

MEDIA TECHNOLOGY 1

(COURSE CODES: 6124)

COURSE DESCRIPTION: Media Technology 1 is the first course in the Media Technology program. In this course, students will explore the general field of communications focused primarily on media production industries. Students will get hands-on experience in basic production techniques for audio and video. They will work collaboratively writing, producing, directing, and editing projects using industry-standard software and equipment. Safety is emphasized in this course and students will have the opportunity to acquire an industry-recognized safety certification. Students will also learn about related fields such as graphic design, broadcast journalism, animation, sound design and engineering, special effects, online media development, marketing, and corporate communications.

CREDIT: 1 (120 hours), 2 (240) per course
dependent upon school's schedule

RECOMMENDED GRADE LEVELS: 9-12

RECOMMENDED ENROLLMENT: 20-25

COMPUTER REQUIREMENT: One computer per student with Internet access

RESOURCES: [Instructional Materials](#)

A. SAFETY

Proficient media professionals know the academic subject matter, including safety as required within their area. They will use this knowledge as needed in their role. The following accountability criteria are considered essential for students in the Media Technology program.

1. Review school safety/emergency policies and procedures.
2. Review classroom safety/emergency rules and procedures.
3. Review safety procedures for using production equipment.
4. Identify major causes of work-related accidents in production environments.
5. Demonstrate safety skills in the work environment.
6. Identify and apply Occupational Safety and Health Administration (OSHA) and other health and safety regulations that apply to specific tasks and jobs in media technology.
7. Acquire necessary OSHA safety certification.
8. Identify and apply Right-to-Know (Hazard Communication Policy) and other communicative regulations that apply to specific tasks and jobs in media technology.
9. Set a ladder safely and use it with and without equipment.
10. Illustrate appropriate, safe body mechanics, including proper lifting techniques and ergonomics.
11. Demonstrate the safe use, storage, and maintenance of equipment in the lab, studio, and classroom.
12. Describe safety practices and procedures to be followed when working with and

working around electricity.

13. Explain how to properly remove and replace lamps.
14. Successfully pass a current Media Technology Safety test.

B. STUDENT ORGANIZATIONS

Proficient media professionals know the academic subject matter, including professional development, required for proficiency within their area. They will use this knowledge as needed in their role. The following accountability criteria are considered essential for students in the Media Technology program.

1. Identify the purpose and goals of a Career and Technology Student Organization (CTSO).
2. Explain how CTSOs are integral parts of specific clusters, majors, and/or courses.
3. Explain the benefits and responsibilities of being a member of a CTSO.
4. List leadership opportunities that are available to students through participation in CTSO conferences, competitions, community service, philanthropy, and other activities.
5. Explain how participation in CTSOs can promote lifelong benefits in other professional and civic organizations.

C. TECHNOLOGY KNOWLEDGE

Proficient media professionals know the academic subject matter, including the ethical use of technology as needed in their role. The following accountability criteria are considered essential for students in the Media Technology program.

1. Demonstrate proficiency and skills associated with the use of technologies that are common to a specific occupation.
2. Identify proper netiquette when using e-mail, social media, and other technologies for communication purposes.
3. Identify potential abuse and unethical uses of laptops, tablets, computers, and/or networks.
4. Explain the consequences of social, illegal, and unethical uses of technology (e.g., piracy; cyberbullying, illegal downloading; licensing infringement; inappropriate uses of software, hardware, and mobile devices in the work environment).
5. Discuss legal issues and the terms of use related to copyright laws, Creative Commons, fair use laws, and ethics pertaining to downloading of images, photographs, documents, video, sounds, music, trademarks, and other elements for personal use.
6. Describe ethical and legal practices of safeguarding the confidentiality of business-related information.
7. Describe possible threats to a laptop, tablet, computer, and/or network and methods of avoiding attacks.

D. PERSONAL QUALITIES AND EMPLOYABILITY SKILLS

Proficient media professionals know the academic subject matter, including positive work practices and interpersonal skills, as needed in their role. The following accountability criteria are considered essential for students in the Media Technology program.

1. Demonstrate creativity and innovation.
2. Demonstrate critical thinking and problem-solving skills.
3. Demonstrate initiative and self-direction.
4. Demonstrate integrity.
5. Demonstrate work ethic.
6. Demonstrate conflict resolution skills.
7. Demonstrate listening and speaking skills.
8. Demonstrate respect for diversity.
9. Demonstrate customer service orientation.
10. Demonstrate teamwork.

E. PROFESSIONAL KNOWLEDGE

Proficient media professionals know the academic subject matter, including positive work practices and interpersonal skills, as needed in their role. The following accountability criteria are considered essential for students in the Media Technology program.

