

DISTRICT NAME: Kenai Peninsula School District

CTE Course Description and Standards Crosswalk

- The information on page 1 must be entered directly into the EED CTE Web Portal (log in at <https://www.eed.state.ak.us/tls/cte/perkins> with your district credentials)
- Then this entire form can be submitted by using the “Click here Provide Supporting Documentation” link on the Web Portal, or by emailing it to ctegrants@alaska.gov.

Basic CTE Course Information

Course Information	
Course Name	Commercial Communications II
Course Number	II865
Number of High School Credits	.5
Sequence or CTEPS (You must first have the Sequence or CTEPS name put into the system.)	Digital Arts
Occupational Standards	
Source of Occupational Standards	Alaska Content Standards, National Educational Technology Standards
Names/Numbers of Occupational Standards	Tech A4,D1,E5
Registration Information	
Course Description (brief paragraph – as shown in your student handbook or course list)	This course is designed to teach students advanced video camera operation and video editing. The students will apply their skills by videotaping, editing, rendering and producing DVD's of events that take place throughout the year. Examples of past productions have been the following: Christmas Choir, School Plays, Video Yearbooks, Graduation Highlight Videos, graduation ceremonies and daily announcements.
Instructional Topic Headings (please separate each heading by a semi-colon)	Advanced camcorder operation Computer enhanced video making Video/audio production Set building Advanced audio and video equipment operation Advanced editing techniques Careers and pathways related to commercial communication
Summative Assessments and Standards	
Technical Skills Assessment	Television Video Productions
Course addresses Alaska GLEs	Yes

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Course addresses Employability Standards	Yes
Course addresses Cultural Standards	Yes
Course addresses All Aspects of Industry (AAI)	Yes
Career & Technical Student Organization (CTSO)	
CTSO associated with this course	SkillsUSA
Tech Prep	
Current Tech Prep Articulation Agreement? (Y/N)	No
Postsecondary Institution Name	
Postsecondary Course Name	
Postsecondary Course Number	
# of Postsecondary Credits	

Additional CTE Course Information

Author	
Course developed by	Previous Curriculum Committee at KPBSD
Course adapted from	Previous Curriculum Committee at KPBSD
Date of last course revision	2011
Course Delivery Model	
Is the course brokered through another institution or agency? (Y/N)	No
Certificate, Credential, or License	
Industry-recognized skill certificate, credential, or state license that a student is eligible for upon successful completion of the course?	Television Video Productions, Code is D5
Issuing body/organization/agency	SkillsUSA

Standards Alignment

Student Performance Standards (Learner Outcomes or Knowledge & Skill Statements)	Specific Occupational Skills Standards	Alaska Reading, Writing, Math, & Science Standards	Alaska Employability Standards	Alaska Cultural Standards	All Aspects of Industry	Formative Assessment
1. Demonstrate advanced camcorder functions and operations.	Tech A4			C4	Technical	Demonstrate
3. Create video productions using differing tape formats and determine what types of filming promote the strengths of each format.	Tech D1		A2		Technical	Demonstrate
4. Be able to utilize advanced accessory equipment to aid in video production.	Tech A4				Technical	Demonstrate
5. Perform editing functions utilizing non-linear computer editing equipment.	Tech A4				Technical Production	Demonstrate
7. Perform advanced in-camera editing.	Tech A4				Technical	Demonstrate
8. Perform transitions from one scene to another that are logical and flow appropriately.	Tech D1				Technical	Demonstrate
9. Create scripts and storyboards that direct the production of the video and the activity that is being filmed.	Tech D1	E.A.5			Planning	Written
10. Assess the type of video being produced and format the production accordingly.	Tech A4				Production	Demonstrate
11. Use video and audio techniques to enhance the delivery of the production.	Tech D1				Production	Demonstrate
12. Control or establish the setting utilizing video/audio production techniques.	Tech A4				Technical	Demonstrate
13. Create a set that facilitates the type of production activity being performed.	Tech D1			D4	Planning	Demonstrate
14. Assess the appropriate microphone for the application and desired effect and placement on the set.	Tech D1				Technical	Demonstrate
15. Perform advanced special effects utilizing advanced editing and production techniques within the parameters set by the instructor.	Tech D1				Production	Demonstrate
16. Generate characters and titles appropriate for the type of video being produced.	Tech D1	E.A.5		B4	Production	Written Demonstrate
17. Analyze and demonstrate the physical characteristics of on air talent required to make an industry ready production segment	Tech D1			D4	Production	Demonstrate

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18. Critically assess the responsibilities of various creative and technical staff positions and evaluate the importance of each to the production.	Tech D1			D4	Production	Demonstrate
19. Demonstrate an understanding of different career fields associated with the film and audio industry.	Tech 35		B2	C4	Personal	Verbal

Instructional Resources

List the major instructional resources used for this course: (websites, textbooks, essential equipment, reference materials, supplies)

VideoMaker Magazine Annual Subscription: <http://www.videomaker.com/>

Sony Corporation: <http://www.sonycreativesoftware.com>

Adobe Premiere: <http://www.adobe.com/products/premiere.html>

B and H Video, Audio Photo: <http://www.bhphotovideo.com/>