

## 2020-2021 Technical Skills Assessment

Legend (%)

51-75%

76-100%

Digital Media Production

0-50%

## **Results by Standard**

| Assessment: Digital Media Production  Number tested: 112   | % Correct<br>17-18 | % Correct<br>18-19 | % Correct<br>20-21 |
|--|--------------------|--------------------|--------------------|
| CONTENT STANDARD 1.0: DIGITAL MEDIA PRODUCTION INDUSTRY  | 72.26%             | 68.38%             | 77.78%             |
| Performance Standard 1.2: Industry Ethics and Laws   | 64.16%             | 60.36%             | 72.69%             |
| 1.2.1. Define terms applicable to ethics and laws (e.g. plagiarism, copyright law, libel, slander, etc.)   | 68.42%             | 65.38%             | 75.00%             |
| 1.2.2. Discuss how to legally obtain and use source materials for production purposes.   | 55.26%             | 53.21%             | 75.00%             |
| 1.2.4. Summarize legal and ethical acquisition and use of digital materials, giving attribution using established methods.                             | 68.80%             | 62.50%             | 68.08%             |
| Performance Standard 1.3: Stages of the Digital Media Process  | 88.35%             | 85.26%             | 89.23%             |
| 1.3.3. Conduct a pre-production meeting to create a production plan, and location scouting.  | 81.95%             | 82.05%             | 83.85%             |
| 1.3.4. List the components of the production phase (e.g. selecting equipment, operating equipment, interviewing, directing, lighting, and audio, etc.) | 94.74%             | 88.46%             | 94.62%             |
| Performance Standard 1.4: Various Roles in Digital Media   | 88.72%             | 82.69%             | 85.38%             |
| 1.4.2. Develop appropriate industry specific communication skills when working with clients, crews, and talent.  | 88.72%             | 82.69%             | 85.38%             |
| CONTENT STANDARD 2.0: SAFETY AND PERSONAL RESPONSIBILITY   | 76.54%             | 75.00%             | 75.38%             |
| Performance Standard 2.1: Orderly and Safe Work Environment  | 76.54%             | 75.00%             | 75.38%             |
| 2.1.2. Discuss safety precautions and practices.   | 74.44%             | 80.77%             | 73.85%             |
| 2.1.3. Demonstrate the safe usage of appropriate tools and the proper operation of equipment.  | 77.07%             | 73.56%             | 75.77%             |
| CONTENT STANDARD 3.0: DIGITAL MEDIA PRODUCTION EQUIPMENT   | 67.97%             | 65.26%             | 68.05%             |
| Performance Standard 3.1: Camera Operation and Techniques  | 84.07%             | 79.95%             | 81.19%             |
| 3.1.1. Select, operate and exhibit correct use of video cameras for project specifications.  | 85.21%             | 83.97%             | 85.64%             |
| 3.1.2 Demonstrate the functions and uses of camera mounting devices (e.g., tripods, Steadicam, monopods, etc.)   | 84.21%             | 88.46%             | 96.15%             |
| 3.1.3 Demonstrate types of camera angles and movements.  | 88.72%             | 77.56%             | 77.69%             |
| 3.1.4. Demonstrate an understanding of the rule of thirds.   | 74.06%             | 66.35%             | 72.69%             |

