

**Florida Department of Education
Curriculum Framework**

This program is a replacement for Digital Video Technology K100400 (0610010524).

Program Title: Digital Video Technology
Program Type: Career Preparatory
Career Cluster: Arts, A/V Technology and Communication

Career Certificate Program		
Program Number	V100300	
CIP Number	0610010525	
Grade Level	30, 31	
Program Length	900 hours	
Teacher Certification	Refer to the Program Structure section.	
CTSO	SkillsUSA	
SOC Codes (all applicable)	For program SOC codes, please see the Program and Course Tables section of the CTE Program Resources page linked below.	
CTE Program Resources	http://www.fldoe.org/academics/career-adult-edu/career-tech-edu/program-resources.shtml	
Basic Skills Level	Computation (Mathematics): 9	Communications (Reading and Language Arts): 9

Purpose

The purpose of this program is to prepare students for initial employment as production assistants, audio/video equipment technicians, video/TV camera operators, video editors, broadcast technicians, and content creators.

This program offers a sequence of courses that provides coherent and rigorous content aligned with challenging academic standards and relevant technical knowledge and skills needed to prepare for further education and careers in the Arts, A/V Technology and Communication career cluster; provides technical skill proficiency, and includes competency-based applied learning that contributes to the academic knowledge, higher-order reasoning and problem-solving skills, work attitudes, general employability skills, technical skills, and occupation-specific skills, and knowledge of all aspects of the Arts, A/V Technology and Communication career cluster.

The content includes but is not limited to communication skills, leadership skills, human relations and employability skills, safe and efficient work practices, and preparation to assume responsibility for the overall production of digital video activities (e.g., scripts, lighting, camera operation, electronic news gathering, field/studio production, video editing).

Additional Information relevant to this Career and Technical Education (CTE) program is provided at the end of this document.

Program Structure

This program is a planned sequence of instruction consisting of four occupational completion points.

This program is comprised of courses which have been assigned course numbers in the SCNS (Statewide Course Numbering System) in

accordance with Section 1007.24 (1), F.S. Career and Technical credit shall be awarded to the student on a transcript in accordance with Section 1001.44(3)(b), F.S.

To teach the courses listed below, instructors must hold at least one of the teacher certifications indicated for that course.

The following table illustrates the postsecondary program structure:

			Teacher Certification	
A	RTV0010	Introduction to Digital Video Technology	TEC ED 1 @ 2 ENG&TEC ED1@2 TV PRO TEC @7 7G	150 Hours
B	RTV0011	Digital Video Technology	TEC ED 1 @ 2 ENG&TEC ED1@2 TV PRO TEC @7 7G	300 Hours
C	RTV0016	Advanced Video Technology		300 hours
D	RTV0017	Digital Video Technology Capstone		150 hours

Florida's Career Readiness Skills for CTE Programs

Employability Skills

01.0	Apply academic skills to workplace scenarios.
01.01	Use reading skills.
01.02	Use writing skills.
01.03	Use mathematical strategies and procedures.
01.04	Use scientific principles and procedures.
02.0	Design a solution to an industry problem.
02.01	Use critical thinking.
02.02	Use creativity.
02.03	Make sound decisions.
02.04	Solve problems.
02.05	Reason.
02.06	Plan and organize.
03.0	Manage resources within an industry project
03.01	Manage time.
03.02	Manage money or resources.
03.03	Manage materials.
03.04	Manage personnel.
04.0	Oversee the subcomponents, operations and output of a technical or organizational system.
04.01	Manage systems.
04.02	Monitor systems.
04.03	Improve systems.
05.0	Use information for decision making.
05.01	Locate information.
05.02	Organize information.
05.03	Use information.
05.04	Analyze information.
05.05	Communicate information.
06.0	Apply relevant technology to workplace scenarios to aid productivity.
06.01	Use technology.
07.0	Interpret and express interpersonal communication.
07.01	Communicate verbally.
07.02	Listen actively.
07.03	Comprehend written material.
07.04	Convey information in writing.
07.05	Communicate nonverbally.
07.06	Interpret nonverbal communication.
08.0	Interact with others to accomplish workplace goals.

