

KCKPS CTE CURRICULUM PACING GUIDE

AUDIO/VIDEO PRODUCTION FUNDAMENTALS

KSDE Course Code	30103G0.501115GGF	KSDE Course Name	Audio/Video Production Fundamentals
CIP Code	09.0702	KSDE Pathway	Digital Media
Infinite Campus Course Numbers	13103019S & 13103019Q		
Prerequisites	Computer Applications, Digital Media Technology		
Courses That Follow	Video Production, Digital Media Design & Production		
Buildings Offered	F. L. Schlagle, Sumner, Washington, Wyandotte,		

KCKPS Course Description

Audio Video Production Fundamentals provides a basic understanding of producing video for a variety of uses. Topics include equipment and techniques used to develop a quality A/V product. Students will also analyze the pre-production, production and post-production process.

Kansas Department of Education Course Competencies

[Link to Career Cluster on KSDE](#)

This course utilizes the approved competencies provided on the KSDE website. The competencies identified by KSDE provide the foundation for what students should know and/or be able to do by the end of the course.

Common District Summative Assessment

Precision Exam: Digital Media 1B

Description of Exam: Digital Media is the process of analyzing, designing and developing interactive media. Digital Media I is the firstyear digital media course where students will create and learn digital media applications while using elements of text, graphics, animation, sound, video, and digital imaging for various formats. These abilities will prepare students for entry-level multimedia positions and provide fundamental 21st Century Learning skills beneficial for other occupational/educational endeavors.

Standards: https://www.precisionexams.com/kansas/files/standards-pdfs/ks_811.pdf

PACING GUIDE AT A GLANCE

Unit	Unit Name	Length
1	History of film/How to video project	6 weeks
2	Equipment/documentary film	6 weeks
3	Production/Broadcast journalism	4 weeks
4	Create Digital Portfolio	2 weeks

SOFTWARE SKILLS

Students will be learning to use the following software applications in this course: Adobe Premier, Garage Band, iMovie, and Final Cut.

KSDE COURSE COMPETENCIES

Competency	Unit Taught
1.1.1 Analyze various careers in audio and video production (e.g. producers, directors, reporters, videographers/photographers, anchors).	1
1.2.1 Explain the evolution of audio and video production.	1
1.2.2 Describe how changing technology is impacting the audio and video industries (i.e. wireless systems, high definition production).	2
1.2.3 Analyze the role of the producer (including scheduling, personnel and tracking progress), director (including knowledge of story structure, script analysis, relationship to the production team and crew members), reporters, photographers/videographers and anchors.	3
1.2.4 Define common audio and video production terminology and acronyms (including AVI, MPEG, JPEG and TIFF).	2
1.2.5 Explore the equipment, software (e.g. Flash, Avid, Final Cut Pro, mobile video platforms) and tools needed in audio and video production (including the variety/features, expense, basic care).	2
1.2.6 Identify types of microphones and how to use them in audio video presentations (including pick up patterns, use of lapel vs. stick mic., and mult. box).	2

1.2.7 Distinguish between analogue and digital audio and video formats.	2
1.2.8 Describe how audio is synchronized with other audio or video.	2
1.2.9 Write audio scripts for various types of programs (including key elements, short audio scripts).	1
1.2.10 Identify various types of audio and visual approaches that convey information or create an emotional impact (including use of music).	3
1.2.11 Analyze music licensing (including performance licensing and synchronization rights, copyright vs. free-use).	1
1.2.12 Understand the interview process.	3
1.2.13 Explore the lighting requirements of a variety of productions (including types and placement of fixtures).	2
1.2.14 Understand video formats (including Mini DV, digital cards, non-linear memory devices and HD).	1
1.2.15 Describe non-linear editing and editing skills related to various delivery requirements.	2
1.2.16 Analyze the electrical requirements of audio video equipment.	1
1.2.17 Analyze video production techniques and use of a switcher (e.g. switching video input from one camera or studio to another and/or from video to live programming).	3
1.2.18 Demonstrate video camera operations (including how to frame and maintain picture composition, focusing and adjusting images, performing pans and zooms).	1
1.2.19 Demonstrate how to set up a basic production studio (e.g. location of production, pulling and securing cables, audio and/or sound set up, lighting placement, meeting electrical needs).	3
1.2.20 Identify potential production problems and solutions (including checking for audio video transmission, sound quality and volume).	1
1.2.21 Produce a story using video (including writing the script, shooting the video and editing to make it fluid and seamless).	3, 4

UNIT 1

History of Film/How to Video

6 Weeks

Unit Overview

Discussing the history of film and experimenting with a quick easy production to get comfortable with equipment and a rough process.

