

Career Technical Education (CTE) Course Outline

Course Title:	Video Production/1
Course Number:	70-85-60
Date:	July 2025
Industry Sector:	Arts, Media & Entertainment
Pathway:	Production & Managerial Arts
CBEDS Title:	Video Production
CBEDS Code:	5716
CalPADS	7243
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 **video production assistants** 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 a reading level of 6.0 as measured by the CASAS GOALS reading comprehension test.

NOTE:

For Perkins purposes this course has been designated as an **introductory** 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/videoprodresources

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"> Describe the scope and purpose of the course. Discuss and demonstrate Schoology and basic computer skills. Identify classroom/studio/location set policies, procedures, and methods of learning. Identify the competency areas for the Video Production/1 course that focuses on the responsibilities of the assistants. Describe 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) Discuss, 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. Describe the opportunities available for promoting gender equity and the representation of non-traditional populations in the Arts, Media, and Entertainment industry sector. Explain 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>	<ol style="list-style-type: none"> Discuss classroom and workplace first aid, emergency procedures, and accidents or injury prevention. 	<p>Career Ready Practice: 1, 2, 4, 5, 9, 10</p>

<p>Understand safety procedures and techniques.</p> <p>(3 hours)</p>	<ol style="list-style-type: none"> Discuss the California Occupational Safety and Health Administration (Cal/OSHA) workplace requirements for video production sets to maintain a safe and healthy working environment. Discuss 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. Explain 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 Explain 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"> Define the following: <ol style="list-style-type: none"> analog technology digital technology artificial intelligence technology Describe the history of the video production industry in terms of: <ol style="list-style-type: none"> technological advances production developments Discuss the impact of emerging technologies on future employment in the video production industry. Describe 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 assistant.</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. Define and describe each of the organizational elements of production: <ol style="list-style-type: none"> a. development b. pre-production c. production d. post-production 7. Define the following: <ol style="list-style-type: none"> a. field production b. studio production 8. Describe the differences between: <ol style="list-style-type: none"> a. field production b. studio production 9. List the members of the following teams: <ol style="list-style-type: none"> a. field production b. studio production 10. Describe work responsibilities and qualifications of the following teams: <ol style="list-style-type: none"> a. field production b. studio production 11. Describe how a production team functions as a unit. 12. Describe the importance of multi-tasking as a member of a video production team. 13. Describe how to set time schedules for a production. 14. Define, compare, and contrast the following types of productions: <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. Define and differentiate each of the following categories of video production by its distinguishing characteristics: <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>
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(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. Identify basic elements involved in the digital media transmission process.</p> <p>17. Define the following as it relates 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. Describe 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. Describe the concept of <i>protection of source</i> in video journalism, documentary, and broadcasting.</p> <p>20. Define unions and describe 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. Identify 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. lighting and grip equipment f. sound equipment g. cabling and connectors 	<p>Career Ready Practice: 1, 2, 4, 5, 9, 10</p> <p>CTE Anchor: Academics: 1.0</p>

