

Digital Media Production Program Standards Criticality Survey 2016

1. Personal Qualities and People Skills				
Answer Choices	Nice to Know	Need to Know	Critical to Know	Rating Average
Demonstrate a positive work ethic by coming to work every day on time, a willingness to take direction, and motivation to accomplish the task at hand.	1	3	13	2.71
Demonstrate integrity by abiding by workplace policies and laws and demonstrating honesty and reliability.	2	2	13	2.65
Demonstrate teamwork skills by contributing to the success of the team, assisting others, and requesting help when needed.	1	7	8	2.44
Demonstrate positive self-representation skills by dressing appropriately and using language and manners suitable for the workplace.	0	10	6	2.38
Demonstrate diversity awareness by working well with all customers and co-workers.	0	11	5	2.31
Demonstrate conflict-resolution skills by negotiating diplomatic solutions to interpersonal and workplace issues.	1	11	4	2.19
Demonstrate creativity and resourcefulness by contributing new ideas and working with initiative.	2	10	4	2.13
Answered				17
Skipped				0

2. Professional Knowledge and Skills				
Answer Choices	Nice to Know	Need to Know	Critical to Know	Rating Average
Demonstrate effective speaking and listening skills by communicating effectively with customers and employees and following directions.	0	9	7	2.44
Demonstrate effective reading and writing skills by reading and interpreting workplace documents and writing clearly.	1	12	3	2.13
Demonstrate critical-thinking and problem-solving skills by analyzing and resolving problems that arise in completing assigned tasks.	0	11	5	2.31
Demonstrate healthy behaviors and safety skills by following safety guidelines and managing personal health.	2	8	6	2.25
Demonstrate understanding of workplace organizations, systems, and climates by identifying "big picture" issues and fulfilling the mission of the workplace.	6	9	1	1.69
Demonstrate lifelong-learning skills by continually acquiring new industry-related information and improving professional skills.	2	9	5	2.19
Demonstrate job acquisition and advancement skills by preparing to apply for a job and seeking promotion.	8	5	3	1.69
Demonstrate time, task, and resource management skills by organizing and implementing a productive plan of work.	1	11	4	2.19
Demonstrate mathematical skills by using mathematical reasoning to accomplish tasks.	9	7	0	1.44
Demonstrate customer service skills by identifying and addressing the needs of all customers and providing helpful, courteous, and knowledgeable service.	3	9	4	2.06
Answered				16
Skipped				1

3. Technology Knowledge and Skills				
Answer Choices	Nice to Know	Need to Know	Critical to Know	Rating Average
Demonstrate proficiency with job-specific technologies by selecting and safely using technological resources to accomplish work responsibilities in a productive manner.	2	10	4	2.13
Demonstrate proficiency with information technology by using computers, file management techniques, and software/programs effectively.	2	8	6	2.25
Demonstrate proper Internet use and security by using the Internet appropriately for work.	1	9	6	2.31
Demonstrate proficiency with telecommunications by selecting and using appropriate devices, services, and applications.	2	11	3	2.06
Answered				16
Skipped				1

CONTENT STANDARD 1.0: DIGITAL MEDIA PRODUCTION INDUSTRY				
Performance Standard 1.1: Awareness of History that Led to Current Practices.				
Answer Choices	Nice to Know	Need to Know	Critical to Know	Rating Average
1.1.1 Be aware of the influence of mass media on society throughout history and today.	8	6	1	1.53
Answered				15
Skipped				2

Performance Standard 1.2: Industry Ethics and Laws				
Answer Choices	Nice to Know	Need to Know	Critical to Know	Rating Average
1.2.1 Define terms applicable to ethics and laws (e.g., plagiarism, copyright law, libel, slander, etc.).	4	8	4	2.00
1.2.2 Discuss how to legally obtain and use source materials for production purposes.	1	10	5	2.25
1.2.3 Explain copyright laws/issues that pertain to digital media production.	2	12	2	2.00
1.2.4 Summarize legal and ethical acquisition and use of digital materials, giving attribution using established methods.	4	9	3	1.94
1.2.5 Understanding the Role of the Federal Communications Commission (FCC).	9	7	0	1.44
1.2.6 Discuss Digital Media consents for assigned projects.	7	8	1	1.63
1.2.7 Discuss the First Amendment guarantees relating to Digital Media.	7	7	2	1.69
1.2.8 Explain proper attribution (citing) procedures.	5	9	1	1.73
Answered				16
Skipped				1

