

Arts, Audio-Video Technology & Communications Career Cluster
Audio & Video Technology & Film I
Course Number 10.51810

Course Description:

This course will serve as the foundational course in the Audio & Video Technology & Film pathway. The course prepares students for employment or entry into a postsecondary education program in the audio and video technology career field. Topics covered may include, but are not limited to: terminology, safety, basic equipment, script writing, production teams, production and programming, lighting, recording and editing, studio production, 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. All material covered in Audio & Video Technology & Film I will be utilized in subsequent courses. The pre-requisite for this course is advisor approval.

Course Standard 1**AAVTC-AVTFI-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

Georgia Department of Education

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. Additional Georgia Standards of Excellence ELA/Literacy standards for Speaking and Listening are listed in the foundational course standards below.

Course Standard 2

AAVTC-AVTFI-2

Understand and follow safety procedures when working with TV equipment.

- 2.1 State general safety rules for operation of equipment and learning activities specific to film and TV.
- 2.2 Perform safe practices when working on assignments.
- 2.3 Transport equipment safely and securely.

Support of CTAE Foundation Course Standards and Georgia Standards of Excellence

ELACC9-10SL1: Initiate and participate effectively in a range of collaborative discussions (one-on-one, in groups, and teacher-led) with diverse partners on grades 9–10 topics, texts, and issues, building on others' ideas and expressing their own clearly and persuasively.

ELACC9-10SL4: Present information, findings, and supporting evidence clearly, concisely, and logically such that listeners can follow the line of reasoning and the organization, development, substance, and style are appropriate to purpose, audience, and task.

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Course Standard 3

AAVTC-AVTFI-3

Understand and utilize trade terminology in an appropriate manner.

- 3.1 Identify and utilize trade terminology in the media production lab.
- 3.2 Identify and utilize trade abbreviations and acronyms as appropriate.

Support of CTAE Foundation Course Standards and Georgia Standards of Excellence

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Course Standard 4

AAVTC-AVTFI-4

Demonstrate proper set-up and use of basic production equipment.

- 4.1 Demonstrate steps necessary to set-up, turn on, and operate equipment according to instructor's directions.
- 4.2 Use both traditional camcorders and non-traditional capture devices like DSLR cameras, smart phones and iPads to record and edit video.
- 4.3 Demonstrate proper picture composition techniques.
- 4.4 Demonstrate proper camera movement.

- 4.5 Demonstrate proper use of microphones.
- 4.6 Identify qualities of a technically acceptable audio track.
- 4.7 Demonstrate mastery of aesthetics to include composition, coordination, balance, and color contrast.
- 4.8 Demonstrate basic lighting techniques.
- 4.9 Explain the care, storage, and use of media hardware and software.
- 4.10 Determine proper cables for set-up and operation of production equipment.

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Course Standard 5

AAVTC-AVTFI-5

Identify and create various types of scripts.

- 5.1 Identify scripts by format.
- 5.2 Demonstrate the steps leading to the development of various types of scripts (Brainstorm, Proposal and Treatment).
- 5.3 Define terminology used in scriptwriting.
- 5.4 Write scripts as assigned according to designated deadline.
- 5.5 Plan and produce a storyboard.

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Course Standard 6

AAVTC-AVTFI-6

Demonstrate proper use and operation of studio equipment and production techniques while working as part of a production team during a studio broadcast.

- 6.1 Operate production switcher.
- 6.2 Operate audio console.
- 6.3 Operate recording/broadcasting equipment.
- 6.4 Operate studio cameras.
- 6.5 Operate character generator.
- 6.6 Identify and perform duties of a floor director.
- 6.7 Demonstrate basic three point lighting for studio broadcast.

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Course Standard 7

AAVTC-AVTFI-7

Demonstrate teamwork and proper use of equipment while participating in a live field production which may include electronic news gathering, film work or streaming live events.

- 7.1 Operate field cameras.
- 7.2 Demonstrate live audio recording using proper microphones and field mixer.
- 7.3 Identify different types of internet connections.
- 7.4 Demonstrate the difference between uploading and downloading and identify different compression methods commonly used with digital video.

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Course Standard 8

AAVTC-AVTFI-8

Demonstrate the use of technology in recording and post-production applications.

- 8.1 Identify recording formats and compression methods used with digital media.
- 8.2 Demonstrate the production of still and motion graphics.
- 8.3 Capture and / or transfer digital video using editing application.
- 8.4 Demonstrate basic editing techniques while producing a finished video.
- 8.5 Demonstrate various methods to export completed media including DVD authoring and digital upload.
- 8.6 Demonstrate basic audio editing techniques.
- 8.7 Demonstrate special effects processing to include color correction, keying and digital compositing.

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Course Standard 9

AAVTC-AVTFI-9

Develop an understanding of audio video and film careers, describe the principal fields of specializations and identify associated career opportunities.

- 9.1 Identify education requirements for audio video and film occupations and locations where programs of study are available.
- 9.2 Match audio video and film job titles with qualifications and responsibilities.
- 9.3 Participate in activities related to career interests.

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Course Standard 10

AAVTC-AVTFI-10

Examine how related student organizations are integral parts of career and technology education courses through leadership development, school and community service projects and competitive events.

- 10.1 Explain the purpose, mission, objectives, motto, colors, official dress and other distinguishing characteristics of SkillsUSA.
- 10.2 Explain how participation in SkillsUSA can promote lifelong responsibility for community service, professional growth and development.
- 10.3 Explore the impact and opportunities SkillsUSA can develop to bring business and industry together with education in a positive working relationship through innovative leadership and career development programs.
- 10.4 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.

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