<p>video production assistant's use of cameras and sound and lighting equipment.</p>	<ol style="list-style-type: none"> 2. Describe "film language" as it applies to the following: <ol style="list-style-type: none"> a. camera shots b. camera angles 3. Explain the concept of composition in terms of headroom, lead room, and the rule-of-thirds. 4. Describe and demonstrate the safe use of video equipment: <ol style="list-style-type: none"> a. in the field b. in the studio c. in the classroom 5. Describe the use of the various video formats for acquiring images. 6. Identify the different types of cameras that capture digital video. (mirrorless, cinema, camcorder, drone, etc.) 7. Identify and define the functions of a digital video camera. 8. Describe and demonstrate white balance on a camera. 9. Describe and demonstrate the procedures for: <ol style="list-style-type: none"> a. black balancing a camera b. inserting color bars 10. Explain and demonstrate the purposes of auto focus vs. manual focus. 11. Work in teams to assist in the proper use of a digital video camera in a studio or location setting. 12. Describe the concept of the 180° rule. 13. Describe the terminology used during a roll call on the set. 14. Identify different recording media. 15. Describe the various methods of exposure. <ol style="list-style-type: none"> a. International Standards Organization (ISO) b. F-stop c. shutter speed d. lights 16. Define, describe, and demonstrate the following aspects of standard three-point lighting: <ol style="list-style-type: none"> a. key light b. fill light c. back light 17. Describe various types and styles of lighting. 18. Describe and demonstrate, including safety practices, various types and styles of: <ol style="list-style-type: none"> a. spot lighting instruments b. full lighting instruments 	<p>Communications: 2.1, 2.3, 2.5 Technology: 4.2, 4.3 Problem Solving & Critical Thinking 5.1, 5.2 Leadership & Teamwork: 9.7 Technical Knowledge & Skills: 10.1 Demonstration & Application: 11.1</p> <p>CTE Pathway: C1.2, C1.4, C3.1</p>
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(10 hours)	<ul style="list-style-type: none"> c. light modifiers (screens, scrims, gels, etc.) 19. Describe the concept of color temperature in film and video lighting. 20. Describe the contents of a “lighting grip kit” (flags, reflectors, C-stands, etc.). 21. Describe the basic elements of audio recording involved in a video production. 22. Define the following: <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 23. Work in teams to assist in the set up and operation of the following types of microphones: <ul style="list-style-type: none"> a. cardioid b. directional c. omni-directional d. shotgun e. lavalier f. wireless g. audio accessories (shock mount, boom pole, windscreen, etc.) h. headphone monitors 24. Identify different types of audio recorders and mixers. 25. Work in teams to assist in the recording of sound in various environments, including: <ul style="list-style-type: none"> a. studio b. interior with light & heavy background noise c. exterior with light & heavy background noise 26. Pass a technical training assessment with an 80% score or higher. 	
E. STORY DEVELOPMENT	<ul style="list-style-type: none"> 1. Describe the principles of program/story development, including: <ul style="list-style-type: none"> a. theme b. content c. intended audience 	Career Ready Practice: 1, 2, 4, 5, 9

<p>Understand, apply, and evaluate the basic principles and techniques for assisting in story development for both narrative and documentary video.</p> <p>(12 hours)</p>	<ul style="list-style-type: none"> d. length of program e. possible legal restrictions <ol style="list-style-type: none"> 2. Describe brainstorming techniques in story development. 3. Differentiate between narrative and documentary video. 4. Discuss the various approaches when making a narrative vs. documentary. 5. Learn proper script formats for various types of productions. 6. Work in teams to assist in the development of a narrative script and/or a documentary treatment/outline. 7. Pass a story development assessment with an 80% score or higher. 	<p>CTE Anchor:</p> <p>Academics: 1.0</p> <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 an assistant's responsibilities in planning a digital video production.</p>	<ol style="list-style-type: none"> 1. Define the following: <ul style="list-style-type: none"> a. shot list b. storyboards c. overhead diagrams 2. Assist in the creation of a shot list for use in a digital video production by demonstrating knowledge of camera placement and efficiency of production. 3. Identify components of storyboards. 4. Assist in the creation of simple storyboards. 5. Describe the integration of the following into the preparation stage of making a video as needed: <ul style="list-style-type: none"> a. still images b. graphics c. additional assets (stock footage, digital backgrounds, etc.) 6. Assist in the planning of a digital video production which includes the following: <ul style="list-style-type: none"> a. crew positions 	<p>Career Ready Practice: 1, 2, 4, 5, 9, 10</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>Problem Solving & Critical Thinking 5.1</p>

(12 hours)	<ul style="list-style-type: none"> b. talent c. schedules d. budgets e. research f. locations g. props h. equipment <p>7. Work in teams and assist in the conceptualization of production design on the set to include:</p> <ul style="list-style-type: none"> a. set design b. props c. hair and makeup <p>8. Pass a pre-production assessment with an 80% score or higher.</p>	<p>Leadership & Teamwork: 9.7</p> <p>Technical Knowledge & Skills: 10.1</p> <p>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 assistant's responsibilities in the studio and on location of a digital video production.</p>	<ul style="list-style-type: none"> 1. Define and discuss the various crew member's roles and responsibilities. 2. Participate as a production assistant in a crew for a digital video production. 3. Run cables with safety in mind. 4. Assist in setting up a tripod or other camera support system. 5. Understand the concept of a camera slate. 6. Assist in script supervisor responsibilities of taking production notes and filling out camera logs. 7. Assist in miking the talent. 8. Work in teams and assist in the execution of production design on the set to include: <ul style="list-style-type: none"> a. set design b. props c. hair and makeup 9. Understand the concept of talent blocking, rehearsing, and performance. 10. Describe proper interviewing techniques. 11. Assist in the breakdown of a set and return equipment to its proper place. 12. Work in teams and discuss media industry standards-based rubrics to use as a guide for reviewing productions. 	<p>Career Ready Practice: 1, 2, 4, 5, 9</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 5.3</p> <p>Leadership & Teamwork: 9.7</p> <p>Technical Knowledge & Skills: 10.1, 10.3</p>