Performance Standard 1.3: Stages of the Digital Media Process				
Answer Choices	Nice to Know	Need to Know	Critical to Know	Rating Average
1.3.1 Determine appropriate digital media platform.	2	11	3	2.06
1.3.2 Formulate budget guidelines.	4	10	2	1.88
1.3.3 Conduct a pre-production meeting to create a production plan and location scouting.	2	10	4	2.13
1.3.4 List the components of the production phase (e.g., selecting equipment, operating equipment, interviewing, directing, lighting, and audio, etc.).	4	6	6	2.13
1.3.5 List steps in conducting a post-production meeting.	5	9	2	1.81
Answered				16
Skipped				1

Performance Standard 1.4: Various Roles in Digital Media				
Answer Choices	Nice to Know	Need to Know	Critical to Know	Rating Average
1.4.1 Summarize and assign the roles of various personnel for video production projects (e.g., producer, director, editor, camera operator, etc.).	2	14	0	1.88
1.4.2 Develop appropriate industry specific communication skills when working with clients, crews, and talent.	2	10	4	2.13
Answered				16
Skipped				1

Performance Standard 1.5: Explore Careers in Digital Media				
Answer Choices	Nice to Know	Need to Know	Critical to Know	Rating Average
1.5.1 Research opportunities found within the digital media production industry.	8	7	1	1.56
Answered				16
Skipped				1

CONTENT STANDARD 2.0: SAFETY AND PERSONAL RESPONSIBILITY				
Performance Standard 2.1: Orderly and Safe Work Environment				
Answer Choices	Nice to Know	Need to Know	Critical to Know	Rating Average
2.1.1 Identify and locate all safety equipment in media labs and on location (e.g., first aid kit, fire extinguisher, etc.).	4	6	6	2.13
2.1.2 Discuss safety precautions and practices.	4	9	3	1.94
2.1.3 Demonstrate the safe usage of appropriate tools and the proper operation of equipment.	1	7	8	2.44
2.1.4 Maintain and troubleshoot tools and equipment.	7	7	2	1.69
Answered				16
Skipped				1

Performance Standard 2.2: Personal Responsibility and Professionalism				
Answer Choices	Nice to Know	Need to Know	Critical to Know	Rating Average
2.2.1 Exhibit professional conduct and work ethics in the development of productions.	0	6	10	2.63
2.2.2 Discuss giving and responding to constructive criticism.	1	8	7	2.38
2.2.3 Dress professionally and appropriately as per assignment.	1	11	4	2.19
2.2.4 Exhibit the ability to follow directions.	0	6	10	2.63
Answered				16
Skipped				1

CONTENT STANDARD 3.0: DIGITAL MEDIA PRODUCTION EQUIPMENT				
Performance Standard 3.1: Camera Operation and Techniques				
Answer Choices	Nice to Know	Need to Know	Critical to Know	Rating Average
3.1.1 Select, operate and exhibit correct use of video cameras for project specifications.	1	7	8	2.44
3.1.2 Demonstrate the functions and uses of camera mounting devices (e.g., tripods, Steadicam, monopods, etc.)	0	9	7	2.44
3.1.3 Demonstrate types of camera angles and movements.	0	10	6	2.38
3.1.4 Demonstrate an understanding of the rule of thirds.	1	10	5	2.25
3.1.5 Demonstrate different shot compositions (e.g., medium shot, close up, long shot, etc.)	0	8	8	2.50
3.1.6 Demonstrate shot flow including sequencing and continuity.	0	7	9	2.56
3.1.7 Demonstrate understanding of white balance settings.	0	6	10	2.63
3.1.8 Connect various pieces of video equipment using proper cables and/or adaptors.	0	8	8	2.50
Answered				16
Skipped				1

Performance Standard 3.2: Audio Equipment Operation				
Answer Choices	Nice to Know	Need to Know	Critical to Know	Rating Average
3.2.1 Identify, compare and contrast the types, uses, and pick-up patterns of various microphones.	0	12	4	2.25
3.2.2 Demonstrate proper placement of microphones for effective audio.	0	8	8	2.50
3.2.3 Connect microphone(s) to various audio equipment using the proper cables and/or adapters.	0	10	6	2.38
3.2.4 Record a short audio sequence, properly monitoring the sound level.	0	8	8	2.50
3.2.5 Identify and correct sources of interference and poor sound quality.	2	6	8	2.38
3.2.6 Demonstrate the use of mixing multiple sources in live and post-production settings.	3	9	4	2.06
3.2.7 Identify the difference between mic and line levels.	0	8	8	2.50
Answered				16
Skipped				1

