

Career Technical Education (CTE) Course Outline

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| Course Title: | Video Production/3 |
| Course Number: | 70-85-80 |
| Date: | July 2025 |
| Industry Sector: | Arts, Media & Entertainment |
| Pathway: | Production & Managerial Arts |
| CBEDS Title: | Video Production |
| CBEDS Code: | 5716 |
| CalPADS | 7245 |
| Credits: | 5 |

Hours:

| Total |
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| 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 supervisors** 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/2 (70-85-70) course.

NOTE:

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

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

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| 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/videoprod3resources |

| COMPETENCY AREAS AND STATEMENTS | MINIMAL COMPETENCIES | STANDARDS |
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| <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> |

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| <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"> Lead a discussion on the following definitions: <ol style="list-style-type: none"> analog technology digital technology artificial intelligence technology Lead a discussion on the history of the video production industry in terms of: <ol style="list-style-type: none"> technological advances production developments Lead a discussion on the impact of emerging technologies on future employment in the video production industry. | <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> |

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| <p>the duties and responsibilities of a video production supervisor.</p> | <ol style="list-style-type: none"> 4. Lead a discussion on general policies and rules at studios and location video sets, including the following: <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. Lead a discussion on 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. Lead a discussion on the following definitions: <ol style="list-style-type: none"> a. field production b. studio production 8. Lead a discussion on the differences between: <ol style="list-style-type: none"> a. field production b. studio production 9. Lead a discussion on the list of members for the following teams: <ol style="list-style-type: none"> a. studio production b. field production 10. Lead a discussion on work responsibilities for the following teams: <ol style="list-style-type: none"> a. studio production b. field production 11. Lead a discussion on how a production team functions as a unit. 12. Lead a discussion on the importance of multi-tasking as a member of a video production team. 13. Lead a discussion on how to set time schedules for a production. 14. Lead a discussion on 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.) | <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) | <ol style="list-style-type: none"> 15. Lead a discussion on the different video production 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 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 16. Lead a discussion on the basic elements involved in the digital media transmission process. 17. Lead a discussion on the following definitions as they relate to digital media transmission: <ol 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 18. Lead a discussion on the Federal Communications Commission (FCC) regulations regarding: <ol 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 19. Lead a discussion on the concept of <i>protection of source</i> in video journalism, documentary, and broadcasting. 20. Lead a discussion on the general union practices in the Arts, Media, and Entertainment industry sector. 21. Pass an industry background assessment with an 80% score or higher. | |
| D. TECHNICAL TRAINING | <ol style="list-style-type: none"> 1. Supervise how to use the following video production equipment: <ol style="list-style-type: none"> a. camera b. camera accessories | Career Ready Practice: 1, 2, 4, 5, 9, 10 |

