

Career Technical Education (CTE) Course Outline

Course Title:	Video Production/2
Course Number:	70-85-70
Date:	July 2025
Industry Sector:	Arts, Media & Entertainment
Pathway:	Production & Managerial Arts
CBEDS Title:	Video Production
CBEDS Code:	5716
CalPADS	7244
Credits:	5

Hours:

Total
100

Course Description:

This competency-based course is one in a sequence of three courses designed for video production. It provides students with technical instruction and practical experience for aspiring **crew members** in the pre-production, production, and post-production stages of video production projects. Instruction includes an introduction, safety, industry background, technical training, story development, pre-production, production, post-production, employability skills and resume preparation. The competencies in this course are aligned with the California Common Core Standards and the California Career Technical Education Model Curriculum Standards.

Prerequisites:

Enrollment requires successful completion of the Video Production/1 (70-85-60) course.

NOTE:

For Perkins purposes this course has been designated as a **concentrator** course.

This course **cannot** be repeated once a student receives a Certificate of Completion.

A-G Approval	N/A
Methods of Instruction:	Lecture and discussion, multimedia presentations, visual aids, projects individualized instruction
Student Evaluation:	Summative: End of section assessments
Industry Certification:	N/A
Recommended Texts:	Stinson, J. and Clark, Amanda M. <u>Video: Digital Communication & Production, 5th Edition</u> . Goodheart-Willcox Co., Inc., 2023
Link to Resource Folder	https://bit.ly/videoprod2resources

COMPETENCY AREAS AND STATEMENTS	MINIMAL COMPETENCIES	STANDARDS
<p>A. INTRODUCTION</p> <p>Understand, apply, and evaluate classroom and workplace policies and procedures.</p> <p>(2 hours)</p>	<ol style="list-style-type: none"> Review the scope and purpose of the course. Review and demonstrate Schoology and basic computer skills. Review classroom/studio/video set policies, procedures, and methods of learning. Review the competency areas for the Video Production/1 course that focuses on the responsibilities of the assistants. Review how the following classes are sequenced: <ol style="list-style-type: none"> video production assistant (Video Production/1) video production crew member (Video Production/2) video production supervisor (Video Production/3) Review, identify, research, and draw conclusions about the different career paths, occupations, employment outlook, and career advancements in the Arts, Media, and Entertainment industry sector which have an impact on video production. Review the opportunities available for promoting gender equity and the representation of non-traditional populations in the Arts, Media, and Entertainment industry sector. Review and recognize the importance of customer-oriented service, ethics, teamwork, respecting individual and cultural differences and diversity in the workplace. 	<p>Career Ready Practice: 1, 2, 3, 4, 8, 9, 10, 11</p> <p>CTE Anchor: Academics: 1.0 Communications: 2.1, 2.3, 2.5 Career Planning & Management: 3.1, 3.2, 3.3, 3.4, 3.5, 3.9 Technology: 4.1, 4.2, 4.5 Ethics & Legal Responsibilities: 8.4, 8.5 Leadership & Teamwork: 9.2, 9.3, 9.6 Demonstration & Application: 11.1</p> <p>CTE Pathway: C3.1, C4.1, C4.3, C5.1</p>
<p>B. SAFETY</p> <p>Understand safety</p>	<ol style="list-style-type: none"> Review classroom and workplace first aid, emergency procedures, and accidents or injury prevention. 	<p>Career Ready Practice: 1, 2, 4, 5, 9, 10</p>

<p>procedures and techniques.</p> <p>(3 hours)</p>	<ol style="list-style-type: none"> Review the California Occupational Safety and Health Administration (Cal/OSHA) workplace requirements for video production sets to maintain a safe and healthy working environment. Review the use of the Safety Data Sheet (SDS) as it applies to the Arts, Media, and Entertainment industry sector. Work in teams to practice and demonstrate personal safety when lifting, bending, or moving equipment and supplies. Review how each of the following ensures a safe workplace: <ol style="list-style-type: none"> employees' rights as they apply to job safety employers' obligations as they apply to safety safety laws applying to video equipment and electrical tools Review and sign the LAUSD Responsible Use Policy (RUP). Pass the Safety Test with 100% accuracy. 	<p>CTE Anchor:</p> <p>Academics: 1.0</p> <p>Communications: 2.1, 2.3, 2.5, 2.6</p> <p>Technology: 4.2</p> <p>Problem Solving & Critical Thinking: 5.4</p> <p>Health & Safety: 6.1, 6.2, 6.3, 6.4, 6.5, 6.6, 6.7</p> <p>Leadership & Teamwork: 9.7</p> <p>Technical Knowledge & Skills: 10.1</p> <p>Demonstration & Application: 11.1</p> <p>CTE Pathway: C1.2, C1.3, C1.4</p>
<p>C. INDUSTRY BACKGROUND</p> <p>Understand, apply, and evaluate the different principles and techniques in video production as they relate to</p>	<ol style="list-style-type: none"> Review the following definitions: <ol style="list-style-type: none"> analog technology digital technology artificial intelligence technology Review the history of the video production industry in terms of: <ol style="list-style-type: none"> technological advances production developments Review the impact of emerging technologies on future employment in the video production industry. Review general policies and rules at studios and location video sets, including the following: 	<p>Career Ready Practice: 1, 2, 4</p> <p>CTE Anchor:</p> <p>Academics: 1.0</p> <p>Communications: 2.1, 2.3, 2.5</p> <p>Technology: 4.2</p>