Performance Standard 3.3: Proper Lighting Techniques				
Answer Choices	Nice to Know	Need to Know	Critical to Know	Rating Average
3.3.1 Identify and explain the use of basic lighting equipment.	1	11	4	2.19
3.3.2 Demonstrate one, two and three point lighting techniques.	1	9	6	2.31
3.3.3 Utilize various light sources (e.g., natural light, reflectors, portable lights, etc.).	0	9	6	2.40
3.3.4 Explain and demonstrate the use of lighting techniques in creating composition, visual continuity, mood, and color temperature.	0	11	4	2.27
Answered				16
Skipped				1

Performance Standard 3.4: Effective Use of Visual Effects and Computer Graphics				
Answer Choices	Nice to Know	Need to Know	Critical to Know	Rating Average
3.4.1 Use Chroma key techniques for composing (e.g., green screen, virtual sets, weather maps, etc.).	3	12	0	1.80
3.4.2 Discuss text, fonts, colors, title safe area, lower thirds, and placement.	0	13	2	2.13
3.4.3 Enhance a project using appropriate graphics.	1	13	1	2.00
3.4.4 Enhance a project using appropriate visual effects (e.g., picture-in-picture, motion graphics, etc.).	2	13	0	1.87
Answered				15
Skipped				2

CONTENT STANDARD 4.0: WRITING FOR DIGITAL MEDIA				
Performance Standard 4.1: Conduct Research for Projects.				
Answer Choices	Nice to Know	Need to Know	Critical to Know	Rating Average
4.1.1 Identify potential biases when selecting interviewees.	3	10	2	1.93
4.1.2 Identify resources to conduct research.	3	9	3	2.00
4.1.3 Identify and utilize primary and secondary sources.	3	10	2	1.93
4.1.4 Apply active research methods (e.g., critical reading, personal interviews, credible sources, use of surveys, etc.).	4	8	3	1.93
4.1.5 Demonstrate effective note-taking skills.	4	9	2	1.87
4.1.6 Attribute all sources correctly.	2	8	5	2.20
Answered				15
Skipped				2

Performance Standard 4.2: Scripts and Storyboards				
Answer Choices	Nice to Know	Need to Know	Critical to Know	Rating Average
4.2.1 Determine appropriate script writing formats for various production types (e.g., news, story, commercial, sports, PSA, narrative, etc.).	3	10	2	1.93
4.2.2 Write scripts that contain a logical beginning, middle and end.	1	10	4	2.20
4.2.3 Write scripts that convey a variety of story elements (e.g., VO, SOT, VO/SOT, news package, etc.).	3	9	3	2.00
4.2.4 Describe components of a two-column script.	4	10	1	1.80
4.2.5 Explain components of a storyboard (e.g., camera, angles, locations, shots, movements, etc.).	4	11	0	1.73
4.2.6 Translate from written scripts to storyboards when appropriate.	5	10	0	1.67
Answered				15
Skipped				2

Performance Standard 4.3: Interviewing Skills				
Answer Choices	Nice to Know	Need to Know	Critical to Know	Rating Average
4.3.1 Develop open-ended questions to elicit in-depth responses.	3	8	4	2.07
4.3.2 Select interviewee(s) appropriate for the topic.	3	9	3	2.00
4.3.3 Select a location that enhances the interview.	4	9	2	1.87
4.3.4 Contact interviewee(s) and schedule interview(s).	4	8	3	1.93
4.3.5 Recognize the differences between biased and unbiased questions and answers.	2	8	5	2.20
4.3.6 Ask questions coherently and concisely, using proper grammar.	2	8	5	2.20
4.3.7 Demonstrate effective listening skills.	1	7	7	2.40
4.3.8 Improvise questions based on the interviewee's responses.	1	10	4	2.20
Answered				15
Skipped				2

CONTENT STANDARD 5.0: INDUSTRY STANDARD PRODUCTION PRACTICES				
Performance Standard 5.1: Appropriate Field Production (EFP) Practices				
Answer Choices	Nice to Know	Need to Know	Critical to Know	Rating Average
5.1.1 Evaluate possible shooting locations for a project (e.g., sound, lighting, environment, etc.).	2	11	2	2.00
5.1.2 Perform field production jobs to include cameras, lighting, sound technicians, or multitask.	1	7	8	2.44
5.1.3 Demonstrate basic field camera operations to reflect each location.	1	11	3	2.13
5.1.4 Determine camera shooting techniques appropriate for the production, such as shot composition, angle, and use of mounting devices.	0	11	4	2.27
5.1.5 Create a project outside the studio using field equipment and techniques.	0	11	4	2.27
5.1.6 Assess location hazards and safety issues and appropriately deal with safety issues.	3	6	6	2.20
5.1.7 Demonstrate how to properly wrap cables using the over under technique.	3	6	6	2.20
5.1.8 Know how to use zebras, histograms, and waveform monitors when adjusting camera exposure.	2	8	5	2.20
5.1.9 Be able to use phone apps or other electronic methods to relay scripts, video, and other data between the field and the studio.	5	7	3	1.87
Answered				16
Skipped				1

