Apply the appropriate skill sets to be productive in a changing, technological, diverse workplace to be able to work independently and apply team work skills.**

Expected Work Traits	Teamwork	Time Management
Demonstrating Responsibility	Teamwork Skills	Managing Time
Dealing with Information Overload	Reasons Companies Use Teams	Putting First Things First
Transferable Job Skills	Decisions Teams Make	Juggling Many Priorities
Managing Change	Team Responsibilities	Overcoming Procrastination
Adopting a New Technology	Problems That Affect Teams	Organizing Workspace and Tasks
	Expressing Yourself on a Team	Staying Organized
	Giving and Receiving Constructive Criticism	Finding More Time
		Managing Projects
		Prioritizing Personal and Work Life

1.6 **Present a professional image through appearance, behavior and language.**

On-the-Job Etiquette	Person-to-Person Etiquette	Communication Etiquette	Presenting Yourself
Using Professional Manners	Meeting Business Acquaintances	Creating a Good Impression	Looking Professional
Introducing People	Meeting People for the First Time	Keeping Phone Calls Professional	Dressing for Success
Appropriate Dress	Showing Politeness	Proper Use of Work Email	Showing a Professional Attitude
Business Meal Functions		Proper Use of Cell Phone	Using Good Posture
Behavior at Work Parties		Proper Use in Texting	Presenting Yourself to Associates
Behavior at Conventions			Accepting Criticism
International Etiquette			Demonstrating Leadership
Cross-Cultural Etiquette			
Working in a Cubicle			

Support of CTAE Foundation Course Standards and Georgia Standards of Excellence L9-10RST 1-10 and L9-10WHST 1-10:
Georgia Standards of Excellence ELA/Literacy standards have been written specifically for technical subjects and have been adopted as part of the official standards for all CTAE courses.

Course Standard 2

AAVTC-AVTFII-2
Demonstrate use of multiple types and formats of programs and productions.
  2.1   Identify and explain a script using the following types/formats of programs and productions:
  - Film, including short film, long form, documentary.
  - TV, including broadcast news, commercials, TV film, drama, magazine style show, and reality TV.
  - Web, including reality, news programming, film programming.
  2.2   Plan and write a script following appropriate production format, including a treatment/program proposal.
  2.3   Demonstrate editing a program using appropriate production format.
  2.4   Prepare a finished production for distribution via multiple delivery formats (i.e., phone, web, DVD, TV, and Blu-Ray).

Course Standard 3

AAVTC-AVTFII-3
Identify and demonstrate specified operational and set-up/maintenance procedures.
  3.1   Review basic electrical needs for a production
  3.2   Review types of audio/video/data connectors and cables.
  3.3   Describe data transfer devices and protocols.
  3.4   Demonstrate troubleshooting audio/video functions/signal path & distribution (i.e., output to TV, computer, web streaming, bad cable connection, and proper connectors).

Course Standard 4

AAVTC-AVTFII-4
Perform advanced editing operations.
  4.1   Edit multiple layers of video/audio and perform split audio/video edits.
  4.2   Calculate back time and running time of production
  4.3   Demonstrate matching action/matching frame editing
  4.4   Demonstrate special effects processing to include color correction, keying and digital compositing.
  4.5   Demonstrate maintaining proper continuity for a production.

Course Standard 5

AAVTC-AVTFII-5
Demonstrate teamwork and proper use of equipment while participating in studio productions.
  5.1   Identify and describe different studio productions (i.e., commercial, news, talk show, interview, and film).
  5.2   Identify and develop leaders for studio production, including assigning leadership roles for producer and director.
  5.3   Select appropriate studio equipment based on production requirements (i.e., green screens, news casts, and talk shows).

5.4 Demonstrate operating studio equipment, as assigned.
5.5 Demonstrate setting and adhering to production deadlines.

Course Standard 6

AAVTC-AVTFII-6
Demonstrate correct operations for studio and field lighting.
6.1 Demonstrate setting lighting required for field production (i.e., using reflectors, on camera lights, and portable lighting instruments).
6.2 Demonstrate designing and setting lights for a studio broadcast.
6.3 Demonstrate setting lights for special effects (i.e., green screen and compositing).
6.4 Demonstrate using light modifiers (i.e., reflectors, bounce cards, flag, cookies, and gels).
6.5 Demonstrate and perform correct operation of a lighting dimmer.

Course Standard 7

AAVTC-AVTFII-7
Create production graphics.
7.1 Design and produce computer motion graphics and animation.
7.2 Demonstrate and explain key frames, motion paths and motion tracking.
7.3 Describe 3D space (i.e., x,y,z axis).

Course Standard 8

AAVTC-AVTFII-8
Identify and research related career opportunities.
8.1 Identify and research a career direction.
8.2 Demonstrate participating in productions to support a career direction.
8.3 List and describe a mastered-skills inventory.

Course Standard 9

AAVTC-AVTFII 9
Examine how SkillsUSA is a co-curricular part of career and technical education through leadership development, school and community service projects, and competitive events.
9.1 Explain the purpose, mission, objectives, motto, colors, official dress and other distinguishing characteristics of SkillsUSA.
9.2 Explain how participation in SkillsUSA can promote lifelong responsibility for community service, professional growth and development.
9.3 Explore the impact and opportunities that SkillsUSA can develop to bring business and industry together with education in a positive working relationship through innovative leadership and career development programs.
9.4 Explore the local, state, and national opportunities available to students through participation in SkillsUSA, including but not limited to conferences, competitions, community service, philanthropy, and other SkillsUSA activities.