Standards and Competencies for Electronic Media Production (Course # 5764)

	Begin-End Yr
Standard 1 - Students will demonstrate the ability to communicate effectively through oral, written, and visual expression	2009 -
1.1 - Examine different occupational careers in electronic media production (EMP) and/or related fields	2009 -
1.2 - Evaluate various types of production scripts and their use.	2009 -
1.3 - Analyze the six types of commercials in the U.S.	2009 -
1.4 - Apply industry terminology.	2009 -
1.5 - Illustrate the development process for interactive programs.	2009 -
1.6 - Analyze personal appearance, movement, and speech techniques for video-based productions	2009 -
Standard 2 - Students will analyze how funding affects the media industry	2009 -
2.1 - Differentiate between commercial announcements and program underwriting statements	2009 -
2.2 - Appraise the duties of the sales department.	2009 -
2.3 - Question the value of ¿Q¿ to station income.	2009 -
2.4 - Interpret the budget considerations for various types of EMP.	2009 -
2.5 - Interpret success for an Internet Web site.	2009 -
Standard 3 - Students will interpret and evaluate various media presentations within their context	2009 -
3.1 - Evaluate effectiveness of program elements of final production.	2009 -
3.2 - Analyze the diversity of digital resources for editing.	2009 -
3.3 - Demonstrate understanding of synchronization.	2009 -
3.4 - Analyze and demonstrate lighting principles.	2009 -
3.5 - Demonstrate understanding of the computer process to create a graphic.	2009 -
3.6 - Analyze the difference between linear and branching programs.	2009 -
3.7 - Distinguish between types of cameras and image sources.	2009 -
Standard 4 - Students will demonstrate the ability to conceptualize, develop, and present an idea	2009 -
4.1 - Evaluate the three stages of production: pre-production, production, post-production.	2009 -
4.2 - Demonstrate knowledge of picture composition.	2009 -
4.3 - Use production techniques to present and idea or to establish a mood.	2009 -
Standard 5 - Students will analyze environmental conditions and select appropriate equipment for the application	2009 -
5.1 - Categorize basic equipment used for EMP.	2009 -
5.2 - Appraise computers and related peripheral images and media devices	2009 -
5.3 - Interpret techniques for audio production.	2009 -
5.4 - Examine the differences and similarities of analog and digital sources (including compressed files)	2009 -
5.5 - Analyze lighting equipment.	2009 -
5.6 - Interpret video elements (i.e., resolution, formats, etc.)	2009 -
5.7 - Chart the process in setting up remote audio/video productions.	2009 -
Standard 6 - Students will demonstrate leadership, citizenship, and teamwork skills required for success in the school, community, and workplace.	2009 -
6.1 - Explore the knowledge and skills required for career opportunities in the electronic media production (EMP) industry.	2009 -
6.2 - Understand work ethics related to completing activities in the electronic media production (EMP) industry	2009 -
6.3 - Demonstrate dignity in work.	2009 -
6.4 - Evaluate school, community, and workplace situations by applying problem-solving and decision-making skills.	2009 -
6.5 - Demonstrate the ability to work professionally with others	2009 -
6.6 - Participate in SkillsUSA-VICA as an integral part of classroom instruction	2009 -
Standard 7 - Students will practice all aspects of safety procedures.	2009 -
7.1 - Demonstrate safe work habits and procedures related to the electronic media production (EMP) industry	2009 -
7.2 - Apply Occupational Safety and Health Administration (OSHA) standards to the electronic media production (EMP) industry.	2009 -
7.3 - Analyze potential safety issues related to interaction with the public	2009 -
Standard 8 - Students will operate within an environment structured after current media industry standards	2009 -
8.1 - Solve EMP problems utilizing materials, time, facilities and human resources	2009 -
8.2 - Evaluate production goals and objectives.	2009 -
8.3 - Evaluate production team roles.	2009 -
8.4 - Execute a basic recording session.	2009 -
8.5 - Formulate trouble-shooting procedures.	2009 -
Standard 9 - Students will demonstrate an understanding of ethics in the industry	2009 -
9.1 - Research roles, professional conduct, and certifications in the electronic media production industry (EMP)	2009 -
9.2 - Research and follow copyright laws.	2009 -
9.3 - Identify the need for contracts, legal release forms, and permits.	2009 -
Standard 10 - Students will analyze how electronic media production principles are applied through a specific work-based learning experience	2009 -
10.1 - Analyze the opportunity and advantages of working in EMP opportunities through work-based learning	2009 -
10.2 - Apply principles of the electronic media production industry (EMP) to a work-based situation	2009 -

	10.3 - Integrate time management principles in organizing his/her schedule to include home, school, work, social, and other activities.	
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