

Student's Name/Initials

/

Date

Teacher's Initials

Date

Media Technology 1 and 2

Course Codes 6124 and 6125

DIRECTIONS:

Evaluate the student using the applicable rating scales below and check the appropriate box to indicate the degree of competency. The ratings 3, 2, 1, and N are not intended to represent the traditional school grading system of A, B, C, and D. The description associated with each of the ratings focuses on the level of student performance or cognition for each of the competencies listed below.

PERFORMANCE RATING

- 3 - Skilled--can perform task independently with no supervision
 2 - Moderately skilled--can perform task completely with limited supervision
 1 - Limitedly skilled--requires instruction and close supervision
 N - No exposure--has no experience or knowledge of this task

COGNITIVE RATING

- 3 - Knowledgeable--can apply the concept to solve problems
 2 - Moderately knowledgeable--understands the concept
 1 - Limited knowledge--requires additional instruction
 N - No exposure--has not received instruction in this area

A. MAINTAINING HEALTH AND SAFETY

3 2 1 N

- ___ ___ ___ 1. Identify and apply Occupational Safety and Health Administration (OSHA) and other health and safety regulations that apply to specific tasks and jobs in media technology.
- ___ ___ ___ 2. Identify and apply Right-to-Know (Hazard Communication Policy) and other communicative regulations that apply to specific tasks and jobs in media technology.
- ___ ___ ___ 3. Set a ladder safely and use it both with and without equipment.
- ___ ___ ___ 4. Illustrate appropriate, safe body mechanics, including proper lifting techniques and ergonomics.
- ___ ___ ___ 5. Demonstrate the safe use, storage, and maintenance of equipment in the lab, studio, and classroom.
- ___ ___ ___ 6. Describe safety practices and procedures to be followed when working with and around electricity.
- ___ ___ ___ 7. Explain how to properly remove and replace lamps.
- ___ ___ ___ 8. Identify and demonstrate emergency procedures, precautions, and response procedures.

B. DEMONSTRATING PRE-PRODUCTION PRACTICES

3 2 1 N

- ___ ___ ___ 1. Define relevant media technology production nomenclature.
- ___ ___ ___ 2. Differentiate among the various forms of writing and reporting including, but not limited to news, feature, opinion, and sports.
- ___ ___ ___ 3. Explain the differences between ENG, EFP, and studio productions.
- ___ ___ ___ 4. Explain characteristics of newsworthiness.
- ___ ___ ___ 5. Analyze the objective of production activities.
- ___ ___ ___ 6. Describe duties of production personnel.
- ___ ___ ___ 7. Write a production treatment/plan for various types of programs.
- ___ ___ ___ 8. Write a production script.
- ___ ___ ___ 9. List practices used to schedule project workflow and create a production schedule.
- ___ ___ ___ 10. Share the importance of obtaining approval/sign off.
- ___ ___ ___ 11. Research a show topic.
- ___ ___ ___ 12. Write a video production script/storyboard.
- ___ ___ ___ 13. Identify basic audio-video connectors and cables and their uses.
- ___ ___ ___ 14. Design lighting requirements for a planned production.
- ___ ___ ___ 15. Identify various types of microphones, pick-up patterns, and applications.

3 2 1 N

- ___ ___ ___ 16. Explain the importance of nat sound in a news story.
- ___ ___ ___ 17. Explain the importance of shooting for the edit.
- ___ ___ ___ 18. Explain the importance of continuity.
- ___ ___ ___ 19. State the purpose of control track and time code.

C. DEMONSTRATING PRODUCTION PRACTICES

3 2 1 N

- ___ ___ ___ 1. Manage crew and cast required for an audio-video production.
- ___ ___ ___ 2. Monitor, review, and adjust a production schedule.
- ___ ___ ___ 3. Define depth of field and its relationship to amount of available light, filter selection, and aperture.
- ___ ___ ___ 4. Identify parts of and operate a TV camera.
- ___ ___ ___ 5. Adjust a camera, including setting gain, filters, aperture, focus, and white balance.
- ___ ___ ___ 6. Demonstrate movements of a TV camera.
- ___ ___ ___ 7. Compose shots following basic composition guidelines (rule of thirds, lead/talk space, framing, etc.).
- ___ ___ ___ 8. Follow a moving subject while keeping the subject properly framed.
- ___ ___ ___ 9. Explain overscan and safe areas.
- ___ ___ ___ 10. Plan studio setup.
- ___ ___ ___ 11. Record audio using audio devices, including recorders and mixers.