08.01	Collaborate with others in a team.
08.02	Respond to customer needs.
08.03	Exercise leadership.
08.04	Negotiate to resolve conflict.
08.05	Respect others.
09.0	Manage personal behavior to maximize productivity and professional growth.
09.01	Demonstrate responsibility and self-discipline.
09.02	Adapt and show flexibility.
09.03	Work independently.
09.04	Demonstrate a willingness to learn.
09.05	Demonstrate integrity.
09.06	Demonstrate professionalism.
09.07	Take initiative.
09.08	Display positive attitude.
09.09	Take responsibility for professional growth.
Job Attainment	
10.0	Find, assess and apply to job opportunities.
10.01	Identify online job posts relevant to his or her career aspirations.
10.02	Compare and contrast the job posts' required qualifications, job duties, compensation, benefits and employers.
10.03	Define what information, documentation and writing prompts are required for the positions.
11.0	Communicate personal competence, character and fit for a job opportunity.
11.01	Develop a resume.
11.02	Write a cover letter.
11.03	Curate a professional portfolio that includes work products.
11.04	Prepare for and experience a mock job interview.
12.0	Cultivate and leverage relationships to professionally advance.
12.01	Request a signed reference letter, letter of recommendation and/or an online skill/professionalism endorsement.
12.02	Develop a plan to cultivate a professional digital footprint.
12.03	Develop a networking plan for a specific industry of interest.

Standards

After successfully completing this program, the student will be able to perform the following:

Introduction to Digital Video Technology

- 01.0 Apply knowledge of classroom procedures.
- 02.0 Demonstrate an understanding of basic industry terminology and acronyms.
- 03.0 Collaborate with others as an effective member of a digital video team.
- 04.0 Demonstrate professionalism and personal responsibility.
- 05.0 Use basic digital video technology equipment.
- 06.0 Identify basic lighting needs for a planned production.
- 07.0 Identify scripts for digital video technology.
- 08.0 Operate an editing system.
- 09.0 Understand basic audio operations.

Digital Video Technology

- 10.0 Understand and demonstrate the steps in the digital video pre-production process.
- 11.0 Understand and demonstrate the digital video production process.
- 12.0 Demonstrate understanding of the digital video post-production process.
- 13.0 Understand the value of graphics in a production.
- 14.0 Demonstrate the ability to perform on camera.
- 15.0 Develop interviewing skills.
- 16.0 Demonstrate awareness of industry-related ethics and laws.
- 17.0 Use production equipment for a digital video production.
- 18.0 Perform lighting activities for a digital video production.
- 19.0 Demonstrate the ability to complete the pre-production process for a video production project.
- 20.0 Demonstrate the ability to complete the production process for a video production project.
- 21.0 Demonstrate the ability to complete the post-production process for a video production project.
- 22.0 Demonstrate industry accepted skills for remote productions.

Advanced Video Technology

- 23.0 Demonstrate the ability to complete the pre-production process for an advanced video production project.
- 24.0 Demonstrate the ability to complete the production process for an advanced video production project.
- 25.0 Demonstrate the ability to complete the post-production process for an advanced video production project.
- 26.0 Plan, coordinate, and manage a video or webcast production.
- 27.0 Create and produce advanced digital video projects.
- 28.0 Demonstrate an independent level of proficiency in all areas of digital video technology.

Digital Video Technology Capstone

- 29.0 Demonstrate an understanding of employability in the digital video production industry.
- 30.0 Demonstrate advanced script writing techniques.

31.0 Apply skills by producing multiple advanced digital video projects.

32.0 Create a professional digital portfolio.

33.0

**Florida Department of Education
Student Performance Standards**

Program Title: Digital Video Technology
Career Certificate Program Number: V100300

Course Number: RTV0010
Occupational Completion Point: A
Introduction to Digital Video Technology – 150 Hours

