

Video Production

Graduate Exit Competencies

For Students Starting Fall 2004 & After

Upon successful completion of the Video Production Associate Degree program, the student should be able to:

Pre-Production Competencies:

- Define video, television, and film industry terms.
- Describe the crew positions of the video, television, and film industries.
- Demonstrate a basic understanding of copyright laws.
- Determine client expectations.
- Demonstrate ability to identify a target audience.
- Demonstrate ability to determine medium requirements.
- Develop a program proposal.
- Demonstrate ability to professionally pitch a project.
- Research background story information.
- Demonstrate an understanding of the different script formats.
- Write scripts that have a beginning, middle, and an end.
- Write scripts using SOTs and B-roll that includes narration.
- Tell a story visually.
- Determine and schedule personnel, equipment, and facilities based on the script.
- Write a pre-production book that includes a treatment, script, storyboards, schedule, budget, crew list, equipment list, location surveys, lighting plots, and releases.
- Demonstrate ability to pre-interview and interview professionally.
- Demonstrate an understanding of marketing, exhibition, and distribution.
- Demonstrate ability to locate props and production materials to create a basic set.
- Demonstrate ability to conduct a rehearsal of talent and crew.

Production Competencies:

- Demonstrate ability to execute a pre-production plan.
- Demonstrate ability to show proper care and safety of equipment.
- Demonstrate ability to execute a basic lighting plot and measure light levels.
- Demonstrate ability to set up grip equipment.
- Operate a professional video camera.
- Demonstrate ability to set time code.
- Effectively shoot for the edit.
- Compose and frame properly aesthetic images.
- Execute smooth camera movements with and without a mount.
- Demonstrate ability to apply film and video theories to work.

- ❑ Use different microphones in a variety of production situations.
- ❑ Record, monitor, and check audio levels.
- ❑ Play back video in the field.
- ❑ Log footage.
- ❑ Perform the responsibilities of each crew position for all types of productions.
- ❑ Demonstrate an understanding of the roles of the producer and director for all phases and in different types of productions.
- ❑ Operate control room and studio equipment.
- ❑ Demonstrate ability to chroma key
- ❑ Identify and use various video and audio connectors.
- ❑ Troubleshoot a production setup or system.
- ❑ Properly fold cables.

Post Production Competencies:

- ❑ Identify the basic components of analog and digital videotape and recorders.
- ❑ Explain the principles and differences between analog and digital videotapes recording including the differences between composite, S-video, and component recording.
- ❑ Demonstrate an understanding of signal flow.
- ❑ Explain the differences between control track and timecode recording.
- ❑ Explain pre-roll.
- ❑ Demonstrate ability to create a window burn.
- ❑ Create and use an edit decision list.
- ❑ Explain the difference between assemble and insert editing.
- ❑ Explain and demonstrate offline and online editing in both linear and nonlinear environments.
- ❑ Demonstrate the ability to use waveform monitors and vectorscopes in both linear and nonlinear environments.
- ❑ Demonstrate the ability to manipulate the video image.
- ❑ Operate a character generator, graphics, and motion graphics programs producing work that shows an understanding of basic design elements.
- ❑ Demonstrate use of audio sweetening techniques including voice-over recording, dialogue replacement, recreation of sounds (foley), mixing of multiple tracks, and selection of music and sound effects.
- ❑ Identify a variety of editing styles.
- ❑ Demonstrate ability to create both quality analog and digital duplicates.
- ❑ Demonstrate ability to capture and compress video into various digital and streaming formats.
- ❑ Demonstrate ability to embed video for playback within interactive environments.
- ❑ Demonstrate ability to integrate the appropriate video technology into an overall multimedia solution.

Additional Professional Competencies:

- ❑ Demonstrate the ability to work effectively and responsibly in a professional environment.
- ❑ Demonstrate the ability to communicate effectively.
- ❑ Demonstrate the ability to dress appropriately.
- ❑ Emphasize a more advanced skill(s) as part of the Video Portfolio.
- ❑ Demonstrate the ability to show work professionally.
- ❑ Produce a career development plan.