Unit Competencies

- 1.2.9 Write audio scripts for various types of programs (including key elements, short audio scripts).
- 1.2.11 Analyze music licensing (including performance licensing and synchronization rights, copyright vs. free-use).
- 1.2.14 Understand video formats (including Mini DV, digital cards, non-linear memory devices and HD).
- 1.2.16 Analyze the electrical requirements of audio video equipment.
- 1.2.18 Demonstrate video camera operations (including how to frame and maintain picture composition, focusing and adjusting images, performing pans and zooms).
- 1.2.20 Identify potential production problems and solutions (including checking for audio video transmission, sound quality and volume).

Unit Resources

Primary Resources

- Youtube History of Cinema and other examples of the early days of film.
- Cameras
- Laptop
- Internet connection
- iMovie

Supplemental Resources

- Past student created films

Unit Vocabulary

Scripts, Lighting, Cameras (and the parts), Mpeg, AVI, JPG, TIFF, Analog, Digital, MiniDV, Memory Cards, Linear editing, Non-Linear Editing, Shoot Schedules, Production, Pre-production, Post-production, Mics, Composition, Focusing, Pans, Zooms, Shots (multiple types), Copyright, Storyboards

UNIT 2

Equipment/Documentary Film

6 Weeks

Unit Overview

Understanding the proper use of the equipment to achieve a look and feel to your project and how it can affect your film project.

Unit Competencies

- 1.2.2 Describe how changing technology is impacting the audio and video industries (i.e. wireless systems, high definition production).
- 1.2.4 Define common audio and video production terminology and acronyms (including AVI, MPEG, JPEG and TIFF).
- 1.2.5 Explore the equipment, software (e.g. Flash, Avid, Final Cut Pro, mobile video platforms) and tools needed in audio and video production (including the variety/features, expense, basic care).
- 1.2.6 Identify types of microphones and how to use them in audio video presentations (including pick up patterns, use of lapel vs. stick mic., and mult. box).
- 1.2.7 Distinguish between analogue and digital audio and video formats.
- 1.2.8 Describe how audio is synchronized with other audio or video.
- 1.2.13 Explore the lighting requirements of a variety of productions (including types and placement of fixtures).
- 1.2.15 Describe non-linear editing and editing skills related to various delivery requirements.

Unit Resources

Primary Resources

- Cameras
- Laptop
- Internet connection
- iMovie

Supplemental Resources

- Past student created films

Unit Vocabulary

UNIT 3

Production/Broadcast Journalism

6 Weeks

Unit Overview

Using the 3 phases of production to produce and news broadcast for display on Internet platforms.

Unit Competencies

- 1.2.3 Analyze the role of the producer (including scheduling, personnel and tracking progress), director (including knowledge of story structure, script analysis, relationship to the production team and crew members), reporters, photographers/videographers and anchors.
- 1.2.10 Identify various types of audio and visual approaches that convey information or create an emotional impact (including use of music).
- 1.2.12 Understand the interview process.
- 1.2.17 Analyze video production techniques and use of a switcher (e.g. switching video input from one camera or studio to another and/or from video to live programming).
- 1.2.19 Demonstrate how to set up a basic production studio (e.g. location of production, pulling and securing cables, audio and/or sound set up, lighting placement, meeting electrical needs).
- 1.2.21 Produce a story using video (including writing the script, shooting the video and editing to make it fluid and seamless).

Unit Resources

Primary Resources

- Cameras
- Laptop
- Internet connection
- iMovie

Supplemental Resources

- Past student created films

Unit Vocabulary

UNIT 4

Create a Digital Portfolio

2 Weeks

Unit Overview

Students will use their skills to create a digital portfolio.

Unit Competencies

- 1.2.21 Produce a story using video (including writing the script, shooting the video and editing to make it fluid and seamless).

Unit Resources

Primary Resources

- Cameras
- Laptop
- Internet connection
- iMovie

Supplemental Resources

- Past student created films

Unit Vocabulary