01.0	Apply knowledge of classroom procedures. The student will be able to:
01.01	Follow classroom procedures.
01.02	Follow industry safety rules, regulations and policies.
02.0	Demonstrate an understanding of basic industry terminology and acronyms. The student will be able to:
02.01	Define trade terminology, including the three steps of the production process.
02.02	Define trade abbreviations and acronyms when appropriate.
03.0	Collaborate with others as an effective member of a digital video team. The student will be able to:
03.01	Understand the job functions of a digital video team.
03.02	Give and follow directions.
03.03	Set and adhere to production deadlines established by others.
03.04	Critique and analyze a production.
04.0	Demonstrate professionalism and personal responsibility. The student will be able to:
04.01	Discuss how to legally obtain and use source materials.
04.02	Explain basic copyright laws and issues related to digital video production.
04.03	Demonstrate awareness of industry-related ethics and laws.
04.04	Discuss appropriate responses to feedback.
05.0	Use basic digital video technology equipment. The student will be able to:
05.01	Set up, turn on, and operate a camera.
05.02	Identify and demonstrate basic video composition principles (e.g., rule of thirds, leading lines, and rule of 180).
05.03	Identify the qualities of professional videography.
05.04	Identify, select, and demonstrate the use of appropriate microphones for a production (pick-up pattern, directionality, etc.).
05.05	Identify the qualities of a good audio recording.
05.06	Identify and select appropriate equipment for a specific production.
05.07	Record, transfer, store, and play assets from various media.
06.0	Identify basic lighting needs for a planned production. The student will be able to:
06.01	Explain the use of basic lighting equipment.
06.02	Set up appropriate lighting for a production (one-, two-, three- point lighting, etc.).
07.0	Identify scripts for digital video technology. The student will be able to:
07.01	Define the terminology used in script writing.
07.02	Identify a script by format, function, and utilization.
07.03	Write a script in an appropriate format.

08.0	Operate an editing system. The student will be able to:
08.01	Explain the need for file management.
08.02	Demonstrate an understanding of the user interface of the editing software.
08.03	Combine elements into a program.
08.04	Control video clips and effects (i.e., b-roll).
08.05	Control audio mix and effects (i.e., voiceover (VO); sound on take (SOT)).
08.06	Demonstrate knowledge of graphic image types, file formats, and the technical requirements for a production.
08.07	Prepare basic graphics for a production.
09.0	Understand basic audio operations. The student will be able to:
09.01	Compare and contrast various microphone types.
09.02	Identify and select microphones for production needs.
09.03	Determine optimal microphone placement.
09.04	Establish appropriate recording conditions.
09.05	Set up audio recording equipment.
09.06	Perform sound checks.
09.07	Record production sound.

Course Number: RTV0011
Occupational Completion Point: B
Digital Video Technology – 300 Hours

10.0	Understand and demonstrate the steps in the digital video pre-production process. The student will be able to:
10.01	Identify and perform the components of the pre-production phase (e.g., purpose, script writing, target audience, schedule, and distribution method).
10.02	Identify the format/segment type, audience, and genre.
10.03	Explain the components of a pitch, storyboard, and script.
10.04	Select the appropriate location(s) for production.
10.05	Establish production.
11.0	Understand and demonstrate the digital video production process. The student will be able to:
11.01	Identify and perform the components of the production phase (e.g., selecting equipment, operating equipment, interviewing, directing, lighting, and audio).
11.02	Demonstrate understanding of job functions for video production projects (e.g., producer, director, editor, camera operator).
11.03	Identify and perform commonly used camera shots, angles, and movements.
11.04	Understand how the lens, focal length, aperture, ISO, shutter speed, and frames per second create desired effects.
11.05	Plan and execute camera shots to obtain the required action/footage (in studio and/or field production environments).
11.06	Perform basic field production tasks that include camera, lighting, and audio.
12.0	Demonstrate understanding of the digital video post-production process. The student will be able to:
12.01	List the components of the post-production phase (e.g., video and audio editing, graphics, and distribution method).

