

Florida Department of Education
Curriculum Framework

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

Career Certificate Program			
Program Number	K100400		
CIP Number	0610010524		
Grade Level	30, 31		
Program Length	900 hours		
Teacher Certification	Refer to the Program Structure section.		
CTSO	SkillsUSA		
SOC Codes (all applicable)	Please see the CIP to SOC Crosswalk located at the link below.		
CTE Program Resources	http://www.fldoe.org/academics/career-adult-edu/career-tech-edu/program-resources.stml		
Basic Skills Level	<table border="0" style="width: 100%;"> <tr> <td style="width: 50%;">Computation (Mathematics): 9</td> <td style="width: 50%;">Communications (Reading and Language Arts): 9</td> </tr> </table>	Computation (Mathematics): 9	Communications (Reading and Language Arts): 9
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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, multimedia artists/animators and broadcast technicians.

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 be 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 three 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:

OCP	Course Number	Course Title	Teacher Certification	Length
A	RTV0015	Digital Videography	TEC ED 1 @ 2 ENG&TEC ED1@2 TV PRO TEC @7 7G	450 hours
B	RTV0016	Digital Audio-Video Technology		300 hours
C	RTV0017	Digital Video Direction and Production		150 hours

Common Career Technical Core – Career Ready Practices

Career Ready Practices describe the career-ready skills that educators should seek to develop in their students. These practices are not exclusive to a Career Pathway, program of study, discipline or level of education. Career Ready Practices should be taught and reinforced in all career exploration and preparation programs with increasingly higher levels of complexity and expectation as a student advances through a program of study.

1. Act as a responsible and contributing citizen and employee.
2. Apply appropriate academic and technical skills.
3. Attend to personal health and financial well-being.
4. Communicate clearly, effectively and with reason.
5. Consider the environmental, social and economic impacts of decisions.
6. Demonstrate creativity and innovation.
7. Employ valid and reliable research strategies.
8. Utilize critical thinking to make sense of problems and persevere in solving them.
9. Model integrity, ethical leadership and effective management.
10. Plan education and career path aligned to personal goals.
11. Use technology to enhance productivity.
12. Work productively in teams while using cultural/global competence.

Standards

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

Digital Videography

- 01.0 Apply knowledge of the digital video technology program 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 lighting needs for a planned production.
- 07.0 Interpret scripts for digital video technology.
- 08.0 Operate an editing system.
- 09.0 Understand and demonstrate the steps in the digital video pre-production process.
- 10.0 Understand and demonstrate the digital video production process.
- 11.0 Understand basic audio operations.
- 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 television 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.
- 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.

Digital Audio-Video Technology

- 26.0 Plan, coordinate, and manage a video or webcast production.
- 27.0 Demonstrate an understanding of employability in the digital video production industry.
- 28.0 Create and produce a digital video production.
- 29.0 Demonstrate an independent level of proficiency in a selected area of specialization.

Digital Video Direction and Production

- 30.0 Demonstrate advanced script writing techniques.
- 31.0 Apply skills by producing a program.
- 32.0 Perform advanced digital audio and video recording and editing operations.

33.0

**Florida Department of Education
Student Performance Standards**

Program Title: Digital Video Production
Career Certificate Program Number: I100240

Course Number: RTV0015
Occupational Completion Point: A
Digital Videography – 450 Hours

01.0	Apply knowledge of the digital video technology program procedures. The student will be able to:
01.01	Follow classroom procedures.
01.02	Follow industry safety rules, regulations and policies.
01.03	Demonstrate proper use and care of equipment.
02.0	Demonstrate an understanding of basic industry terminology and acronyms. The student will be able to:
02.01	Define trade terminology, including the four 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	Function as a member of a team.
03.04	Set and adhere to production deadlines established by others.
03.05	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	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 video 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 good 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 track.
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 lighting needs for a planned production. The student will be able to:
06.01	Explain the use of basic lighting equipment.
06.02	Define light quality in terms of intensity, color, direction, and characteristics.
06.03	Analyze lighting needs for a production.
06.04	Set up appropriate lighting for a production (one-, two-, three- point lighting, etc.).
07.0	Interpret 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	Specify the steps that lead to a complete script.
07.04	Write a script in an appropriate format.
08.0	Operate an editing system. The student will be able to:
08.01	Select the best source material such as voiceover (VO), sound on tape (SOT) and b-roll to achieve program goals.
08.02	Combine elements into a program.
08.03	Control video clips and effects.
08.04	Control audio mix and effects.

