KPBSD Cinematography Curriculum – 2017

(formerly Comm. Comm.)

Industry Standards

CCTC Standards for Arts, A/V Technology & Communications

1. Analyze the interdependence of the technical and artistic elements of various careers within the Arts, A/V Technology & Communications Career Cluster.
2. Analyze the importance of health, safety and environmental management systems, policies and procedures common in arts, audio/video technology and communications activities and facilities.
3. Analyze the lifestyle implications and physical demands required in the arts, audio/visual technology and communications workplace.
4. Analyze the legal and ethical responsibilities required in the arts, audio/visual technology and communications workplace.
5. Describe the career opportunities and means to achieve those opportunities in each of the Arts, A/V Technology & Communications Career Pathways.
6. Evaluate technological advancements and tools that are essential to occupations within the Arts, A/V Technology & Communications Career Cluster.

Transfer Goals

Students will be able to independently use their learning to…

- Demonstrate a basic working knowledge of various camera models, editing, and production techniques to produce meaningful quality work in a safe and ethical manner.
- Adapt to industry changes in the use of video technology.

Meaning

ENDURING UNDERSTANDINGS

Students will understand…

- The client makes an agreement that you will produce content that is entertaining.
- Good habits and great skills lead to strong career paths.
- Those with the most knowledge and experience are the most competitive in the job market.
- Physical and theoretical camera basics lead to better video.
- Certain cameras work better for specific jobs.
- Attention to format leads to more efficient work flow.
- That light is captured in different ways.
- Knowledge of multiple platforms is beneficial to all editors.
- Editing platforms share key principles.
- Practice on multiple platforms leads to adaptability and knowledge.
- Collecting good audio is an essential step in the creation of digital media.
- Professionals treat equipment with care and respect.

ESSENTIAL QUESTIONS

Students will keep considering…

- What makes content consumable?
- What habits do potential employers look for in prospective employees?
- Why is knowledge of changes in the industry important to understand the job?
- When using cameras, what information is valuable?
- How does format effect storage?
- How do we treat specific equipment and connections to lead to longevity of gear?
- What are the best means to capturing light/exposure?
- What are the differences between the most used editing platforms within the industry?
- What are the basics of the most used editing platforms within the industry?
- How do platforms compete and update in market competitiveness?
- How does acoustic sound work?
- How do we collect sound in the field?
- How should specific equipment be stored?
- What steps do we take when equipment is damaged or found damaged?
- What materials make a setting believable?

KPBSD Cinematography Curriculum – 2017

(formerly Comm. Comm.)

<table>
<tr><td rowspan="4">ALASKA STANDARDS ALIGNMENT:
Cinematography</td><td>• The physical space in the lens is the set; composition is the relationship between your subject and your set.
• Shot composition is a filter for understanding.
• Lighting is non-negotiable for every shot.
• That if you can wire a system, you understand the mechanics of your art.
• Thoughtful preparation leads to smooth operation.
• Live broadcasting involves orchestrating multiple cameras, audio, graphics, and playback feeds to produce one broadcast stream.
• Well-designed graphics are a necessary tool in broadcast newscast.
• A well designed graphic informs both implicitly and explicitly.</td><td>• How does a strong set look different through a lens than it does to our own eyes?
• What cable systems are used for video and audio?
• What common adapters are needed on multi-platform systems and how can we find them?
• How should we organize our workspace?
• What local, state, and federal regulations are in place for work space safety in studios?
• In what ways can media be organized to create the most effective broadcast?
• How is digital media broadcast and exported for viewing?
• What are the basics of good design for broadcast news graphics?
• How do graphics convey emotion?</td></tr>
<tr><td colspan="2">Acquisition</td></tr>
<tr><td>Students will know…
• Positive attributes of a successful professional.
• General knowledge of technology and workflow relationships.
• Differences in camera styles and purposes.
• Basic equipment care.
• The difference between SDI and HDMI.
• The best means for capturing light.
• ISO and what it does.
• The importance of white balance.
• Shared components of editing platforms.
• Define and compare the concepts of gain and volume.
• Various microphones have specific uses, strengths, and weaknesses.</td><td>Students will be skilled at…
• Articulating an original and entertaining idea for content.
• Identifying and explaining the differences in size and quality of different photo and video formats.
• Choosing appropriate formats for the project.
• Differentiating between abundance and dearth of light.
• Setting the appropriate shutter speed, ISO, and aperture.
• Utilizing upload, basic audio, and video cut features, and export processes on multiple editing platforms.
• Identifying sound techniques in film and video.
• Planning a recording for purposeful audio production.</td></tr>
</table>

	• Basic handling, care, and storage of equipment. • Rule of thirds and how it affects audience understanding. • Angles and position affect audience experience and emotion. • The purpose of different video and audio cables. • Multi-platform systems require common adapters. • Cord storage is essential to studio safety. • Local, state, and federal regulations in place for work space safety in studios. • Basic live broadcasting processes. • Proper tools change the experience of reality for the audience. • Proper tools to use for graphic design. • Multi-post edit platforms changes audience experience and the outcome of the broadcast. • Basic elements of design in graphics used in broadcast settings.	• Responsibly storing, handling, and maintaining equipment. • Using the rule of thirds when taking a shot. • Utilizing special awareness to design sets with surrounding materials. • Designing shots with the intent of creating emotional reactions in an audience. • Using proper cables and connections for video and audio. • Organizing equipment lists for smooth project workflow. • Researching and analyzing local, state, and federal employee and workplace safety guidelines and regulations. • Operating a standard video switch board. • Creating a script for the program that takes into account the dialog, audio, video shots, and graphics of the program. • Streaming or exporting live media to the web using a video service. • Creating well designed graphics for broadcasting.

Evidence

Evaluative Criteria	Assessment Evidence
SkillsUSA	Television Video Productions, Code D5.
Teacher made rubrics and industry check lists	Lab, Verbal presentations, scripts, storyboards, and video projects as assigned.

Resources

Professional Photographers of America for Certified Professional Photographer (PPA): http://www.ppa.com/files/pdfs/cpp%5Ftestspecs%5F1213.pdf
Common Technical Core Standards (CCTC): http://www.careertech.org/CCTC
Employability/ Career Readiness Standards (AECRS):
https://education.alaska.gov/tls/CTE/docs/curriculum/alaskaemployabilitystandards.pdf
All Aspects of Industry (AAOI): https://education.alaska.gov/tls/CTE/docs/curriculum/allaspectsofindustry.Pdf
ASD CTE curriculum website