

# Film & TV Production

Analyze the Communication Media Technologies Industry, Its Business Practices, and Its Role in the Economy 1.0

**1.1** Investigate the history and evolution of the Communication Media Technologies industry (i.e., technology, processes, production, etc.) 1.1

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**1.2** Examine the impact of social media and emerging technologies on the Communication Media Technologies industry 1.2

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**1.3** Research the societal and economic impact of the Communication Media Technologies industry 1.3

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**1.4** Examine the impact of the Communication Media Technologies Industry on marketing practices 1.4

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**1.5** Explain how diversity and inclusion are managed in the workplace to create a supportive culture 1.5

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**1.6** Define cultural diversity and the need for awareness and sensitivity in the workplace 1.6

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**1.7** Explain the acceptance of multiculturalism in the workplace (i.e., treating impartially and fairly each ethnic group, etc.) 1.7

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**1.8** Analyze customer service practices appropriate to the Communication Media Technologies industry 1.8

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**1.9** Examine time management practices appropriate to the Communication Media Technologies industry 1.9

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**1.10** Identify professions that comprise the Communication Media Technologies industry (i.e., animation, broadcasting, filmmaking, graphic design, illustration, music and audio productions, photography, printing, publishing, etc.) 1.10

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**1.11** Comply with safety standards and regulations specific to OSHA 1.11

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Analyze Ethical and Legal Issues Related to the Communication Media Technologies Industry 2.0

**2.1** Distinguish among copyright, intellectual property, and proprietary rights 2.1

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**2.2** Investigate copyright, intellectual property, proprietary rights, plagiarism, software licensure, and Creative Commons license 2.2

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**2.3** Discuss consequences in violating copyright, privacy, and data security laws (i.e., monetary penalties, prison, injunctions, financial restitution, etc.) 2.3

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- 2.4** Explain fair use (i.e., authorships, credit lines, parody, news reporting, criticism and commentary, etc.) 2.4

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  - 2.5** Differentiate between legal and ethical standards as they apply to decision-making in the Communication Media Technologies industry 2.5

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  - 2.6** Explain libel, privacy, censorship, and first amendment rights 2.6

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  - 2.7** Discuss legalities and ethical uses with drones and helicopters (i.e., safety, privacy, regulation, etc.) 2.7
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**Analyze Factors that Contribute to Personal Success in the Communication Media Technologies Industry** 3.0

- 3.1** Employ written, verbal, and non-verbal communications that are appropriate to the target audience and situation Apply formatting, editing, and proofreading skills to all forms of writing 3.1

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  - 3.2** Apply formatting, editing, and proofreading skills to all forms of writing 3.2

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  - 3.3** Prepare and deliver a presentation using terminology standard to the Communication Media Technologies industry 3.3

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  - 3.4** Use interpersonal skills when communicating with colleagues, clients, and vendors (i.e., active listening, empathy, body language, openness, negotiation, problem-solving, conflict resolution, assertiveness, positive attitude, etc.) 3.4

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  - 3.5** Identify professional “dress for success” standards and practices for the Communication Media Technologies industry 2.5

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  - 3.6** Explain basic types of résumés and their use (e.g., chronological, functional, combination, targeted, and creative) 3.6

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  - 3.7** Identify the basic parts of a résumé (e.g., contact/address section, objective, profile, career summary, experience section, education section, and reference section) 3.7

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  - 3.8** Explain considerations for résumé format (i.e., simple font; plenty of white space; personalize and customize to reflect your skills and abilities, etc.) 3.8

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  - 3.9** Define a professional portfolio (e.g., organized collection of relevant writing, graphics, and projects; artifacts showcasing talents and relevant skills; and summary of professional growth) 3.9

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  - 3.10** Describe portfolio types serving different purposes (i.e., working portfolios, display portfolios, assessment portfolios, etc.) 3.10