Performance Standard 5.2: Appropriate Studio Operation				
Answer Choices	Nice to Know	Need to Know	Critical to Know	Rating Average
5.2.1 Demonstrate the setup and operation of basic studio equipment (e.g., switcher, teleprompter, recording unit, software, etc.).	2	9	4	2.13
5.2.2 Demonstrate understanding of the jobs necessary for a studio production (e.g., director, technical director (TD), audio engineer, recording/playback engineer, etc.).	1	11	3	2.13
5.2.3 Demonstrate basic studio camera operation.	0	10	5	2.33
5.2.4 Create and incorporate titles and other graphics in a studio production.	5	9	1	1.73
5.2.5 Use proper studio lighting.	1	8	6	2.33
5.2.6 Create a project inside the studio environment.	1	12	2	2.07
5.2.7 Assess location hazards and safety issues and appropriately deal with safety issues.	4	5	6	2.13
5.2.8 Demonstrate appropriate on-camera performance skills (e.g., appearance, gestures, posture, etc.).	6	7	2	1.73
5.2.9 Select clothing, makeup, and accessories, appropriate for use on-camera in a specific production.	4	9	2	1.87
			Answered	15
			Skipped	2

Performance Standard 5.3: On-Camera Delivery				
Answer Choices	Nice to Know	Need to Know	Critical to Know	Rating Average
5.3.1 Demonstrate understanding of appropriate speaking skills of an on-camera performance (e.g., pitch, tone, emphasis, inflection, enunciation, timing, etc.).	4	7	4	2.00
5.3.2 Read for a camera using a teleprompter or cue cards.	7	4	3	1.71
			Answered	15
			Skipped	2

CONTENT STANDARD CONTENT STANDARD 6.0: UNDERSTAND THE EDITING PROCESS

Performance Standard 6.1: Understand File Format and Data Management

Answer Choices	Nice to Know	Need to Know	Critical to Know	Rating Average
6.1.1. Differentiate between digital video files, still images, and audio files.	2	8	5	2.20
6.1.2. Create, compress, and convert digital video files, still images, audio files, and graphic files in various formats, and codecs.	1	7	7	2.40
6.1.3. Explain the need for data management.	1	7	7	2.40
6.1.4. Demonstrate appropriate data management practices.	2	7	6	2.27
Answered				15
Skipped				2

Performance Standard 6.2: Operate Software for Digital Editing

Answer Choices	Nice to Know	Need to Know	Critical to Know	Rating Average
6.2.1. Organize and evaluate materials for editing.	1	6	7	2.43
6.2.2. Capture/import source materials.	1	6	8	2.47
6.2.3. Manipulate video (i.e., color, motion, filters, and transitions).	1	9	5	2.27
6.2.4. Utilize visual techniques to enhance the final product (i.e., animation and graphics).	2	12	1	1.93
6.2.5. Use multiple audio sources to complete a project (e.g., sound effects, room tone, music, etc.).	1	12	2	2.07
6.2.6. Adjust audio levels for a single or multiple tracks.	1	8	6	2.33
6.2.7. Use audio to enhance a final product.	1	12	2	2.07
6.2.8. Export a project to appropriate media.	1	9	5	2.27
Answered				15
Skipped				2

Performance Standard 6.3: Understand the Principles of Editing

Answer Choices	Nice to Know	Need to Know	Critical	Rating
6.3.1. Explain the impact of editing on continuity, performance, emphasis, and flow.	2	6	7	2.33
6.3.2. Apply the principals of editing to a production project.	1	10	4	2.20
Answered				15
Skipped				2

Performance Standard 6.4: Evaluate the Project					
Answer Choices		Nice to	Need to	Critical	Rating
6.4.1.	Evaluate content for message effectiveness and bias (i.e., does it tell the complete story?).	1	11	3	2.13
6.4.2.	Assess video/audio quality for levels and clarity.	1	6	8	2.47
6.4.3.	Revise work based on critiques.	2	7	6	2.27
				Answered	15
				Skipped	2