

TV Productions Competency Outline

Understand the concepts, operations, techniques and procedures in the media production industry

1. Identify and apply basic camera operation and mechanics.
2. Demonstrate and apply proper audio levels.
3. Demonstrate and apply techniques in using audio equipment (microphones, etc.).
AAI 4. Technical and Production Skills: Identify specific production and technical skills required for this industry.
AAI 5. Underlying Principles of Technology: Explain through discussion the technological systems used within this industry.
4. Explain, distinguish and apply the skills that impact various lighting settings.
5. Demonstrate and apply various video editing techniques.
6. Demonstrate, apply and analyze the skills in pre-production, production and post-production.
AAI 4. Technical and Production Skills: Identify specific production and technical skills required for this industry.
7. Develop a production budget plan.
AAI 3. Finance: Explain the key components of financial management of a company.
8. Select the proper composition and pacing (for programs, commercials, etc.).
9. Demonstrate, distinguish and apply graphic techniques (for programs, commercials, etc.).
AAI 5. Underlying Principles of Technology: Explain through discussion the technological systems used within this industry.
10. Explain why planning is important to a business.
AAI 1. Planning: Explain the key elements of a long-term plan for a successful company.
11. Demonstrate and apply management skills in directing a crew.

Understand the main roles and responsibilities in TV production

12. Explain and demonstrate the role of a video switcher (selecting and implementing desired video effects and sources).
13. Explain and demonstrate video/audio routing (sending chosen video and audio signals from origin to desired equipment).
14. Explain the role of a producer (responsible for the concept and organization and daily workflow of a program/commercial, etc.).
15. Explain and illustrate script writing (writing of all audio and video elements in a program/commercial, etc. in standard industry format).
16. Explain the process of story boarding and create a graphic representation of a scene within a program or commercial with related audio (announcer/sound effects/etc.).
17. Explain and demonstrate the skills for announcing (recording of voice-over announcement, including the proper levels, duration, and modulation, within industry standards).

Understand safe workplace practices and the use of tools, materials, and equipment of the media production industry

18. Analyze, discriminate and choose the proper media form for project.
19. Interpret and apply industry terminology.

Understand the fundamental concepts of Entrepreneurship

20. Discuss and assess venture creation possibilities and identify the steps in planning the venture.
AAI 2. Management: Discuss the different forms of management and ownership within this industry.
21. Identify the resources needed for venture startup and operation.
22. Discuss the options in planning the venture's future (growth, development, demise).
AAI 6. Labor Issues: Explain the employees' and employers' rights and responsibilities in this industry.
AAI 7. Community Issues: Discuss the ways a company can impact its community and the ways a community can impact a company.

23. Identify and discuss the traits and behaviors of an entrepreneur (leadership, personal assessment, personal management).

Understand the importance of personal growth, leadership and career success

24. Demonstrate personal growth, community leadership, democratic principles and social responsibility by participating in activities/events offered through student organizations.

Understand the key concepts associated with high performance/employability skills (SCANS)

25. Decision-Making & Problem-Solving: Demonstrate and apply good decision-making and problem-solving skills by outlining issues in situations/problems and determining, collecting, and organizing information needed in order to formulate a solution.
26. Self –Management: Demonstrate and apply self-management skills by adhering to regulations, being responsible, and following through on commitments.
AAI 9. Personal Work Habits: Explain the work habits an employer looks for in an employee in this industry.
27. Communication Skills: Demonstrate and apply effective communication skills: verbal, written, visual, and listening.
28. Ability to Work with Others: Demonstrate and apply the necessary skills in order to work effectively with others.
29. Information Use - Research, Analysis, Technology: Demonstrate and apply the use of information through research, analysis, and technology.
30. Mathematical Concepts: Demonstrate mathematical and computation skills as applied to real world situations.
31. General Safety: Demonstrate and apply safe practices and procedures in the workplace.
AAI 8. Health, Safety, and Environment: Explain the health and safety laws and practices affecting the employee, the surrounding community, and the environment in this industry.
32. Career Development: Demonstrate personal/career development skills by completing a career plan.