

Program Exit Competencies

Foundational Academics

- Demonstrate knowledge of historic periods and events of mass communications and their impact on society.
- Identify and analyze the social, political and cultural impact of the contemporary media environment.
- Identify career paths and roles in the fields of digital filmmaking and video productions.
- Develop professional awareness through reading and networking.
- Articulate and solve basic problems of form and function.
- Demonstrate and apply the use of aesthetic elements in media content.
- Apply critical thinking, problem-solving, and organizational skills.
- Exhibit proficiency in writing for media production.
- Operate a PC or a Macintosh computer using current operating system interfaces.
- Use and manage computer hardware peripherals for input, output, and storage.
- Create graphics using image manipulation software.
- Apply color theory and photographic principles in the composition of digital media.
- Apply principles of color theory.
- Recommend and apply creative typographic solutions to design problems based on historical models, contemporary trends, and current technology.
- Utilize raster and/or vector animation tools for content development.
- Identify and discuss the various theories and approaches for digital filmmaking and video production.
- Identify, select, and use various media and type styles to achieve desired results.

Pre-Production

- Construct a storyboard with lighting plots.
- Examine storytelling through story structure, character and composition.
- Analyze and effectively use storytelling tools and techniques as it relate to different genres.
- Create projects specific to various target audiences and delivery mechanisms.
- Identify and evaluate conventional and virtual location needs.
- Assess business needs and prepare a budget proposal.
- Organize personnel and production elements necessary to complete a project.
- Ascertain equipment requirements for a project.
- Develop and manage a production schedule.
- Interpret and adapt from an original work.
- Research background, story, or project information.
- Differentiate the requirements of production for different media.
- Conceptualize the entire production process.
- Determine client needs and expectations.
- Incorporate the fundamentals of storytelling into a narrative work.
- Analyze and apply aspects of mood, tone, and theme within a given genre.

Production

- Use video recording and playback devices.
- Demonstrate basic lighting skills, including sources of light and lighting theory.
- Participate as a member and/or leader of a team.
- Maintain workflow documentation and production log.
- Operate and utilize camera equipment to compose visual elements to convey meaning.
- Employ basic troubleshooting and maintenance skills for related equipment.
- Employ proper lighting techniques for a variety of situations including blue screen techniques.
- Apply camera and lighting techniques to create desired visual effects.
- Exercise proper audio recording techniques for media production.
- Demonstrate the ability to employ digital sound composition techniques.
- Generate still and motion graphics for media production.
- Apply motion and broadcast graphics to media content design.
- Utilize 2D animation applications for content development.
- Apply interactive authoring tools and techniques to create a product.
- Use interactive authoring software.
- Visualize and articulate all components of a project in the role of the director.
- Execute proficiently a multi-camera production.
- Design for specific delivery platforms.
- Construct a web page with dynamic media content.
- Produce short form media work for broadband delivery.
- Produce long form fictional digital film work.
- Produce long form non-fiction digital film work.
- Interact as a contributing member of a production team.
- Assume the responsibilities of coordinating and organizing a media production.
- Produce and deliver interactive presentations.
- Maintain quality standards appropriate to the project.
- Identify, plan, and employ appropriate art direction and production design resources for a given project.
- Create a visual story using electronic field production and electronic news gathering techniques.

Post-Production

- Apply compositing techniques for visual effects.
- Describe the functions of various post-production equipment.
- Maintain and calibrate video quality to meet broadcast standards.
- Utilize digital color correction processes to enhance aesthetic and technical qualities of a project.
- Articulate and apply fundamental editing principles.
- Differentiate between off-line and on-line editing modes.
- Evaluate and arrange media content to communicate an intended message.
- Apply interactive authoring tools and techniques to create a product.

- Digitize and compress audio and video.
- Incorporate audio mixing and sound design techniques.
- Integrate animated, video, audio, and graphic components into a media production project.
- Assume the responsibility to manage all aspects of post-production.
- Manage and facilitate the transfer of digital media files across a variety of platforms.
- Utilize special effects techniques to enhance the storytelling process.
- Review and critique a final media product.
- Edit digital video footage using principles of timing, pacing, and transition within a context to match a given genre.
- Demonstrate the ability to apply advanced recording and mixing techniques.
- Differentiate various delivery formats and compressions.

Delivery/Distribution

- Analyze and evaluate the optimum compression for target delivery media.
- Differentiate demographics specific to needs for the media project.
- Assess and select appropriate delivery method for a given project.
- Format media content for current industry standard delivery formats.
- Develop marketing strategies for media delivery and distribution.
- Anticipate and prepare for emerging technologies.
- Explain how a streaming media server delivers media content over the Internet.
- Explain differences between traditional broadcast, the Internet, and other distribution methods.

Business and Legal

- Develop a business plan for a given media production project.
- Construct and manage a budget for a given media production project.
- Generate a business proposal for an intended client.
- Produce and deliver effective pitches and proposals.
- Create, interpret, and negotiate business contracts.
- Demonstrate a high standard of ethics.
- Respect and comply with copyright laws.
- Identify and comply with regulations pertaining to permits, licenses, releases, and labor laws.
- Adapt to various business environments.
- Respond to client needs with sensitivity and professionalism.

Professional Development

- Describe various career opportunities in digital filmmaking and video production.
- Recognize self-employment and entrepreneurship opportunities.
- Exhibit a passion for the profession.
- Assess personal strengths to develop a career goal.
- Develop and organize an effective portfolio for professional use.
- Generate resumes and cover letters for effective job search.

- Perform effectively in an interviewing situation.
- Prioritize tasks to meet deadlines.
- Maintain willingness and desire for life-long learning and professional growth.
- Exhibit tolerance, flexibility, collaboration, enthusiasm, and/or leadership in a teamwork situation.
- Exhibit self-motivation and the ability to work with minimal supervision.
- Exhibit willingness to modify work based on constructive criticism.
- Produce and deliver effective presentations.