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| Understand, apply, and evaluate the principles and techniques for supervisor use of cameras and sound and lighting equipment. | <ul style="list-style-type: none"> c. tripod d. camera support systems (dolly, jib, crane, stabilizer, etc.) e. dolly f. lighting and grip equipment g. sound equipment h. cabling and connectors <ol style="list-style-type: none"> 2. Supervise a demonstration of “film language” as it applies to the following: <ul style="list-style-type: none"> a. camera shots b. camera angles 3. Supervise a demonstration on the concept of composition in terms of headroom, lead room, and the rule-of-thirds. 4. Supervise 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. Lead a discussion on the use of the various video formats for acquiring images. 6. Supervise a demonstration of the different types of cameras that capture digital video. (e.g., mirrorless, cinema, camcorder, drone, etc.). 7. Lead a discussion on the functions of a digital video camera. 8. Lead a discussion on the importance of white balance and supervise the adjusting of white balance on a camera. 9. Supervise the procedures for: <ul style="list-style-type: none"> a. black balancing a camera b. Inserting color bars 10. Lead a discussion on when to use auto focus vs. manual focus and supervise a demonstration of each technique. 11. Supervise a crew in a demonstration of the proper use of a digital video camera in a studio or location setting. 12. Supervise a demonstration on the concept of the 180° rule. 13. Supervise a demonstration on a roll call used on the set. 14. Supervise a demonstration on the functions of different recording media. 15. Lead a discussion on the various methods of exposure: <ul style="list-style-type: none"> a. International Standards organization (ISO) | <p>CTE Anchor:</p> <p>Academics: 1.0</p> <p>Communications: 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> |
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- b. F-stop
 - c. shutter speed
 - d. lights
16. Supervise a demonstration of the standard three-point lighting technique with:
 - a. key light
 - b. fill light
 - c. back light
 17. Lead a discussion of various types and styles of lighting.
 18. Lead a discussion on the purpose of a light meter.
 19. Supervise a demonstration, including safety practices, on various types and styles of:
 - a. spot lighting instruments
 - b. full lighting instruments
 - c. light modifiers (screens, scrims, gels, etc.)
 20. Supervise a demonstration on the manipulation of color temperature in film and video lighting.
 21. Supervise a demonstration of the tools included in a "lighting grip kit." (flags, reflectors, C-stands, etc.)
 22. Lead a discussion on the basic elements of audio recording involved in a video production.
 23. Supervise a demonstration of the usage of the following:
 - 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
 24. Supervise the operation of different types of audio recorders and mixers.
 25. Supervise the recording of sound in various environments, including:
 - a. studio
 - b. interior with light & heavy background noise
 - c. exterior with light & heavy background noise
 26. Lead a discussion on the purpose of a field recorder/mixer vs a studio post-production console.

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| (10 hours) | 27. Pass a technical training assessment with an 80% score or higher. | |
| E. STORY DEVELOPMENT Understand, apply, and evaluate the basic principles and techniques for leading story development teams for both narrative and documentary videos. | 1. Lead a discussion on the principles of program/ story development, including: <ol style="list-style-type: none"> theme content intended audience length of program possible legal restrictions 2. Lead a team in brainstorming story development ideas. 3. Lead a discussion on the differences between narrative and documentary video. 4. Discuss the various approaches when making a narrative vs. documentary. 5. Supervise 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. | Career Ready Practice: 1, 2, 4, 5, 9 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 CTE Pathway: C4.1 |
| (12 hours) | | |
| F. PRE-PRODUCTION Understand, apply, and evaluate the team leader's responsibilities in | 1. Finalize a shot list for a digital video production to incorporate camera placement and efficiency of production. 2. Supervise a discussion on the components of a storyboard. 3. Create a detailed storyboard. 4. Supervise the integration of the following into the preparation stage of making a video as needed: <ol style="list-style-type: none"> still images graphics | Career Ready Practice: 1, 2, 4, 5, 9, 10 CTE Anchor: Academics: 1.0 Communications: 2.1, 2.3, 2.5 |

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| <p>planning a digital video production.</p> <p>(12 hours)</p> | <p>c. additional assets (stock footage, digital backgrounds, etc.)</p> <p>5. Lead a team to plan a digital video production to include the following:</p> <ol style="list-style-type: none"> crew position talent schedules budgets research locations props equipment <p>6. Supervise the creation of sample script formats for various types of productions.</p> <p>7. Supervise the conceptualization and planning a production design to include:</p> <ol style="list-style-type: none"> Set design Props Hair and makeup <p>8. Pass a pre-production assessment with an 80% score or higher.</p> | <p>Technology: 4.2</p> <p>Problem Solving & Critical Thinking: 5.1</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 supervisor's responsibilities in the studio and field production of news stories.</p> | <ol style="list-style-type: none"> Lead a discussion on the various department supervisor's roles and responsibilities. Coordinate and supervise a crew in a digital video production. Supervise cable running with safety in mind. Supervise the setting up of a tripod or other camera support system. Supervise camera slate duties. Oversee the script supervisor's production notetaking and the filling out of camera logs. Supervise advanced mic placement techniques (e.g., hiding the mic). Supervise a team to create a production design to include: <ol style="list-style-type: none"> set design props hair and makeup | <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:</p> |