(16 hours)	13. Pass a production assessment with an 80% score or higher.	CTE Pathway: C2.1, C2.3, C3.1, C4.1, C4.2, C4.3, C4.4
H. POST- PRODUCTION Understand, apply, and evaluate techniques and assistant's responsibilities in the post-production stage of digital video production.	1. Describe the entire video production process of: <ol style="list-style-type: none"> planning acquiring images transmitting the final product to various media manipulating images (editing) storing the final product 2. Define the following terms as it relates to video editing: <ol style="list-style-type: none"> data storage types digital media wrangling linear editing non-linear editing (NLE) continuity pacing composition transitions including cut, wipe, fade, dissolve, and jump cut assemble editing insert editing a-roll vs. b-roll color correction color grading basic visual effects titles, lower thirds, and subtitles multicamera editing 3. Define the following terms as it relates to audio editing: <ol style="list-style-type: none"> dialogue synchronous audio Automated Dialogue Replacement (ADR) voice-over sound effects "foley" ambience music in video, including rights usage 	Career Ready Practice: 1, 2, 4, 5, 9, 10 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 CTE Pathway: C4.3, C4.4,

- i. types of music used in video including score (nondiegetic) and source (diegetic)
 - j. restoring and/or sweetening soundtracks
- 4. Work in teams to edit video using NLE software.
- 5. Describe 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. Describe the process of setting up an editing project including importing/logging/backing up footage.
- 7. Identify invisible editing techniques (cutting on action, understanding the 180° rule, directing the viewer's eye, etc.).
- 8. Describe nontraditional editing techniques used for artistic emphasis (jump cuts, breaking the 180° rule, etc.).
- 9. Explain the differences between the various stages of a cut (assemble, rough, picture locked, etc.).
- 10. Assist in the performance of adding editing transitions (cut, wipe, fade, dissolve, etc.).
- 11. Assist in the process of basic color correction.
- 12. Assist in creating title graphics.
- 13. Assist in the addition of "voice-overs" over video.
- 14. Assist in the editing of sound elements (dialogue, sound effects, and music).
- 15. Work in teams to create a 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. Compare your team's rubric with other teams' rubrics and create a revised final rubric with the 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

(30 hours)	<ul style="list-style-type: none"> c. sound editing 18. Present your critique to the class for feedback. 19. Based on feedback critique of your team's video project: <ul style="list-style-type: none"> a. defending your project, OR b. submitting a plan for incorporating the criticism, OR c. defending some aspects and incorporating some criticisms 20. Assist in incorporating changes to your team's video project, if any. 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 22. Pass a post-production assessment with an 80% score or higher. 	
<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. Understand 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. Develop a career plan that reflects career interests, pathways, and post-secondary options. 3. Create/revise a resume and a cover letter. 4. Understand the process of developing a demo reel. 	<p>Career Ready Practice:</p> <p>1, 2, 3, 4, 5, 7, 8, 9, 10, 11</p> <p>CTE Anchor:</p> <p>Academics: 1.0</p> <p>Communications: 2.1, 2.3, 2.4, 2.5</p> <p>Career Planning & Management: 3.1, 3.2, 3.3, 3.4, 3.6, 3.8, 3.9</p> <p>Technology: 4.2, 4.5</p> <p>Problem Solving & Critical Thinking: 5.1, 5.4</p> <p>Responsibility & Flexibility: 7.2, 7.3, 7.4, 7.7</p> <p>Ethics & Legal Responsibilities:</p>

(5 hours)	<ol style="list-style-type: none"> 5. Write a sample letter in seeking employment. 6. Understand the purpose of a 30 second elevator pitch describing your abilities in video production and/or a project idea. 7. Consider creating a website and/or video platform channel that features your video production skills and contact information. 8. Understand 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. Understand 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 13. Demonstrate and create sample follow-up letters. 14. Understand 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>8.3, 8.4, 8.5</p> <p>Leadership & Teamwork:</p> <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>
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Ana Martinez and Peter Shushtari

Approved by: Renny L. Neyra, Executive Director