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  - 3.11** Describe ways to build a professional portfolio [i.e., binder, digital (iPad), online portfolio, etc.] 3.11
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**Develop a Story and Script** 4.0

- 4.1** Explain the main types of writing styles (e.g., expository, descriptive, persuasive, and narrative) 4.1

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**4.2 Differentiate among types of conflict (e.g., person vs. self; person vs. person; person vs. environment) 4.2**

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**4.3 Develop a story idea (i.e., beginning, middle, and end; character development; story arc; etc.) 4.3**

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**4.4 Identify different types of script formats (i.e., news rundown, screenplay, T-form, etc.) 4.4**

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**4.5 Sequence a story outline in beat sheet format to include elements of writing (e.g., setting, characters, point of view, plot, conflict and resolution, and theme) 4.5**

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**4.6 Translate written story into a visual medium through composition and framing 4.6**

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**Apply Cinematography Techniques 5.0**

**5.1 Distinguish among primary and secondary visual sources (i.e., B-roll, lower thirds, character generators, etc.) 5.1**

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**5.2 Apply compositional techniques with a camera (e.g., rule of thirds, leading lines, framing, balance, continuity, background, foreground, headroom, lead room, and depth of field) 5.2**

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**5.3 Investigate manual camera settings for creativity in photos (e.g., shutter speeds, ISO, aperture, color temperature, and frame rate) 5.3**

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**5.4 Convey the language of film with industry standard shot types and angles (e.g., establishing long, wide, full, medium, close-up, extreme close-up, three-quarter, over-the-shoulder, two-shot, three-shot, group, insert, master, cutaway, bird's-eye, high angle, low angle, and Dutch angle,) 5.4**

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**5.5 Generate emotional responses with industry standard dynamic shot types (i.e., dolly, dolly zoom, truck, tracking, rack-focus, jib, parallax, reverse angle, pan, tilt, zoom, etc.) 5.5**

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**5.6 Utilize camera techniques for production according to project format requirements 5.6**

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**Determine the Roles and Responsibilities for Cast and Crew 6.0**

**6.1 Identify the hierarchy of the production crew (e.g., Executive Producer, Producer, and Director) 6.1**

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**6.2 Define the duties and tasks of the production crew 6.2**

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**6.3 Identify the cast, or talent, in production (i.e., actors, singers, dancers, musicians, models, etc.) 6.3**

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**6.4 Describe the responsibilities of the cast (i.e., create character before filming, create character's back story, research for screen performance, memorize lines, know the story, portray written character, etc.) 6.4**

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**6.5** Describe the vision of a project (i.e., end state, personal and team benefits, goals, action plan, etc.) 6.5

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**6.6** Establish production protocols (i.e., on-set, off-set, on-location, etc.) 6.6

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**Analyze Equipment, Tools, and Technologies** 7.0

**7.1** Explain the function of industry standard audio equipment and accessories (i.e., microphones, mixing boards, cabling, XLRs, etc.) 7.1

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**7.2** Distinguish among industry standard lighting equipment and accessories for the task (i.e., internal, external, three-point lighting, tungsten, fluorescent, LED, light stands, filters, diffusers, gels, barndoors, etc.) 7.2

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**7.3** Differentiate among types and uses of digital cameras, equipment, and accessories (e.g., tripod, monopod, DSLRs, smartphones, and studio vs. ENG) 7.3

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**7.4** Identify industry standard audio editing software to meet requirements of final product (i.e., Adobe Audition CC, Audacity, Avid Pro Tools, Apple Logic Pro X, GarageBand, etc.) 7.4

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**7.5** Identify industry standard video editing software to meet requirements of final product (i.e., AVID, Final Cut Pro X, Adobe Premiere Pro, MAGIX Video Pro X, Hitfilm Pro, etc.) 7.5

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**7.6** Identify industry standard cabling, assembly, and connection types (i.e., microphone, speaker, lighting, video, rigging, multiwire, adaptors, extensions, connectors, etc.) 7.6