<p>the duties and responsibilities of a video production crew member.</p>	<ol style="list-style-type: none"> a. security b. standard operating procedures (SOPs) 5. Discuss the importance of general rights and clearances regarding intellectual property, likenesses, etc. 6. Review each of the following organizational elements of production: <ol style="list-style-type: none"> a. development b. pre-production c. production d. post-production 7. Review the following definitions: <ol style="list-style-type: none"> a. field production b. studio production 8. Review the differences between: <ol style="list-style-type: none"> a. field production b. studio production 9. Review the list of members for the following teams: <ol style="list-style-type: none"> a. studio production b. field production 10. Review work responsibilities and responsibilities for the following teams: <ol style="list-style-type: none"> a. studio production b. field production 11. Review how a production team functions as a unit. 12. Review the importance of multi-tasking as a member of a video production team. 13. Review of how to set time schedules for a production. 14. Review compare and contrast the types of productions for the following definitions: <ol style="list-style-type: none"> a. a news story b. a Public Service Announcement (PSA) c. a commercial d. a music video e. a rehearsed dramatization (narrative video) f. a documentary g. event videography h. immersive media technologies (virtual reality, 360° video, etc.) 15. Review the different methods and categories of video production by its distinguishing characteristics for the following definitions: <ol style="list-style-type: none"> a. network broadcast b. commercials 	<p>Technical Knowledge & Skills: 10.1</p> <p>CTE Pathway: C2.1, C3.1, C4.1, C4.2, C4.3, C4.4, C5.1, 7.1</p>
---	--	--

(10 hours)	<ul style="list-style-type: none"> c. cable broadcast d. public access broadcast e. streaming video f. social media video g. corporate video h. governmental video i. event video j. video art k. narrative film <p>16. Review the basic elements involved in the digital media transmission process.</p> <p>17. Review the following definitions as they relate to digital media transmission:</p> <ul style="list-style-type: none"> a. analog signal b. digital signal c. standard definition digital d. high-definition digital e. ultra-high-definition digital f. online or streaming video g. broadcast video <p>18. Review of the Federal Communications Commission (FCC) regulations regarding:</p> <ul style="list-style-type: none"> a. licensing requirements for commercial broadcast and streaming b. licensing requirements for online video c. fairness doctrine d. equal time rule <p>19. Review the concept of <i>protection of source</i> in video journalism, documentary, and broadcasting.</p> <p>20. Review the general union practices in the Arts, Media, and Entertainment industry sector.</p> <p>21. Pass an industry background assessment with an 80% score or higher.</p>	
<p>D. TECHNICAL TRAINING</p> <p>Understand, apply, and evaluate the principles and techniques for a</p>	<p>1. Demonstrate how to use the following video production equipment:</p> <ul style="list-style-type: none"> a. camera b. camera accessories c. tripod d. camera support systems (dolly, jib, crane, stabilizer, etc.) e. dolly f. lighting and grip equipment 	<p>Career Ready Practice: 1, 2, 4, 5, 9, 10</p> <p>CTE Anchor: Academics: 1.0 Communications:</p>

