

Instructional Framework

Film and TV Production

50.0602.00



This Instructional Framework identifies, explains, and expands the content of the standards/measurement criteria, and, as well, guides the development of multiple-choice items for the Technical Skills Assessment. This document corresponds with the Technical Standards endorsed on May 1, 2019.

Domain 1: Production Skills	
Instructional Time: 70-80%	
STANDARD 7.0 ANALYZE EQUIPMENT, TOOLS, AND TECHNOLOGIES	
7.1 Explain the function of industry standard audio equipment and accessories (i.e., microphones, mixing boards, cabling, XLRs, etc.)	<ul style="list-style-type: none">• Microphone types• Polar pattern• Mixing boards• Phantom power• Cabling• XLR• ¼"
7.2 Distinguish among industry standard lighting equipment and accessories for the task (i.e., internal, external, three-point lighting, tungsten, fluorescent, LED, light stands, filters, diffusers, gels, barndoors, etc.)	<ul style="list-style-type: none">• Internal (interior) lighting setup• External (outdoor) lighting setup• Three-point lighting• Tungsten• Fluorescent• Led• Light stand• Diffuser• Gels• Barndoors• Bounce boards/reflectors• C-stand• Light stand• Lighting cookies/gobos
7.3 Differentiate among types and uses of digital cameras, equipment, and accessories (e.g., tripod, monopod, DSLRs, smartphones, and studio vs. ENG)	<ul style="list-style-type: none">• Studio camera• ENG camera• DSLR• Tripod/monopod

	<ul style="list-style-type: none"> • Fluid head/friction head • Steadicam • Gimbal/stabilizer
7.4 Identify industry standard audio editing software to meet requirements of final product (i.e., Adobe Audition CC, Audacity, Avid Pro Tools, Apple Logic Pro X, GarageBand, etc.)	<ul style="list-style-type: none"> • Adobe audition cc • Audacity • Avid pro tools • Apple logic pro x • Garageband
7.5 Identify industry standard video editing software to meet requirements of final product (i.e., AVID, Final Cut Pro X, Adobe Premiere Pro, MAGIX Video Pro X, Hitfilm Pro, etc.)	<ul style="list-style-type: none"> • AVID • Final cut pro x • Adobe premiere pro cc • Magix video x • Hitfilm pro • Nonlinear editor (NLE)
7.6 Identify industry standard cabling, assembly, and connection types (i.e., microphone, speaker, lighting, video, rigging, multiwire, adaptors, extensions, connectors, etc.)	<ul style="list-style-type: none"> • Microphone (polar pattern) • Speaker • Lighting • Rigging • Multiwire • Adaptors • Extensions • Patch bay • Connectors (barrel...) • HDMI • USB types (A, B, C, 2.0, 3.0) • SDI • Male/female • BNC • RCA • Coaxial • VGA • DVI
7.7 Describe proper cable management techniques (e.g., over-under method, tape down cables, and cable deployment)	<ul style="list-style-type: none"> • Sandbags • Coiling (over-under) • Taping down cables

7.8 Describe industry standard grip and gaffing equipment (i.e., lighting and electrical supplies, rigging supplies and hardware, specialty tapes, etc.)	<ul style="list-style-type: none"> • Gaffer's tape (gaff) • Spike tape • Lighting grid
7.9 Demonstrate proper use, maintenance, and care of all equipment and tools	<ul style="list-style-type: none"> • Cable wrapping • Equipment storage
STANDARD 8.0 PERFORM PRE-PRODUCTION TASKS	
8.1 Propose a project to include project needs, purpose, target audience, delivery method, logistics, budget and scheduled)	<ul style="list-style-type: none"> • Brainstorm • Log line • Treatment (film) • Proposal • Pitch
8.2 Present a proposal based on project scope (i.e., budget, schedule, logistical requirements, etc.)	<ul style="list-style-type: none"> • Itemized budget • Schedule • Logistical requirements
8.3 Secure equipment based on project needs	<ul style="list-style-type: none"> • Checklist
8.4 Secure locations (i.e., reference photographs and video, lighting and sound, power requirements, etc.)	<ul style="list-style-type: none"> • Permits • Reference photographs and video • Lighting and sound • Power requirements
8.5 Identify required permissions and permits needed to film on private and public properties	<ul style="list-style-type: none"> • Permits
8.6 Assemble cast and crew according to project needs	<ul style="list-style-type: none"> • Releases
8.7 Discuss industry-standard forms (i.e., contracts, release forms, production forms, production insurance forms, etc.)	<ul style="list-style-type: none"> • Contracts • Release forms • Production forms • Production insurance form • Call sheets
8.8 Write properly formatted script for a reliable schedule and budget (i.e., font and size, margins, spacing, CAPS vs. no CAPS, scene description, location headings, character headings, dialogue, etc.)	<ul style="list-style-type: none"> • Font and size • Margins • Spacing • Caps/no caps • Scene description