1. Demonstrate global or “big picture” thinking.
2. Demonstrate career and life management skills and goal-making.
3. Demonstrate continuous learning and adaptability skills to changing job requirements.
4. Demonstrate time and resource management skills.
5. Demonstrates information literacy skills.
6. Demonstrates information security skills.
7. Demonstrates information technology skills.
8. Demonstrates knowledge and use of job-specific tools and technologies.
9. Demonstrate job-specific mathematics skills.
10. Demonstrates professionalism in the workplace.
11. Demonstrates reading and writing skills.
12. Demonstrates workplace safety.

F. LEARNING PRE-PRODUCTION PRACTICES

Proficient media professionals demonstrate appropriate pre-production practices, as needed in their role. The following accountability criteria are considered essential for students in the Media Technology program.

1. Define relevant media technology pre-production nomenclature.
2. Explain the differences between field and studio production.
3. Describe duties of production personnel.

4. Collaborate on idea generation for various types of productions
5. Research and develop ideas or concepts for production.
6. State the importance of obtaining approval/sign-off.

G. LEARNING PRODUCTION PRACTICES

Proficient media professionals demonstrate appropriate production practices, as needed in their role. The following accountability criteria are considered essential for students in the Media Technology program.

1. Identify parts of and operate a camera.
2. Set up and utilize camera supports and mounts effectively.
3. Compose shots following basic composition guidelines (rule of thirds, lead/talk space, framing, title/action safe areas, etc.)
4. Adjust a camera, including setting gain, filters, aperture, focus, and white balance.
5. Identify appropriate camera angles, composition, and movement, and demonstrate their uses.
6. Demonstrate a 3-point lighting setup.
7. Identify various types of microphones, pick-up patterns, and applications.
8. Evaluate and set proper color temperature of various light sources.
9. Demonstrate appropriate use and placement of microphones.
10. Record audio using audio devices, including recorders and mixers.
11. Demonstrate talent basics:
 - a. Speak in front of a camera using a microphone
 - b. Interview a subject, both on-camera and off-camera
 - c. Create a voiceover using proper techniques.
 - d. Properly roll and store cable
12. Identify basic audio-video connectors and cables and their uses.
13. Explain the importance of nat/ambient sound and incorporate in a production.
14. Explain the importance of shooting for the edit.

H. LEARNING POST-PRODUCTION PRACTICES

Proficient media professionals demonstrate appropriate post-production practices, as needed in their role. The following accountability criteria are considered essential for students in the Media Technology program.

1. Identify and demonstrate basic functions and resources for editing audio and video productions.
2. Manage production assets effectively.
3. Import media utilizing post-production software.
4. Demonstrate techniques of non-linear editing using audio and video post-production software.
 - a. Trimming
 - b. Transitions
 - c. Audio elements
 - d. Graphics and special effects
5. Explain the importance of continuity.

6. Define and demonstrate various types of cuts:
 - a. Jump cuts
 - b. L cuts
 - c. J cuts
 - d. Cutting on action
7. Define and use various types of sequences:
 - a. Montage
 - b. Cut shot sequence
 - c. Parallel editing
 - d. Rough cut
8. Utilize critiques and peer reviews to evaluate projects, including a respect for peers' work and the ability to give and receive constructive criticism, using rubrics.

I. LEARNING EMPLOYABILITY IN THE MEDIA TECHNOLOGY FIELD

Proficient media professionals demonstrate employability skills, as needed in their role. The following accountability criteria are considered essential for students in the Media Technology program.

1. Explore media technology industries, organizations, and careers based on multiple sources of research and information.
2. Assess interest areas to determine potential career pathways, including career ladders.
3. Identify performance-based characteristics needed to obtain jobs in media technology.
4. Identify entry-level requirements for media-related careers
5. Discuss the importance of using a professional online presence including, but not limited to, gamer tags, avatars, e-mail addresses, and social media content.

J. APPLYING LEGAL REQUIREMENTS AND ETHICAL CONSIDERATIONS TO BUSINESS PRACTICES AND DECISIONS

Proficient media professionals demonstrate knowledge of the legal requirements and ethical considerations in business practices and decisions, as needed in their role. The following accountability criteria are considered essential for students in the Media Technology program.

1. Identify laws that regulate businesses and organizations in media technology.
2. Discuss the evolving nature of copyright and trademark laws.
3. Discuss copyright infringement and fair use exemptions.
4. Define and demonstrate ethical practices in media technology.
5. Demonstrate an understanding of bias in media industry.

K. ANALYZING THE HISTORY AND EVOLUTION OF MEDIA TECHNOLOGY IN THE ARTS AND SOCIETY

Proficient media professionals demonstrate knowledge of the history and evolution of media technology practices, as needed in their role. The following accountability criteria are considered essential for students in the Media Technology program.

1. Identify positive and negative impacts of media technology on current society.
2. Identify key factors that have impacted the evolution of the arts, communications, and audio-video technologies.
3. Identify emerging and future trends related to the media industry.

[Course Academic Standards and Indicators](#)

[Additional Materials and Resources](#)