

Program Exit Competencies

Foundational Academics

- 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.
- Articulate and solve basic problems of form and function.
- 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.
- Utilize raster and/or vector animation tools for content development.
- Identify and discuss the various theories and approaches for digital filmmaking and video production.

Pre-Production

- Construct a storyboard with lighting plots.
- Examine storytelling through story structure, character and composition.
- Conceptualize the entire production process.
- 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.
- Generate still and motion graphics for media production.
- Apply motion and broadcast graphics to media content design.
- Use interactive authoring software.
- Execute proficiently a multi-camera production.
- Design for specific delivery platforms.
- Construct a web page with dynamic media content.
- Interact as a contributing member of a production team.
- Assume the responsibilities of coordinating and organizing a media production.
- Create a visual story using electronic field production and electronic news gathering techniques.

Post-Production

- Describe the functions of various post-production equipment.
- Utilize digital color correction processes to enhance aesthetic and technical qualities of a project.
- Articulate and apply fundamental editing principles.
- Evaluate and arrange media content to communicate an intended message.
- 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.
- Manage and facilitate the transfer of digital media files across a variety of platforms.
- 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.
- Differentiate various delivery formats and compressions.

Delivery/Distribution

- Analyze and evaluate the optimum compression for target delivery media.
- Assess and select appropriate delivery method for a given project.
- Format media content for current industry standard delivery formats.
- Explain how a streaming media server delivers media content over the Internet.

Business and Legal

- Develop a business plan for a given media production project.
- Construct and manage a budget for a given media production project.
- Demonstrate a high standard of ethics.
- Respond to client needs with sensitivity and professionalism.

Professional Development

- Develop and organize an effective portfolio for professional use.
- Generate resumes and cover letters for effective job search.
- Perform effectively in an interviewing situation.
- Exhibit willingness to modify work based on constructive criticism.
- Produce and deliver effective presentations.