12.02	Understand production values (e.g., continuity).
12.03	Define appropriate audio and video digital compression and signal types.
12.04	Understand the need for file management.
12.05	Organize and evaluate materials for editing.
12.06	Perform basic editing functions (cuts, transitions, etc.).
12.07	Mix audio and video resources in appropriate sequence for the final edit.
13.0	Understand the value of graphics in a production. The student will be able to:
13.01	Demonstrate an understanding of graphic image types, file formats, and technical requirements for a production.
13.02	Understand text, font, colors, title safe area, lower thirds, and placement.
13.03	Determine the graphic requirements for a production.
13.04	Edit basic graphics into a program or segment using editing software.
13.05	Demonstrate the ability to use type, color, composition, and graphic elements.
14.0	Demonstrate the ability to perform on camera. The student will be able to:
14.01	Practice appropriate on-camera performance skills (e.g., appearance, gestures, and posture).
14.02	Demonstrate appropriate speaking skills for an on-camera performance (e.g., pitch, tone, emphasis, inflection, enunciation, and timing).
14.03	Perform as talent in a production.
15.0	Develop interviewing skills. The student will be able to:
15.01	Develop open-ended questions to elicit detailed responses.
15.02	Select appropriate subjects to interview based on a specific topic.
15.03	Select an appropriate location for the interview.
15.04	Contact potential subjects and schedule an interview.
15.05	Conduct an interview using coherent and concise language and correct grammar.
15.06	Demonstrate effective listening skills.
16.0	Demonstrate awareness of industry-related ethics and laws. The student will be able to:
16.01	Define terminology related to ethics and laws (e.g., plagiarism, copyright law, libel, slander, right to privacy).
16.02	Summarize and explain the legal and ethical acquisition and use of digital materials; appropriately cite sources.
16.03	Understand the Fair Use Act of 2007.
17.0	Use production equipment for a digital video production. The student will be able to:
17.01	Execute videography principles while filming for a production.
17.02	Use appropriate equipment for a production.
17.03	Perform basic maintenance and troubleshooting on equipment.
18.0	Perform lighting activities for a digital video production. The student will be able to:
18.01	Create and label a diagram for a lighting plan.
18.02	Assemble appropriate lighting using lighting modifiers (e.g., reflectors, flags, artificial lighting, and diffusers).
18.03	Create depth and dimension using appropriate light modifiers.
19.0	Demonstrate the ability to complete the pre-production process for a video production project. The student will be able to:
19.01	Define the objective and intended audience for a video production project.
19.02	Prepare a detailed pitch, storyboard, and script for a video production project.
19.03	Create a production schedule for a video production project.
20.0	Demonstrate the ability to complete the production process for a video production project. The student will be able to:

20.01	Demonstrate knowledge of camera equipment and functions.
20.02	Plan, execute, and record a video shoot to obtain the required action/footage and effects.
20.03	Perform production tasks that include intermediate camera, lighting, and sound techniques.
21.0	Demonstrate the ability to complete the post-production process for a video production project. The student will be able to:
21.01	Demonstrate the ability to edit video and audio sources.
21.02	Demonstrate appropriate use of graphics in a production (e.g., lower thirds and full screen graphics).
21.03	Identify and export video for an appropriate distribution method for a project.
22.0	Demonstrate industry accepted skills for remote productions. The student will be able to:
22.01	Select quality production topics.
22.02	Operate digital video production equipment.
22.03	Adhere to production deadlines.
22.04	Troubleshoot and maintain production equipment.

Course Number: RTV0016
Occupational Completion Point: C
Advanced Video Technology – 300 Hours

23.0	Demonstrate the ability to complete the pre-production process for an advanced video production project. The student will be able to:
23.01	Define the objective and intended audience for an advanced video production project.
23.02	Understand the role of a specified distribution method planned distribution in the video production process.
23.03	Prepare a detailed pitch, storyboard, and script for an advanced video production project.
23.04	Select cast and crew members for the production.
23.05	Plan and hold a pre-production meeting.
23.06	Create a production schedule for the video project.
23.07	Scout locations and plan for any contingencies.
23.08	Select clothing, makeup, and accessories for use on camera in a specified production.
23.09	Determine the props, costumes, and other resources required for a production.
24.0	Demonstrate the ability to complete the production process for an advanced video production project. The student will be able to:
24.01	Operate video production equipment in studio and location (field) production environments.
24.02	Plan, execute, and record a video shoot to obtain the required action/footage and effects.
24.03	Perform production tasks that include advanced camera, lighting, and sound techniques.
25.0	Demonstrate the ability to complete the post-production process for an advanced video production project. The student will be able to:
25.01	Demonstrate the ability to mix multiple sources in a post-production setting.
25.02	Perform advanced sound edits and enhancements.
25.03	Perform advanced video edits and enhancements.
25.04	Enhance a digital video project by using multiple appropriate graphics and visual effects.
25.05	Determine special effects needed for a production.
26.0	Plan, coordinate, and manage a video or webcast production. The student will be able to:
26.01	Produce and direct high-quality digital video production projects.
26.02	Utilize the equipment and technology appropriate for pre-production, production, and post-production of a digital video project.