	<ul style="list-style-type: none"> • Location headings • Character headings • Dialogue • T-form script (2-column)
8.9 Create properly formatted storyboard and shot list for each scene (i.e., mark up screenplay, determine aspect ratio, sketch subjects, draw background, arrows for motion, camera movement, shot numbers, etc.)	<ul style="list-style-type: none"> • Mark up • Screen play • Determine aspect ratio • Draw background • Arrows for motion • Camera movement • Shot numbers
STANDARD 9.0 PERFORM PRODUCTION TASKS	
9.1 Describe how to work with talent (e.g., rehearsing, blocking, lighting, modifying, directing, and shooting)	<ul style="list-style-type: none"> • 10 Second “Sandwich”/Handles • Production schedule - page rehearsal/blocking • Tech rehearsal • Rehearsing • Blocking • Lighting • Modifying • Directing • Shooting
9.2 Perform the duties of Director (e.g., disseminate commands and information to cast and crew, and execute creative vision)	<ul style="list-style-type: none"> • Standard set protocol <ul style="list-style-type: none"> ◦ “Quiet on set” ◦ “Action” • Floor director cues • Project manager
9.3 Perform the duties of each production role (i.e., camera operator, sound operator, grip, gaffer, on-air talent, etc.)	<ul style="list-style-type: none"> • Producer • Director • Camera operator • Sound operator • Grip • Gaffer • On air talent (performer or reporter) • Technical director

9.4 Demonstrate basic lighting techniques (i.e., three-point, natural, artificial, reflectors, etc.)	<ul style="list-style-type: none"> • Three-point • Natural • Artificial • Reflectors
9.5 Employ appropriate audio recording method for the project	<ul style="list-style-type: none"> • Sound mixing • Natural sound • Scoring • Sound effects • Audio capture devices
9.6 Reflect, revise, and refine pre-production decisions as needed	<ul style="list-style-type: none"> • Problem solving • Critical thinking
STANDARD 10.0 PERFORM POST-PRODUCTION TASKS	
10.1 Import and organize media to create an efficient workflow (i.e., assemble, review, share, etc.)	<ul style="list-style-type: none"> • Assemble • Review • Share • File management <ul style="list-style-type: none"> ◦ Folder/subfolder ◦ Filenames • Import • Download • Capture • SD Card • Share: <ul style="list-style-type: none"> ◦ Server/cloud storage
10.2 Determine if footage meets pre-production storyline goals	<ul style="list-style-type: none"> • Checklist • Refer to shotlist/storyboard • Screening • Continuity • Logging • Rough cut • Target audience • Client
10.3 Create a cohesive rough cut	<ul style="list-style-type: none"> • Refer to script/shotlist/storyboard • Handles

<p>10.4 Describe how to perform editing techniques using industry standard software (e.g., cuts, trims, color correction, cropping, audio leveling, key framing, chroma key, transitions, compositing, continuity, and fades)</p>	<ul style="list-style-type: none"> • Chroma key • J cut • L cut • Cut • Color correction • Cropping • Audio leveling • Key framing • Transitions • Compositing • Continuity • Short cuts • Fades
<p>10.5 Utilize proper safe zone area and aspect ratios for product delivery</p>	<ul style="list-style-type: none"> • Action safe zone • Title safe zone • 16x9
<p>10.6 Implement legal and appropriate audio into project</p>	<ul style="list-style-type: none"> • Royalty free music
<p>10.7 Convey artistic expression and sensation of story in a soundscape [e.g., Foley, Audio Dialogue Replacement (ADR), sound effects, soundtrack, room tone, NAT sound, and voiceover]</p>	<ul style="list-style-type: none"> • NAT sound • Sound effects • Soundtrack • Room tone • Voiceover • Audio dialogue replacement (ADR)
<p>10.8 Apply timing and pacing techniques to story timeline</p>	<ul style="list-style-type: none"> • Markers
<p>10.9 Determine effective titles, text, and graphics</p>	<ul style="list-style-type: none"> • Safe zone • Size • Purpose • Read time • Typography choices
<p>10.10 Revise a project based on feedback</p>	<ul style="list-style-type: none"> • Screening • Focus group • Client • Target audience

