

**MEDIA TECHNOLOGY 4**  
**COURSE CODE: 6127**

**COURSE DESCRIPTION:** Media Technology 4 is the final course in the Media Technology program. In this course, students are expected to demonstrate mastery of media production skill sets and consistently apply these skills to their projects. They will work both independently and collaboratively to produce advanced level projects using industry-standard software and equipment as well as emerging technologies. This course will incorporate work-based learning opportunities, when appropriate and where available. Students are expected to finalize professional materials necessary for entry-level employment in the media industries including attainment of 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, 3

**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. MASTERING PRE-PRODUCTION PRACTICES**

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

1. Demonstrate mastery of field and studio practices in increasingly complex productions.
2. Master the various duties of production personnel in increasingly complex productions.

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

## **G. MASTERING PRODUCTION PRACTICES**

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

1. Demonstrate mastery of appropriate equipment controls to produce effective content.
2. Consistently shoot for the edit.
3. Model effective crew and cast management skills based on industry standards.
4. Consistently shoot/record industry appropriate productions.
5. Master the use of production schedules.

## **H. MASTERING POST-PRODUCTION PRACTICES**

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

1. Demonstrate mastery of advanced functions and resources for editing audio and video productions to create effective content.
2. Compose graphics and/or effects using non-linear editing or motion graphics software.
3. Demonstrate mastery of various types of cuts:
  - a. jump cuts
  - b. L cuts
  - c. J cuts
  - d. Cutting on action
4. Demonstrate mastery of 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. MASTERING EMPLOYABILITY IN THE MEDIA TECHNOLOGY FIELD**

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

1. Implement an effective career and education plan utilizing knowledge of media industries, organizations, and careers by finalizing professional materials: resume, digital portfolio and/or demo reel.
2. Consistently model performance-based skills and characteristics needed to obtain employment in the media industry.
3. Obtain industry credential/certification(s), if applicable.

## **J. MASTERING LEGAL REQUIREMENTS AND ETHICAL CONSIDERATIONS TO BUSINESS PRACTICES AND DECISIONS**

**Proficient media professionals demonstrate mastery 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 and its effects.

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

**Proficient media professionals demonstrate mastery 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. Implement emerging and future trends related to media industry, where applicable.

[Course Academic Standards and Indicators](#)

[Additional Materials and Resources](#)