<p>crew member's use of cameras and sound and lighting equipment.</p>	<ul style="list-style-type: none"> g. sound equipment h. cabling and connectors <ol style="list-style-type: none"> 2. Demonstrate knowledge of "film language" as it applies to the following: <ul style="list-style-type: none"> a. camera shots b. camera angles 3. Demonstrate the concept of composition in terms of headroom, lead room, and the rule-of-thirds. 4. Demonstrate the safe use of video equipment: <ul style="list-style-type: none"> a. in the field b. in the studio c. in the classroom 5. Review the use of the various video formats for acquiring images. 6. Demonstrate the different types of cameras that capture digital video. (e.g., mirrorless, cinema, camcorder, drone, etc.). 7. Review the functions of a digital video camera. 8. Review and demonstrate adjusting the white balance on a camera. 9. Review and demonstrate the procedures for: <ul style="list-style-type: none"> a. black balancing a camera b. Inserting color bars 10. Explain when to use auto focus vs. manual focus and demonstrate each technique. 11. Lead a team/crew in a demonstration of the proper use of a digital video camera in a studio or location setting. 12. Demonstrate the concept of the 180° rule. 13. Demonstrate a roll call used on the set. 14. Demonstrate the different recording media. 15. Review the various methods of exposure: <ul style="list-style-type: none"> a. International Standards organization (ISO) b. F-stop c. shutter speed d. lights 16. Review and demonstrate the standard three-point lighting technique with: <ul style="list-style-type: none"> a. key light b. fill light c. back light 17. Review various types and styles of lighting. 18. Define the purpose of a light meter. 19. Review and demonstrate, including safety practices, various types and styles of: 	<p>2.1, 2.3, 2.5</p> <p>Technology: 4.2, 4.3</p> <p>Problem Solving & Critical Thinking 5.1, 5.2, 5.3, 5.4</p> <p>Leadership & Teamwork: 9.7</p> <p>Technical Knowledge & Skills: 10.1</p> <p>Demonstration & Application: 11.1</p> <p>CTE Pathway: C1.2, C1.4, C3.1, C4.4</p>
---	---	---

(10 hours)	<ul style="list-style-type: none"> a. spot lighting instruments b. full lighting instruments c. light modifiers (screens, scrims, gels, etc.) <p>20. Demonstrate the manipulation of color temperature in film and video lighting.</p> <p>21. Demonstrate the tools included in a "lighting grip kit." (flags, reflectors, c-stands, etc.)</p> <p>22. Review the basic elements of audio recording involved in a video production.</p> <p>23. Works in teams to demonstrate the usage of the following:</p> <ul style="list-style-type: none"> a. microphones (mic) b. cardioid pick-up patterns c. directional pick-up patterns d. omni-directional pick-up patterns e. shotgun mics f. lavalier mics g. wireless audio systems h. microphone power sources i. basic recorders and mixers j. audio channels k. audio meters l. audio accessories (shock mount, boom pole, windscreen, etc.) m. headphone monitors <p>24. Operate different types of audio recorders and mixers.</p> <p>25. Record sound in various environments, including:</p> <ul style="list-style-type: none"> a. studio b. interior with light & heavy background noise c. exterior with light & heavy background noise <p>26. Explain the purpose of a field recorder/mixer vs. a studio post-production console.</p> <p>27. Pass a technical training assessment with an 80% score or higher.</p>	
<p>E. STORY DEVELOPMENT</p> <p>Understand, apply, and evaluate the basic principles</p>	<p>1. Review the principles of program/story development, including:</p> <ul style="list-style-type: none"> a. theme b. content c. intended audience d. length of program e. possible legal restrictions 	<p>Career Ready Practice:</p> <p>1, 2, 4, 5, 9</p> <p>CTE Anchor:</p> <p>Academics:</p> <p>1.0</p>

<p>and techniques for leading story development teams for both narrative and documentary videos.</p> <p>(12 hours)</p>	<ol style="list-style-type: none"> 2. Work in teams to apply brainstorming techniques in story development. 3. Review the differences between narrative and documentary video. 4. Discuss the various approaches when making a narrative vs. documentary. 5. Lead a team in the development and writing of a narrative script and/or a documentary treatment/outline. 6. Pass a story development assessment with an 80% score or higher. 	<p>Communications: 2.1, 2.3, 2.5</p> <p>Technology: 4.2</p> <p>Problem Solving & Critical Thinking 5.3</p> <p>Leadership & Teamwork: 9.7</p> <p>Technical Knowledge & Skills: 10.1</p> <p>CTE Pathway: C4.1</p>
<p>F. PRE-PRODUCTION</p> <p>Understand, apply, and evaluate the team leader's responsibilities in planning a digital video production.</p>	<ol style="list-style-type: none"> 1. Create a shot list for a digital video production to incorporate camera placement and efficiency of production. 2. Review components of a storyboard. 3. Create a simple storyboard. 4. Integrate the following into the preparation stage of making a video as needed: <ol style="list-style-type: none"> a. still images b. graphics c. additional assets (stock footage, digital backgrounds, etc.) 5. Work in teams to plan a digital video production to include the following: <ol style="list-style-type: none"> a. crew position b. talent c. schedules d. budgets e. research f. locations g. props h. equipment 	<p>Career Ready Practice: 1, 2, 4, 5, 9, 10</p> <p>CTE Anchor: Academics: 1.0</p> <p>Communications: 2.1, 2.3, 2.5</p> <p>Technology: 4.2</p> <p>Problem Solving & Critical Thinking 5.1</p> <p>Leadership & Teamwork: 9.7</p>