10.11 Discuss Compression Decompression Algorithms (CODECs) for quality digital and video file formats	<ul style="list-style-type: none"> • H.264 • Apple ProRes • .mp4 • .avi • .mov • .mpeg2
10.12 Render product for distribution	<ul style="list-style-type: none"> • Export • Share • Compression • Upload • Archival techniques

Domain 2: Story Development and Delivery

Instructional Time: 15-25%

STANDARD 4.0 DEVELOP A STORY AND SCRIPT

4.1 Explain the main types of writing styles (e.g., expository, descriptive, persuasive, and narrative)	<ul style="list-style-type: none"> • Expository • Descriptive • Persuasive • Narrative
4.2 Differentiate among types of conflict (e.g., person vs. self; person vs. person; person vs. environment)	<ul style="list-style-type: none"> • Person vs self • Person vs person • Person vs environment
4.3 Develop a story idea (i.e., beginning, middle, and end; character development; story arc; etc.)	<ul style="list-style-type: none"> • Genre • Story arc • character development • 3 act structure: beginning, middle, and end <ul style="list-style-type: none"> ◦ Exposition, conflict, rising action, climax, resolution
4.4 Identify different types of script formats (i.e., news rundown, screenplay, T-form, etc.)	<ul style="list-style-type: none"> • News rundown • Screenplay • T-form

<p>4.5 Sequence a story outline in beat sheet format to include elements of writing (e.g., setting, characters, point of view, plot, conflict and resolution, and theme)</p>	<ul style="list-style-type: none"> • Storyboarding • Setting • Characters • Point of view • Plot • Conflict resolution • Theme
<p>4.6 Translate written story into a visual medium through composition and framing</p>	<ul style="list-style-type: none"> • Storyboard • Script
<p>STANDARD 5.0 APPLY CINEMATOGRAPHY TECHNIQUES</p>	
<p>5.1 Distinguish among primary and secondary visual sources (i.e., B-roll, lower thirds, character generators, etc.)</p>	<ul style="list-style-type: none"> • B-roll • Lower third • Character generator
<p>5.2 Apply compositional techniques with a camera (e.g., rule of thirds, leading lines, framing, balance, continuity, background, foreground, headroom, lead room, and depth of field)</p>	<ul style="list-style-type: none"> • Rule of thirds • Leading lines • Framing • Balance <ul style="list-style-type: none"> ◦ Symmetrical ◦ Asymmetrical • Continuity <ul style="list-style-type: none"> ◦ Visual ◦ For editing (same hand, same prop, same costume) ◦ Clear narrative storytelling • Conveying a sense of depth (visual perspective) <ul style="list-style-type: none"> ◦ Background ◦ Foreground ◦ Depth of field • Headroom • Lead room
<p>5.3 Investigate manual camera settings for creativity in photos (e.g., shutter speeds, ISO, aperture, color temperature, and frame rate)</p>	<ul style="list-style-type: none"> • Shutter speeds • ISO/Gain • Aperture/iris • White balance • Frame rate • Manual focus

<p>5.4 Convey the language of film with industry-standard shot types and angles (e.g., establishing long, wide, full, medium, close-up, extreme close-up, three-quarter, over-the-shoulder, two-shot, three-shot, group, insert, master, cutaway, bird's-eye, high angle, low angle, and Dutch angle,)</p>	<ul style="list-style-type: none"> • Establishing long, wide, full, medium • Close-up • Extreme close-up • Three-quarter • Over-the-shoulder • Two-shot • Three-shot • Group • Insert • Master • Cutaway • Bird's-eye • High angle • Low angle • Dutch angle • 180-degree rule • A-roll • B-roll • POV
<p>5.5 Generate emotional responses with industry standard dynamic shot types (i.e., dolly, dolly zoom, truck, tracking, rackfocus, jib, parallax, reverse angle, pan, tilt, zoom, etc.)</p>	<ul style="list-style-type: none"> • Dolly • Zoom • Dolly zoom • Truck • Tracking • Rack focus • Jib • Parallax • Reverse angle • Pan • Tilt • Zoom
<p>5.6 Utilize camera techniques for production according to project format requirements</p>	<ul style="list-style-type: none"> • Frame rate • Aspect ratio • Resolution
<p>STANDARD 11.0 DELIVER, MARKET, AND DISTRIBUTE VIDEO</p>	
<p>11.1 Determine packaging and formatting for the product</p>	<ul style="list-style-type: none"> • Digital