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**7.7** Describe proper cable management techniques (e.g., over-under method, tape down cables, and cable deployment) 7.7

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**7.8** Describe industry standard grip and gaffing equipment (i.e., lighting and electrical supplies, rigging supplies and hardware, specialty tapes, etc.) 7.8

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**7.9** Demonstrate proper use, maintenance, and care of all equipment and tools 7.9

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**Perform Pre-Production Tasks** 8.0

**8.1** Propose a project to include project needs, purpose, target audience, delivery method, logistics, budget and schedule 8.1

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**8.2** Present a proposal based on project scope (i.e., budget, schedule, logistical requirements, etc.) 8.2

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**8.3** Secure equipment based on project needs 8.3

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**8.4** Secure locations (i.e., reference photographs and video, lighting and sound, power requirements, etc.) 8.4

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**8.5** Identify required permissions and permits needed to film on private and public properties 8.5

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**8.6 Assemble cast and crew according to project needs** 8.6

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**8.7 Discuss industry standard forms (i.e., contracts, release forms, production forms, production insurance forms, etc.)** 8.7

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**8.8 Write properly formatted script for a reliable schedule and budget (i.e., font and size, margins, spacing, CAPS vs. no CAPS, scene description, location headings, character headings, dialogue, etc.)** 8.8

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**8.9 Create properly formatted storyboard and shot list for each scene (i.e., mark up screenplay, determine aspect ratio, sketch subjects, draw background, arrows for motion, camera movement, shot numbers, etc.)** 8.9

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**Perform Production Tasks** 9.0

**9.1 Describe how to work with talent (e.g., rehearsing, blocking, lighting, modifying, directing, and shooting)** 9.1

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**9.2 Perform the duties of Director (e.g., disseminate commands and information to cast and crew, and execute creative vision)** 9.2

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**9.3 Perform the duties of each production role (i.e., camera operator, sound operator, grip, gaffer, on-air talent, etc.)** 9.3

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**9.4 Demonstrate basic lighting techniques (i.e., three-point, natural, artificial, reflectors, etc.)** 9.4

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**9.5 Employ appropriate audio recording method for the project** 9.5

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**9.6 Reflect, revise, and refine pre-production decisions as needed** 9.6

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**Perform Post-Production Tasks** 10.0

**10.1 Import and organize media to create an efficient workflow (i.e., assemble, review, share, etc.)** 10.1

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**10.2 Determine if footage meets pre-production storyline goals** 10.2

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**10.3 Create a cohesive rough cut** 10.3

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**10.4 Describe how to perform editing techniques using industry standard software (e.g., cuts, trims, color correction, cropping, audio leveling, key framing, chroma key, transitions, compositing, continuity, and fades)** 10.4

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**10.5 Utilize proper safe zone area and aspect ratios for product delivery** 10.5

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**10.6 Implement legal and appropriate audio into project** 10.6

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**10.7 Convey artistic expression and sensation of story in a soundscape [e.g., Foley, Audio Dialogue Replacement (ADR), sound effects, soundtrack, room tone, NAT sound, and voiceover]** 10.7

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**10.8 Apply timing and pacing techniques to story timeline** 10.8

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**10.9 Determine effective titles, text, and graphics** 10.9

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**10.10 Revise a project based on feedback** 10.10

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**10.11 Discuss Compression Decompression Algorithms (CODECs) for quality digital and video file formats** 10.11

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**10.12 Render product for distribution** 10.12

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**Deliver, Market, and Distribute Video** 11.0

**11.1 Determine packaging and formatting for the product** 11.1

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**11.2 Identify potential markets for the product** 11.2

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**11.3 Evaluate effectiveness of product for multiple audiences** 11.3

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**11.4 Discuss potential marketing ideas and platforms (i.e., networking, conventional and unconventional media, etc.)** 11.4

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**11.5 Export film in line with project and marketing identity** 11.5

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