3 2 1 N

- ___ ___ ___ 12. Demonstrate proper use and placement of microphones.
- ___ ___ ___ 13. Select between different inputs using a production switcher.
- ___ ___ ___ 14. Speak in front of a camera using a microphone.
- ___ ___ ___ 15. Interview a subject, both on-camera and off-camera, to get information about a chosen subject.
- ___ ___ ___ 16. Narrate a script over footage using proper vocal techniques.
- ___ ___ ___ 17. Shoot/record a production script.
- ___ ___ ___ 18. Demonstrate best practices used to label and log raw footage.
- ___ ___ ___ 19. Edit video, including b-roll, VO, SOTs, and nat sound.
- ___ ___ ___ 20. Properly roll and store cable.

D. DEMONSTRATING POST-PRODUCTION PRACTICES

3 2 1 N

- ___ ___ ___ 1. Identify basic functions and resources for editing audio and video productions.
- ___ ___ ___ 2. Capture and edit footage with audio/video editing software.
- ___ ___ ___ 3. Add text to video footage.
- ___ ___ ___ 4. Define "jump cuts" and list strategies to avoid them in shooting and editing.
- ___ ___ ___ 5. Describe procedures that prepare products for publishing/distribution.
- ___ ___ ___ 6. List criteria upon which to analyze and critique a product.
- ___ ___ ___ 7. Demonstrate techniques of non-linear editing.
- ___ ___ ___ 8. Add narration, music, and sound effects.
- ___ ___ ___ 9. Define codec and file formats, and give common uses of each.

E. UNDERSTANDING EMPLOYABILITY IN THE MEDIA TECHNOLOGY FIELD

3 2 1 N

- ___ ___ ___ 1. Evaluate media technology industries, organizations, and careers based on multiple sources of research and information.
- ___ ___ ___ 2. Assess interest areas to determine potential career pathways, including career ladders.

3 2 1 N

- ___ ___ ___ 3. Demonstrate employability skills needed to get and keep a job.
- ___ ___ ___ 4. State the entry-level requirements for television-related careers.
- ___ ___ ___ 5. Identify sources of information on television careers.
- ___ ___ ___ 6. Describe the roles of advertising and sales in the radio and television industries.
- ___ ___ ___ 7. Demonstrate the skills used when meeting with clients.
- ___ ___ ___ 8. Demonstrate project management skills to estimate costs and establish a budget.
- ___ ___ ___ 9. Explain project-based client management and chain of command.

F. APPLYING LEGAL REQUIREMENTS AND ETHICAL CONSIDERATIONS TO BUSINESS PRACTICES AND DECISIONS

3 2 1 N

- ___ ___ ___ 1. Identify laws that regulate businesses and organizations in media technology.
- ___ ___ ___ 2. Discuss the evolving nature of copyright and trademark laws.
- ___ ___ ___ 3. Discuss copyright infringement and fair use exemptions.
- ___ ___ ___ 4. Define ethical business practices in media technology.
- ___ ___ ___ 5. Describe the role of integrity in various forms of broadcast and media.
- ___ ___ ___ 6. Describe the intent of the term "public trust" as it pertains to a radio or television business.
- ___ ___ ___ 7. Describe the influence of government regulations on media.
- ___ ___ ___ 8. Demonstrate an understanding of bias in the media.

G. ANALYZING THE HISTORY AND EVOLUTION OF MEDIA TECHNOLOGY IN THE ARTS AND IN SOCIETY

3 2 1 N

- ___ ___ ___ 1. Identify positive and negative impacts of the arts on current society.
- ___ ___ ___ 2. Identify key factors that have impacted the evolution of the arts, communications, and audio/video technologies.

3 2 1 N

- ___ ___ ___ 3. Identify key local and national issues for arts and communications technologies.
- ___ ___ ___ 4. Predict future trends related to media technology.