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| (16 hours) | <ol style="list-style-type: none"> 9. Supervise the blocking and rehearsing of talent for a scripted video or, if making a documentary, the conducting of interviews using a treatment. 10. Supervise a crew breaking down a set and returning equipment to its proper place. 11. Lead a discussion on 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>5.3 Leadership & Teamwork: 9.7 Technical Knowledge & Skills: 10.1, 10.3</p> <p>CTE Pathway: C2.1, C2.3, C3.1, C4.1, C4.2, C4.3, C4.4</p> |
| <p>H. POST- PRODUCTION</p> <p>Understand, apply, and evaluate techniques and supervisors' responsibilities in the post-production stage of digital video production.</p> | <ol style="list-style-type: none"> 1. Lead a discussion on the review of 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. Lead a discussion of 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. Lead a discussion on the audio editing terms: <ol style="list-style-type: none"> a. dialogue b. synchronous audio | <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:</p> |

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| | <ul style="list-style-type: none"> 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 (nondiegetic) and source (diegetic) j. restoring and/or sweetening soundtracks <ol style="list-style-type: none"> 4. Demonstrate advanced video editing techniques using NLE software programs. 5. Lead a discussion on the importance of each of the following basic elements of editing: <ul style="list-style-type: none"> 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. Supervise an editing project including importing/logging/backing up footage. 7. Supervise invisible editing techniques (cutting an action, understanding the 180° rule, directing the viewer's eye, etc.). 8. Supervise nontraditional editing technique for artistic emphasis (jump cuts, breaking the 180° rule, etc.) 9. Supervise a discussion on the differences between the various stages of a cut (assemble, rough, picture locked, etc.). 10. Supervise various editing transitions (cut, wipe, fade, dissolve, etc.). 11. Perform advanced color correction techniques. 12. Create advanced title graphics. 13. Supervise the editing of "voice-overs" over video. 14. Supervise the editing of sound elements (dialogue, sound effects, and music). 15. Supervise teams in utilizing rubric based on industry standards for critiquing the post-production of finished projects including the topics of video editing, video graphic, and sound editing. | <p>11.1</p> <p>CTE Pathway: C4.3, C4.4,</p> |
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| (30 hours) | <ol style="list-style-type: none"> 16. Coordinate the review of the previous rubric and make final adjustments based on the teacher's input. 17. Using the revised rubric, lead an evaluation of another team's video project focusing on one or more of the following: <ol style="list-style-type: none"> 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: <ol 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. Supervise the incorporation of 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> | <ol style="list-style-type: none"> 1. Review and define employer requirements for soft skills such as: <ol 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 | <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</p> |

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| (5 hours) | <ul style="list-style-type: none"> o. work ethics 2. Review a career plan that reflects career interests, pathways, and post-secondary options. 3. Revise a resume, cover letter and demo reel(s). 4. Write letters seeking employment. 5. Develop a 30 second elevator pitch describing your abilities in video production and/or a project idea. 6. Consider creating a website and/or video platform channel that features your video production skills and contact information. 7. Review the importance of assessing social media account content for professionalism. 8. Demonstrate, analyze, research, and review the role of online job searching platforms and career websites to make informed decisions. 9. Demonstrate and complete and/or review an on-line job application. 10. Review and demonstrate interview skills to get the job: <ul style="list-style-type: none"> a. do's and don'ts for job interviews b. how to dress for the job 11. Include the following in a mock interview with a panel of peers and/or industry personnel: <ul style="list-style-type: none"> a. cover letter b. résumé c. demo reel 12. Revise follow-up letters. 13. Review the importance of continuously upgrading job skills and networking as it relates to: <ul style="list-style-type: none"> a. certification, licensure, and/or renewal b. professional organizations/events c. industry associations and/or organized labor | <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: 8.3, 8.4, 8.5</p> <p>Leadership & Teamwork: 9.1, 9.2, 9.3, 9.4, 9.6, 9.7</p> <p>Technical Knowledge & Skills: 10.1, 10.3</p> <p>Demonstration & Application: 11.1, 11.2, 11.5</p> <p>CTE Pathway: C6.3, C6.4</p> |
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ACKNOWLEDGEMENTS

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Ana Martinez and Peter Shushtari

Approved by: Renny L. Neyra, Executive Director