	26.03	Demonstrate proficient knowledge of graphic image types, file formats, and the technical requirements for a production.
	26.04	Demonstrate the ability to use manipulate lighting, audio, video, and graphics for intended effects.
27.0		Create and produce advanced digital video projects. The student will be able to:
	27.01	Plan advanced digital video projects.
	27.02	Write advanced digital video projects.
	27.03	Direct advanced digital video productions.
	27.04	Record and edit advanced digital video productions.
	27.05	Manage and oversee a team of peers to create advanced digital video projects.
28.0		Demonstrate an independent level of proficiency in all areas of digital video technology. The student will be able to:
	28.01	Execute all roles in selected specialization(s) independently.

Course Number: RTV0017

Occupational Completion Point: D

Digital Video Technology Capstone – 150 Hours

29.0		Demonstrate an understanding of employability in the digital video production industry. The student will be able to:
	29.01	Create a résumé, a list of references, and a letter of interest.
	29.02	Identify common industry-related interview questions.
	29.03	Conduct a job search.
	29.04	Create a demo reel to showcase work samples to potential customers/clients.
30.0		Demonstrate advanced script writing techniques. The student will be able to:
	30.01	Write scripts for digital video projects: PSA/ commercial; short film; documentary/news segment/ instructional video; social media content.
	30.02	30.02 Use the correct script format for the selected digital video projects: PSA/ commercial; short film; documentary/news segment/ instructional video; social media content.
31.0		Apply skills by producing multiple advanced digital video projects. The student will be able to:
	31.01	Plan digital video projects.
	31.02	Write digital video projects.
	31.03	Direct digital video projects.
	31.04	Record digital video projects.
	31.05	Edit digital video projects.
32.0		Create a professional digital portfolio. The student will be able to:
	32.01	Post a résumé.
	32.02	Post a demo reel.

Additional Information

Laboratory Activities

Laboratory investigations that include scientific inquiry, research, measurement, problem solving, emerging technologies, tools and equipment, as well as, experimental, quality, and safety procedures are an integral part of this career and technical program/course. Laboratory investigations benefit all students by developing an understanding of the complexity and ambiguity of empirical work, as well as the skills required to manage, operate, calibrate and troubleshoot equipment/tools used to make observations. Students understand measurement error; and have the skills to aggregate, interpret, and present the resulting data. Equipment and supplies should be provided to enhance hands-on experiences for students.

Career and Technical Student Organization (CTSO)

CTSOs are co-curricular career and technical student organizations providing leadership training and reinforcing specific career and technical skills. Career and Technical Student Organizations provide activities for students as an integral part of the instruction offered. Other CTSOs not listed in this curriculum framework or recognized by the Florida Department of Education are permissible provided they support student mastery over the standards and benchmarks of this curriculum framework.

Cooperative Training – OJT

On-the-job training is appropriate but not required for this program. Whenever offered, the rules, guidelines, and requirements specified in the OJT framework apply.

Basic Skills

In Career Certificate Programs offered for 450 hours or more, in accordance with Rule 6A-10.040, F.A.C., the minimum basic skills grade levels required for postsecondary adult career and technical students to complete this program are: Computation (Mathematics) and Communications (Reading and Language Arts). These grade level numbers correspond to a grade equivalent score obtained on a state designated basic skills examination.

Adult students with disabilities, as defined in Section 1004.02, Florida Statutes, may be exempted from meeting the Basic Skills requirements (Rule 6A-10.040). Students served in exceptional student education (except gifted) as defined in s. 1003.01, F.S., may also be exempted from meeting the Basic Skills requirement. Each school district and Florida College System Institution must adopt a policy addressing procedures for exempting eligible students with disabilities from the Basic Skills requirement as permitted in Section 1004.91, F.S.

Accommodations

Federal and state legislation requires the provision of accommodations for students with disabilities to meet individual needs and ensure equal access. Postsecondary students with disabilities must self-identify, present documentation, request accommodations if needed, and develop a plan with their counselor and/or instructors. Accommodations received in postsecondary education may differ from those received in secondary education. Accommodations change the way the student is instructed. Students with disabilities may need accommodations in such areas as instructional methods and materials, assignments and assessments, time demands and schedules, learning environment, assistive technology and special communication systems. Documentation of the accommodations requested and provided should be maintained in a confidential file.

Note: postsecondary curriculum and regulated secondary programs cannot be modified.