

# STRANDS AND STANDARDS

## TELEVISION BROADCASTING 2



### Course Description

This course is designed to provide students with the advanced knowledge and skills related to the television broadcasting industry. This includes instruction and hands-on assignments in the following areas: camera operation, audio systems, lighting systems, pre-production, studio operations, control room operations, visual effects and graphics, and copyright laws.

<b>Intended Grade Level</b>	11 – 12
Units of Credit	0.5
Core Code	40.01.00.00.010
Concurrent Enrollment Core Code	40.01.00.13.010
Prerequisite	TV Broadcasting 1
Skill Certification Test Number	591
Test Weight	0.5
<b>License Area of Concentration</b>	CTE and/or Secondary Education 6-12
<b>Required Endorsement(s)</b>	
Endorsement 1	Audio Video Production

## STRAND 1

**Journalism: Students will be able to demonstrate knowledge of gathering information for use in news-related productions.**

### Standard 1

Demonstrate effective news gathering techniques, including:

- Who, What, When, Where, and Why (The 5 W's)
- Fact Checking
- Attribution
- Newsworthiness

### Standard 2

Demonstrate understanding of effective writing for television, including:

- Active / Passive
- Subject / Verb / Object
- Correctness, Clarity, Conciseness, Color (The 4 C's)

### Standard 3

Demonstrate effective interview techniques, including:

- Introductions (Names and title)
- Effective Questions
  - Open ended
  - Restate question in answer
  - Listen

## STRAND 2

**Pre-Production: Students will demonstrate proper pre-production tasks.**

### Standard 1

Use effective communication skills when planning a production, including:

- Purpose
- Audience

### Standard 2

Participate in pre-production meetings.

- Gather stories
- Develop content
- Write scripts
- Create rundown

## STRAND 3

**Camera: Students will be able to demonstrate knowledge of the correct operation of the camera.**

### Standard 1

Demonstrate understanding of camera operations, including:

- Depth of field
- Focus
  - Manual focus
- Using filters
- Exposure
  - Shutter speed (motion blur)
  - Aperture (depth of field)
  - ISO / Gain (noise / grain)
- White balance
- Kelvin color temperature

### Standard 2

Demonstrate use of advanced camera operations, including:

- Stabilizers
- Sliders
- Drones
- Handheld
- Crane / jib

### Standard 3

Identify and demonstrate effective picture composition (framing), including:

- 180-degree rule
- Interview framing
  - Street interview
  - Sit-down interview

## STRAND 4

**Audio: Students will be able to understand and demonstrate proper use of audio systems.**

### Standard 1

Identify microphone pickup patterns and the effective use of each in various situations:

- Microphone types
  - Lavalier (omnidirectional)
  - Handheld mic (cardioid)
  - Shotgun / Boom mic (directional)
- Recording Locations
  - Remote recording
  - Studio recording
- Monitoring Levels
  - Clipping

### Standard 2

Demonstrate effective editing of audio recordings.

- Narration
- Voice over
- Ambient sound

## STRAND 5

**Lighting: Students will demonstrate proper use of lighting systems.**

### Standard 1

Identify and demonstrate effective use of lighting instruments and accessories.

- Barn doors
- Reflectors
- Diffusers (softbox, umbrella, etc.)
- Gels / RGB

### Standard 2

Setup and use lighting appropriately for various situations.

- Interview lighting
- Background lighting

## STRAND 6

**Editing: Students will demonstrate proper post-production techniques.**

### Standard 1

Demonstrate effective use of cuts, including:

- L and J cuts

### Standard 2

Create various graphics for use in broadcasts, including:

- Bumpers
- Stingers
- Bugs

## STRAND 7

**Live Broadcast: Students will produce multiple broadcasts.**

### Standard 1

Create a broadcast team.

- Producer
- Technical Director
- Audio Technical ((?? Audio Technician??))
- Graphics / Playback
- Teleprompter
- Floor Director
- Anchors

### Standard 2

Plan a broadcast.

- Gather stories
- Write script / Rundown
- Develop Content

### Standard 3

Produce a broadcast that includes, but isn't limited to:

- Multiple cameras and / or switching between video content
- Pre-made Segments, New Packages, Documentaries, and / or Commercials/PSAs
- Graphics (Lower Thirds, Chroma Key, Picture in Picture, etc.)
- Audio Mixing
- Video Playback
- Reporter Toss
- Teleprompters

### Standard 4

Broadcast to an audience (delivery).

- Show broadcasts to an active audience via any of the following:
  - Closed Network
  - Streaming Platform
  - Social Media

## STRAND 8

**Copyright: Students will be able to understand and practice copyright laws, ethics and legal issues as identified in United States Code Title 17 Chapter 1 Section 101.**

### Standard 1

Define copyright, public domain, fair use, creative commons, and ethics.

### Standard 2

Practice ethics and rules governing photojournalism.

- Fair Use
- Time Limitations
- Copying and Distribution Limitations

## STRAND 9

**Career and Technical Student Organization: Students will understand the importance of career readiness skills as it related to the workplace and outlined in the SkillsUSA Framework – Level 2. Any other CTSO may also be used to fulfill this Strand.**

### Standard 1

Understand and demonstrate reliability.

- Determine individual time management skills.
- Explore what's ethical in the workplace or school.
- Demonstrate awareness of the government.
- Demonstrate awareness of professional organizations and trade unions.

### Standard 2

Understand and demonstrate responsiveness.

- Define the customer.
- Recognize the benefits of doing a community service project.
- Demonstrate social etiquette.
- Identify customer expectations.

### Standard 3

Understand resiliency.

- Discover self-motivation techniques and establish short-term goals.
- Select characters of a positive image.
- Identify a mentor.

### Standard 4

Understand and demonstrate workplace habits.

- Participate in a shadowing activity.
- Explore workplace ethics: codes of conduct.
- Recognize safety issues.
- Perform a skill demonstration.
- Exercise your right to know.

### Standard 5

Understand and demonstrate initiative.

- Develop personal financial skills.
- Develop a business plan.
- Investigate entrepreneurship.

### Standard 6

Understand and demonstrate continuous improvement.

- Conduct a worker interview.
- Demonstrate evaluation skills.
- Examine ethics and values in the workplace.
- Develop a working relationship with a mentor.
- Construct a job search network.

### Performance Skills

Every student should be able to list every step and be proficient in creating a professional and reliable TV Broadcast from beginning to end. Specific performance skills are listing within each Strand.

### Workplace Skills

Workplace skills should be practiced and improved on daily in the classroom to help students become efficient and reliable employees.

- Communication
- Problem Solving
- Teamwork
- Critical Thinking
- Dependability
- Accountability
- Legal requirements/expectations

### Skill Certificate Test Points by Strand

Test Name	Test #	Number of Test Points by Strand										Total Points	Total Questions
		1	2	3	4	5	6	7	8	9	10		
TV Broadcasting 2	591	11	2	6	5	5	3	3	3	0		38	35