

MEDIA TECHNOLOGY 3

COURSE CODE: 6126

COURSE DESCRIPTION: Media Technology 3 is the third course in the Media Technology program. In this course, students continue their in-depth exploration of the general field of communications focused primarily on media production industries. Students will get hands-on experience in production techniques for audio and video. They will work collaboratively writing, producing, directing, and editing increasingly complex projects using industry-standard software and equipment. A professional media production skill set is emphasized in this course and students are expected to consistently apply these skills to their projects. They will create and refine the necessary professional materials necessary for entry level employment in the media industries. Lastly, students will have the opportunity to acquire industry-recognized certifications.

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

RECOMMENDED GRADE LEVELS: 9-12

RECOMMENDED ENROLLMENT: 20-25

RECOMMENDED PREREQUISITE: Media Technology 1, 2

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. Identify and apply Right-to-Know (Hazard Communication Policy) and other communicative regulations that apply to specific tasks and jobs in media technology.
8. Set a ladder safely and use it with and without equipment.
9. Illustrate appropriate, safe body mechanics, including proper lifting techniques and ergonomics.
10. Demonstrate the safe use, storage, and maintenance of equipment in the lab, studio, and classroom.

11. Describe safety practices and procedures to be followed when working with and working around electricity.
12. Explain how to properly remove and replace lamps.

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. APPLYING PRE-PRODUCTION PRACTICES

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

1. Apply field and studio practices in increasingly complex productions.
2. Perform various duties of production personnel in increasingly complex productions.

3. Generate, research and develop ideas for various types of complex productions.
4. Schedule project workflow effectively and create a complex production schedule.
5. Write a production treatment/plan for various types/formats of complex productions.
6. Write a complex production-appropriate script and/or storyboard.
7. Determine budget requirements for increasingly complex productions.
8. Design creative elements of a more complex production to include advanced lighting, sound, props, effects, and talent.

G. APPLYING PRODUCTION PRACTICES

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

1. Utilize depth of field, filter selection, and aperture to create effective video.
2. Shoot for the edit.
3. Model effective crew and cast management skills.
4. Shoot/record an increasingly complex production script.
5. Monitor, review, and adjust multiple production schedules.
6. Produce and/or direct a multi camera production.
7. Utilize various light sources effectively.

H. APPLYING POST-PRODUCTION PRACTICES

Proficient media professionals apply 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 advanced functions and resources for editing audio and video productions.
2. Log imported media utilizing post-production software.
3. Apply techniques of non-linear editing using audio and video post-production software.
 - a. Graphics and special effects
 - b. Color correction
4. Apply various types of cuts:
 - a. jump cuts
 - b. L cuts
 - c. J cuts
 - d. Cutting on action
5. Compose various types of sequences for effective communication:
 - a. Montage
 - b. Cut shot sequence
 - c. Parallel editing
 - d. Rough cut
6. Critique and review projects, while showing respect for peers' work.

7. Demonstrate the ability to give and receive constructive criticism, using rubrics.
8. Prepare productions for export utilizing appropriate codec and file format.

I. APPLYING EMPLOYABILITY IN THE MEDIA TECHNOLOGY FIELD

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

1. Utilize knowledge of media technology industries, organizations, and careers to plan an effective career and education path.
2. Model performance-based characteristics needed to obtain jobs in the media industry.
3. Model the skills used when working with clients.
4. Utilize project management skills to estimate costs and establish a budget.
5. Model project-based client management.
6. Refine professional materials: digital portfolio and/or demo reel, and resume.
7. Obtain credential/certification(s), if applicable.

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

Proficient media professionals apply 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. Apply appropriate laws and ethical considerations that regulate productions in the media industry.
2. Apply appropriate copyright and trademark laws.
3. Evaluate potential copyright infringement and properly apply fair use exemptions.
4. Evaluate potential bias in the 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. Apply emerging and future trends related to media technology.

[Course Academic Standards and Indicators](#)

[Additional Materials and Resources](#)