08.05	Prepare basic graphics for a production.
09.0	Understand and demonstrate the steps in the digital video pre-production process. The student will be able to:
09.01	Identify and perform the components of the pre-production phase (e.g., purpose, script writing, target audience, schedule, and distribution method).
09.02	Identify the format/segment type, audience, and genre.
09.03	Explain the components of a pitch, storyboard, and script.
09.04	Select the appropriate location(s) for the specified program type.
09.05	Establish feasible production deadlines.
10.0	Understand and demonstrate the digital video production process. The student will be able to:
10.01	Identify and perform the components of the production phase (e.g., selecting equipment, operating equipment, interviewing, directing, lighting, and audio).
10.02	Summarize the roles of the various personnel for video production projects (e.g., producer, director, editor, camera operator).
10.03	Identify and perform commonly used camera shots, angles, and movements.
10.04	Understand how the lens, focal length, aperture, and exposure work to create desired effects.
10.05	Plan and execute shot to obtain the required action/footage in studio and/or field production environments.
10.06	Perform basic field production tasks that include camera, lighting, and sound responsibilities.
11.0	Understand basic audio operations. The student will be able to:
11.01	Compare and contrast various microphone types.
11.02	Identify and select microphones for production needs.
11.03	Determine optimal microphone placement.
11.04	Establish appropriate recording conditions.
11.05	Set up audio recording equipment.
11.06	Perform pre-production sound checks.
11.07	Record production sound.
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	Explain the need for data 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 cut.
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 effective location that complements 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	Research and understand the Fair Use Act of 2007.
17.0	Use television production equipment for a digital video production. The student will be able to:
17.01	Execute good 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 (e.g., public service announcement).
19.02	Prepare a detailed pitch, storyboard, and script for a video production project (e.g., public service announcement).
19.03	Create a schedule for the production project.
20.0	Demonstrate the ability to complete the pre-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	Demonstrate skills in selecting production topics.
22.02	Determine quality of production topics.
22.03	Operate digital video production equipment.
22.04	Adhere to production deadlines.
22.05	Troubleshoot and maintain production equipment.
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 (e.g., music video and documentary).
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 (e.g., music video and documentary).
23.04	Select cast and crew members for the production.
23.05	Plan and hold a pre-production meeting.
23.06	Create a schedule for the production 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.

Course Number: RTV0016 Occupational Completion Point: B Digital Audio-Video Technology – 300 Hours	
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 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	Demonstrate an understanding of employability in the digital video production industry. The student will be able to:
27.01	Create a résumé, a list of references, and a letter of interest.
27.02	Identify common industry-related interview questions.
27.03	Conduct a job search.
27.04	Create a demo reel to showcase work samples to potential customers/clients.
28.0	Create and produce a digital video production. The student will be able to:
28.01	Plan a production.
28.02	Write a production.
28.03	Direct a production.
28.04	Record and edit a production.

28.05	Manage and oversee a team of peers to create a production.
29.0	Demonstrate an independent level of proficiency in a selected area of specialization. The student will be able to:
29.01	Survey area(s) for specialization.
29.02	Select an area(s) for specialization.
29.03	Execute all roles in selected specialization(s) independently.

Course Number: RTV0017	
Occupational Completion Point: C	
Digital Video Direction and Production – 150 Hours	
30.0	Demonstrate advanced script writing techniques. The student will be able to:
30.01	Write a script for a program with minimum 10-minute program length.
30.02	Use the correct script format for the program selected (e.g., documentary and short film).
31.0	Apply skills by producing a program. The student will be able to:
31.01	Plan a digital video program with a minimum 10-minute program length.
31.02	Write a digital video program with a minimum 10-minute program length.
31.03	Direct a digital video program with a minimum 10-minute program length.
31.04	Record a digital video program with a minimum 10-minute program length.
31.05	Edit a digital video program with a minimum 10-minute program length.
31.06	Distribute a digital video program on an appropriate platform.
32.0	Perform advanced digital audio and video recording and editing operations. The student will be able to:
32.01	Utilize the internet to search and learn current industry editing and videography trends.
32.02	Demonstrate videography and editing proficiency through advanced techniques.

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)

SkillsUSA is the co-curricular career and technical student organization(s) 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.

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.