	<ul style="list-style-type: none"> • DVD/Blu-ray
11.2 Identify potential markets for the product	<ul style="list-style-type: none"> • Demographics • Views/ratings • Target audience • Box office
11.3 Evaluate effectiveness of product for multiple audiences	<ul style="list-style-type: none"> • Focus group • Audience engagement
11.4 Discuss potential marketing ideas and platforms (i.e., networking, conventional and unconventional media, etc.)	<ul style="list-style-type: none"> • Networking • Conventional • Unconventional media
11.5 Export film in line with project and marketing identity	<ul style="list-style-type: none"> • Screening

Domain 3: Media Industry and Professionalism

Instructional Time: 5-10%

STANDARD 1.0 ANALYZE THE COMMUNICATION MEDIA TECHNOLOGIES INDUSTRY ITS BUSINESS PRACTICES, AND ITS ROLE IN THE ECONOMY

1.1 Investigate the history and evolution of the Communication Media Technologies industry (i.e., technology, processes, production, etc.)	<ul style="list-style-type: none"> • Technology <ul style="list-style-type: none"> ◦ Black and white/color ◦ Film/digital ◦ SD, HD, UHD ◦ Recorded, live, streamed, on demand • Processes • Production
1.2 Examine the impact of social media and emerging technologies on the Communication Media Technologies industry	<ul style="list-style-type: none"> • Pros and cons of social media
1.3 Research the societal and economic impact of the Communication Media Technologies industry	<ul style="list-style-type: none"> • Inform • Education • Entertain
1.4 Examine the impact of the Communication Media Technologies Industry on marketing practices	<ul style="list-style-type: none"> • Social media impact • Streaming • DVR

1.5 Explain how diversity and inclusion are managed in the workplace to create a supportive culture	<ul style="list-style-type: none"> • Workplace norms
1.6 Define cultural diversity and the need for awareness and sensitivity in the workplace	<ul style="list-style-type: none"> • Cultural sensitivity • Multigenerational sensitivity
1.7 Explain the acceptance of multiculturalism in the workplace (i.e., treating impartially and fairly each ethnic group, etc.)	<ul style="list-style-type: none"> • Treating impartially and fairly each ethnic group
1.8 Analyze customer service practices appropriate to the Communication Media Technologies industry	<ul style="list-style-type: none"> • Respectful interactions • Clear communication skills • Project knowledge • Problem-solving skills • Positive attitude • Listening skills • Patience
1.9 Examine time management practices appropriate to the Communication Media Technologies industry	<ul style="list-style-type: none"> • Deadlines
1.10 Identify professions that comprise the Communication Media Technologies industry (i.e., animation, broadcasting, filmmaking, graphic design, illustration, music and audio productions, photography, printing, publishing, etc.)	<ul style="list-style-type: none"> • Animation • Broadcasting • Filmmaking • Graphic design • Illustration • Music and audio productions • Photography • Printing • Publishing
1.11 Comply with safety standards and regulations specific to OSHA	<ul style="list-style-type: none"> • OSHA
STANDARD 2.0 ANALYZE ETHICAL AND LEGAL ISSUES RELATED TO THE COMMUNICATION MEDIA TECHNOLOGIES INDUSTRY	
2.1 Distinguish among copyright, intellectual property, and proprietary rights	<ul style="list-style-type: none"> • Copyright • Intellectual property • Proprietary rights
2.2 Investigate copyright, intellectual property, proprietary rights, plagiarism, software licensure, and Creative Commons license Communication Media Technologies industry	<ul style="list-style-type: none"> • Copyright • Intellectual property • Trademark

	<ul style="list-style-type: none"> • Proprietary rights • Plagiarism • Licenses • Creative commons
2.3 Discuss consequences in violating copyright, privacy, and data security laws (i.e., monetary penalties, prison, injunctions, financial restitution, etc.)	<ul style="list-style-type: none"> • Monetary penalty • Cease and desist order • Prison • Injunction • Financial restitution
2.4 Explain fair use (i.e., authorships, credit lines, parody, news reporting, criticism and commentary, etc.)	<ul style="list-style-type: none"> • Authorships • Credit lines • Parody • News reporting • Criticism and commentary
2.5 Differentiate between legal and ethical standards as they apply to decision-making in the Communication Media Technologies industry	<ul style="list-style-type: none"> • Legal • Ethical • American Disabilities Act • Closed captioning
2.6 Explain libel, privacy, censorship, and first amendment rights	<ul style="list-style-type: none"> • Libel • Privacy • Censorship • 1st amendment • Fact-checking • Credible • Fair and balanced reporting
2.7 Discuss legalities and ethical uses with drones and helicopters (i.e., safety, privacy, regulation, etc.)	<ul style="list-style-type: none"> • Safety • Privacy • Regulation • FAA - registration • Licensing
STANDARD 3.0 ANALYZE FACTORS THAT CONTRIBUTE TO PERSONAL SUCCESS IN THE COMMUNICATION MEDIA TECHNOLOGIES INDUSTRY	
3.1 Employ written, verbal, and non-verbal communications that are appropriate to the target audience and situation	<ul style="list-style-type: none"> • Proofread written communication • Evaluate professionalism and professional language

