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, the Georgia Scholastic Press Association, Technology Student Association (TSA) and Student Television Network 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
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.
  1.2   Demonstrate creativity with multiple approaches to ask challenging questions resulting in innovative procedures, methods, and products.
  1.3   Exhibit critical thinking and problem solving skills to locate, analyze, and apply information in career planning and employment situations.
  1.4   Model work readiness traits required for success in the workplace including integrity, honesty, accountability, punctuality, time management, and respect for diversity.
  1.5   Apply the appropriate skill sets to be productive in a changing, technological, and diverse workplace to be able to work independently, interpret data, and apply team work skills.
  1.6   Present a professional image through appearance, behavior, and language.

Support of CTAE Foundation Course Standards and Common Core GPS and Georgia Performance Standards
L9-10RST 1-10 and L9-10WHST 1-10:
      Common Core 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 Common Core 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 Common Core GPS and Georgia Performance Standards
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.

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ELACC9-1 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.
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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.

Aligned Academic Standards
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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.

Aligned Academic Standards
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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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