(12 hours)	<ol style="list-style-type: none"> 6. Create sample script formats for various types of productions. 7. Conceptualize and plan a production design to include: <ol style="list-style-type: none"> a. set design b. props c. hair and makeup 8. Pass a pre-production assessment with an 80% score or higher. 	<p>Technical Knowledge & Skills: 10.1 Demonstration & Application: 11.1</p> <p>CTE Pathway: C2.1, C2.2, C3.1, C4.1, C4.2, C4.3, C4.4, C4.5, C5.1, C5.2, C6.1, C6.2</p>
<p>G. PRODUCTION</p> <p>Understand, apply, and evaluate techniques and crew member's responsibilities in the studio and field production of news stories.</p>	<ol style="list-style-type: none"> 1. Define and discuss the various department supervisor's roles and responsibilities. 2. Participate as a crew member in a digital video production. 3. Run cables with safety in mind. 4. Set up a tripod or other camera support system. 5. Perform camera slate duties. 6. Script supervise a production including taking production notes and filling out camera logs. 7. Employ advanced mic placement techniques (e.g., hiding the mic). 8. Work in teams to create a production design to include: <ol style="list-style-type: none"> a. set design b. props c. hair and makeup 9. Block and rehearse talent to guide performance for a scripted video or, if making a documentary, conduct interviews using a treatment. 10. Work in teams to break down a set and return equipment to its proper place. 11. Review media industry standards-based rubrics to use as a guide for reviewing productions. 12. Pass a production assessment with an 80% score or higher. 	<p>Career Ready Practice: 1, 2, 4, 5, 9</p> <p>CTE Anchor: Academics: 1.0 Communications: 2.1, 2.3, 2.5 Technology: 4.2 Problem Solving & Critical Thinking 5.3 Leadership & Teamwork: 9.7 Technical Knowledge & Skills: 10.1, 10.3</p> <p>CTE Pathway:</p>

(16 hours)		C2.1, C2.3, C3.1, C4.1, C4.2, C4.3, C4.4
<p>H. POST-PRODUCTION</p> <p>Understand, apply, and evaluate techniques and crew members' responsibilities in the post-production stage of digital video production.</p>	<ol style="list-style-type: none"> 1. Review the entire video production process of: <ol style="list-style-type: none"> a. planning b. acquiring images c. transmitting the final product to various media d. manipulating images (editing) e. storing the final product 2. Review the following terms as it relates to video editing: <ol style="list-style-type: none"> a. data storage types b. digital media wrangling c. linear editing d. non-linear editing (NLE) e. continuity f. pacing g. composition h. transitions including cut, wipe, fade, dissolve, and jump cut i. assemble editing j. insert editing k. a-roll vs. b-roll l. color correction m. color grading n. basic visual effects o. titles, lower thirds, and subtitles p. multicamera editing 3. Review the following terms as it relates to audio editing: <ol style="list-style-type: none"> a. dialogue b. synchronous audio c. Automated Dialogue Replacement (ADR) d. voice-over e. sound effects f. "Foley" g. ambience h. music in video, including rights usage i. types of music used in video including score (non diegetic) and source (diegetic) j. restoring and/or sweetening soundtracks 	<p>Career Ready Practice: 1, 2, 4, 5, 9, 10</p> <p>CTE Anchor: Academics: 1.0 Communications: 2.1, 2.3, 2.5 Technology: 4.2, 4.3 Problem Solving & Critical Thinking: 5.1, 5.2, 5.3, 5.4 Leadership & Teamwork: 9.7 Technical Knowledge & Skills: 10.1, 10.3 Demonstration & Application: 11.1</p> <p>CTE Pathway: C4.3, C4.4,</p>