	<ul style="list-style-type: none"> • Evaluate Target audience and appropriate tone • Active listening
3.2 Apply formatting, editing, and proofreading skills to all forms of writing	<ul style="list-style-type: none"> • Proofreading • Peer Review
3.3 Prepare and deliver a presentation using terminology standard to the Communication Media Technologies industry	<ul style="list-style-type: none"> • Industry terminology
3.4 Use interpersonal skills when communicating with colleagues, clients, and vendors (i.e., active listening, empathy, body language, openness, negotiation, problem-solving, conflict resolution, assertiveness, positive attitude, etc.)	<ul style="list-style-type: none"> • Active listening • Empathy • Body language • Openness • Negotiation • Problem-solving • Conflict resolution • Assertiveness • Positive attitude
3.5 Identify professional “dress for success” standards and practices for the Communication Media Technologies industry	<ul style="list-style-type: none"> • Company dress code • Business formal • Business professional • Business casual • Casual
3.6 Explain basic types of résumés and their use (e.g., chronological, functional, combination, targeted, and creative)	<ul style="list-style-type: none"> • Chronological • Functional • Combination • Targeted • Creative
3.7 Identify the basic parts of a résumé (e.g., contact/address section, objective, profile, career summary, experience section, education section, and reference section)	<ul style="list-style-type: none"> • Contact/address section • Objective • Profile • Career summary • Experience section • Education section • Reference section

<p>3.8 Explain considerations for résumé format (i.e., simple font; plenty of white space; personalize and customize to reflect your skills and abilities, etc.)</p>	<ul style="list-style-type: none"> • Simple font • Plenty of white space • Personalize • Customize to reflect your skills and abilities
<p>3.9 Define a professional portfolio (e.g., organized collection of relevant writing, graphics, and projects; artifacts showcasing talents and relevant skills; and summary of professional growth)</p>	<ul style="list-style-type: none"> • Organized Collection of Relevant Writing • Graphics • Projects • Artifacts showcasing talents and skills • Summary of professional growth
<p>3.10 Describe portfolio types serving different purposes (i.e., working portfolios, display portfolios, assessment portfolios, etc.)</p>	<ul style="list-style-type: none"> • Working portfolios • Display portfolios • Assessment portfolios
<p>3.11 Describe ways to build a professional portfolio [i.e., binder, digital (iPad), online portfolio, etc.]</p>	<ul style="list-style-type: none"> • Binder • Digital • Online portfolio
<p>STANDARD 6.0 DETERMINE THE ROLES AND RESPONSIBILITIES FOR CAST AND CREW</p>	
<p>6.1 Identify the hierarchy of the production crew (e.g., Executive Producer, Producer, and Director)</p>	<ul style="list-style-type: none"> • Executive producer • Producer • Director • Camera operator • Designer <ul style="list-style-type: none"> ◦ Set ◦ Lighting ◦ Costume ◦ Music and sound ◦ Graphic • Engineer <ul style="list-style-type: none"> ◦ Audio ◦ Video • Technical director • Gaffer • Grip • Freelance vs contract
<p>6.2 Define the duties and tasks of the production crew</p>	<ul style="list-style-type: none"> • Production tasks

<p>6.3 Identify the cast, or talent, in production (i.e., actors, singers, dancers, musicians, models, etc.)</p>	<ul style="list-style-type: none"> • Actors • Singers • Dancers • Musicians • Models
<p>6.4 Describe the responsibilities of the cast (i.e., create character before filming, create character's back story, research for screen performance, memorize lines, know the story, portray written character, etc.)</p>	<ul style="list-style-type: none"> • Create character before filming • Create character's back story • Research for screen performance • Memorize lines • Know the story • Portray written character
<p>6.5 Describe the vision of a project (i.e., end state, personal and team benefits, goals, action plan, etc.)</p>	<ul style="list-style-type: none"> • End state • Personal and team benefits • Goals • Action plan
<p>6.6 Establish production protocols (i.e., on-set, off-set, on-location, etc.)</p>	<ul style="list-style-type: none"> • On set • Off set • On location