4. Edit video using NLE software.
5. Review the importance of each of the following basic elements of editing:
 - a. backing up footage
 - b. organizing footage
 - c. continuity
 - d. pacing
 - e. composition
 - f. artistic use of transitions
 - g. color correction
 - h. color grading
 - i. graphic design with titles
 - j. artistic mixing of audio tracks
6. Set up an editing project including importing/ logging/ backing up footage.
7. Practice invisible editing techniques (cutting an action, understanding the 180° rule, directing the viewer's eye, etc.).
8. Practice the nontraditional editing techniques used for artistic emphasis (jump cuts, breaking the 180° rule, etc.).
9. Review the differences between the various stages of a cut (assemble, rough, picture locked, etc.).
10. Perform various editing transitions (cut, wipe, fade, dissolve, etc.).
11. Perform basic color correction.
12. Add and manipulate title graphics.
13. Edit "voice-overs" over video.
14. Demonstrate the editing of sound elements (dialogue, sound effects, and music).
15. Work in teams to utilize rubric based on industry standards for critiquing the post-production of finished projects including the topics of video editing, video graphics, and sound editing.
16. Review previous rubric, and make final adjustments based on teacher's input.
17. Using the revised rubric, evaluate another team's video project focusing on one or more of the following:
 - a. video editing
 - b. video graphics
 - c. sound editing
18. Present your critique to the class for feedback.
19. Based on feedback critique of your team's video project:
 - a. defending your project, **OR**

(30 hours)	<ul style="list-style-type: none"> b. submitting a plan for incorporating the criticism, OR c. defending some aspects and incorporating some criticisms <p>20. Assist in incorporating changes to your team's video project, if any.</p> <p>21. With your team, submit your final video project for critique by a member from the video production industry or a non-classroom DACE employee.</p> <p>22. Pass a post-production assessment with an 80% score or higher.</p>	
<p>I. EMPLOYABILITY SKILLS AND RESUME PREPARATION</p> <p>Understand, apply, and evaluate employability skills and resume preparation.</p>	<ul style="list-style-type: none"> 1. Review and define employer requirements for soft skills such as: <ul style="list-style-type: none"> a. attitude toward work b. communication and collaboration c. critical thinking, problem solving, and decision-making d. customer service e. diversity in the workplace f. flexibility and adaptability g. interpersonal skills h. leadership and responsibility i. punctuality and attendance j. quality of work k. respect, cultural and diversity differences l. teamwork m. time management n. trust and ethical behavior o. work ethics 2. Review a career plan that reflects career interests, pathways, and post-secondary options. 3. Revise a resume and a cover letter. 4. Create a demo reel. 5. Revise the sample letter seeking employment. 6. Develop a 30 second elevator pitch describing your abilities in video production and/or a project idea. 	<p>Career Ready Practice: 1, 2, 3, 4, 5, 7, 8, 9, 10, 11</p> <p>CTE Anchor: Academics: 1.0 Communications: 2.1, 2.3, 2.4, 2.5 Career Planning & Management: 3.1, 3.2, 3.3, 3.4, 3.6, 3.8, 3.9 Technology: 4.2, 4.5 Problem Solving & Critical Thinking: 5.1, 5.4 Responsibility & Flexibility: 7.2, 7.3, 7.4, 7.7 Ethics & Legal Responsibilities: 8.3, 8.4, 8.5 Leadership & Teamwork:</p>

(5 hours)	<ol style="list-style-type: none"> 7. Consider creating a website and/or video platform channel that features your video production skills and contact information. 8. Review the importance of assessing social media account content for professionalism. 9. Demonstrate, analyze, research, and review the role of online job searching platforms and career websites to make informed decisions. 10. Demonstrate and complete and/or review an online job application. 11. Review and demonstrate interview skills to get the job: <ol style="list-style-type: none"> a. do's and don'ts for job interviews b. how to dress for the job 12. Include the following in a mock interview with a panel of peers and/or industry personnel: <ol style="list-style-type: none"> a. cover letter b. résumé c. demo reel 13. Demonstrate and create sample follow-up letters. 14. Review the importance of continuously upgrading job skills and networking as it relates to: <ol style="list-style-type: none"> a. certification, licensure, and/or renewal b. professional organizations/events c. industry associations and/or organized labor 	<p>9.1, 9.2, 9.3, 9.4, 9.6, 9.7</p> <p>Technical Knowledge & Skills:</p> <p>10.1, 10.3</p> <p>Demonstration & Application:</p> <p>11.1, 11.2, 11.5</p> <p>CTE Pathway:</p> <p>C6.3, C6.4</p>
-----------	--	---

ACKNOWLEDGEMENTS

Thanks to the following individuals for their contributions in developing and editing this curriculum:

Ana Martinez and Peter Shushtari

Approved by: Renny L. Neyra, Executive Director