| Number tested: 112  1.5. Demonstrate different shot compositions (e.g., medium shot, close up, long shot, etc.)  2.1. S. Demonstrate understanding of white balance settings.  3.1. Connect various pieces of video equipment using proper cables and/or adaptors.  9. 2.487  3.1. S. Connect various pieces of video equipment using proper cables and/or adaptors.  9. 2.487  9. 0.00%  9. 2.487  9. 4.87%  9. 0.00%  9. 2.487  9. 4.87%  9. 0.00%  3.2.1. Identify, compare and contrast the types, uses, and pick-up patterns of various microphones.  7. 1.437  7. 5.00%  8. 2.338  7. 9. 1.437  7. 5.00%  8. 2.338  7. 9. 1.437  7. 7. 1.437  7. 7. 1.437  7. 7. 1.437  7. 7. 1.437  7. 7. 1.437  7. 7. 1.437  7. 7. 1.437  7. 7. 1.437  7. 7. 1.437  7. 7. 1.437  7. 7. 1.437  7. 7. 1.437  7. 7. 1.437  7. 7. 1.437  7. 7. 1.437  7. 7. 1.437  7.  | Assessment: Digital Media Production  | % Correct | % Correct      | % Correct |
|--|---|-----------|----------------|-----------|
| 3.1.7. Demonstrate understanding of white balance settings. 3.1.8. Connect various pieces of video equipment using proper cables and/or adaptors. 96.24% 94.37% 99.00% 97.00% 94.37% 99.00% 98.21. Identify, compare and contrast the types, uses, and pick-up patterns of various microphones. 97.143% 75.00% 69.23% 97.31% 75.00% 69.23% 97.32. Demonstrate proper placement of microphones for effective audio. 97.32. Demonstrate proper placement of microphones for effective audio. 97.32. Demonstrate proper placement of microphones for effective audio. 97.32. Common timerophones for effective audio. 97.32. Common timerophones for effective audio. 97.32. Edentify and correct sources of interference and poor sound quality. 97.32. Identify and correct sources of interference and poor sound quality. 97.32. Identify and correct sources of interference and poor sound quality. 97.32. Identify the difference between mic and line levels. 97.32. Identify the difference between mic and line levels. 97.33. Identify and explain the use of basic lighting equipment. 97.33. Identify and explain the use of basic lighting equipment. 97.33. Identify and explain the use of basic lighting equipment. 97.33. Identify and explain the use of basic lighting equipment. 97.33. Identify and explain the use of basic lighting equipment. 97.34. Explain and demonstrate the use of lighting techniques in creating composition, visual continuity, mood, and color temperature.  97.45. Performance Standard 3.4: Effective Use of Visual Effects and Computer Graphics 97.49. Explain and demonstrate the use of lighting techniques in creating composition, visual continuity, mood, and color temperature.  97.49. Performance Standard 4.1: Conduct Research for Projects 97.49. Performance Standard 4.1: Conduct Research for Projects 97.52. So.64. So.64. So.66.  | Number tested: 112  | 17-18     | 18-19          | 20-21     |
| 3.1.8. Connect various pieces of video equipment using proper cables and/or adaptors.  Performance Standard 3.2: Audio Equipment Operation  58.16% 56.50% 59.01%  58.2.1. Identify, compare and contrast the types, uses, and pick-up patterns of various microphones.  71.43% 77.500% 69.23%  3.2.2. Demonstrate proper placement of microphones for effective audio.  3.2.3. Connect microphone(s) to various audio equipment using the proper cables and/or adapters.  55.14% 56.84% 63.08%  3.2.3. Connect microphone(s) to various audio equipment using the proper cables and/or adapters.  55.14% 56.84% 63.08%  3.2.3. Lentify and correct sources of interference and poor sound level.  36.47% 33.97% 37.31%  3.2.5. Identify and correct sources of interference and poor sound quality.  3.2.6. Demonstrate the use of mixing multiple sources in live and post-production settings.  3.2.7. Identify the difference between mic and line levels.  Performance Standard 3.3: Proper Lighting Techniques  3.3.1. Identify and explain the use of basic lighting equipment.  3.3.3. Utilize various light sources (e.g., natural light, reflectors, portable lights, etc.)  3.3.4. Explain and demonstrate the use of lighting techniques in creating composition, visual continuity, mood, and color temperature.  Performance Standard 3.4: Effective Use of Visual Effects and Computer Graphics  55.64% 54.49% 61.54%  60.77%  44.36% 41.03% 60.77%  44.66% 41.03% 64.62%  60.77% 65.66% 67.66% 67.66%  63.68% 64.10%  4.1. Identify potential biases when selection interviewees.  95.49% 91.03% 94.62%  4.2.1. Determine appropriate script writing formats for various production types (e.g., news story, commercial, 30.83% 30.13% 46.15%  42.2. Write scripts that contain a logical beginning, middle, and end.  84.21% 87.82% 83.93%  57.52% 58.97% 64.62%  57.52% 58.97% 64.62%  57.52% 58.97% 64.62%  57.52% 58.97% 64.62%  57.52% 59.91%  57.52% 58.97% 64.62%  57.52% 59.91%  57.52% 58.97%  57.52% 59.91%  57.52% 59.91%  57.52% 59.91%  57.52% 59.91%  57.52% 59.91%  57.52% 59.91%  57.52% 59.91% | 3.1.5. Demonstrate different shot compositions (e.g., medium shot, close up, long shot, etc.)                   | 92.48%    | 85.90%         | 93.08%    |
| Performance Standard 3.2: Audio Equipment Operation 3.2.1. Identify, compare and contrast the types, uses, and pick-up patterns of various microphones. 3.2.1. Identify, compare and contrast the types, uses, and pick-up patterns of various microphones. 3.2.2. Demonstrate proper placement of microphones for effective audio. 3.2.3. Connect microphone(s) to various audio equipment using the proper cables and/or adapters. 3.2.4. Record a short audio sequency, properly monitoring the sound level. 3.2.5. Identify and correct sources of interference and poor sound quality. 3.2.6. Demonstrate the use of mixing multiple sources in live and post-production settings. 3.2.6. Demonstrate the use of mixing multiple sources in live and post-production settings. 3.2.7. Identify the difference between mic and line levels.  Performance Standard 3.3: Proper Lighting Techniques 3.3.1. Identify and explain the use of basic lighting equipment. 3.3.3. Utilize various light sources (e.g., natural light, reflectors, portable lights, etc.) 3.3.4. Explain and demonstrate the use of lighting techniques in creating composition, visual continuity, mood, and color temperature.  Performance Standard 3.4: Effective Use of Visual Effects and Computer Graphics 3.4.2. Discuss text, fonts, colors, title safe area, lower thirds, and placement.  CONTENT STANDARD 4.0: WRITING FOR DIGITAL MEDIA  Performance Standard 4.1: Conduct Research for Projects 4.1.1. Identify potential biases when selection interviewees.  9.8.49.39  4.1.1. Identify potential biases when selection interviewees.  9.8.49.39  9.8.49.30  9.8 | 3.1.7. Demonstrate understanding of white balance settings.   | 79.70%    | 74.04%         | 66.92%    |
| 3.2.1. Identify, compare and contrast the types, uses, and pick-up patterns of various microphones. 3.2.2. Demonstrate proper placement of microphones for effective audio. 3.2.3. Connect microphone(s) to various audio equipment using the proper cables and/or adapters. 3.2.3. Connect microphone(s) to various audio equipment using the proper cables and/or adapters. 3.2.4. Record a short audio sequency, properly monitoring the sound level. 3.2.5. Identify and correct sources of interference and poor sound quality. 3.2.5. Identify and correct sources of interference and poor sound quality. 3.2.6. Demonstrate the use of mixing multiple sources in live and post-production settings. 3.2.7. Identify the difference between mic and line levels.  Performance Standard 3.3. Proper Lighting Techniques 3.3.1. Identify and explain the use of basic lighting equipment. 3.3.1. Ultiput various lighty sources (e.g., natural light, reflectors, portable lights, etc.) 3.3.3. Ultiput various lighty sources (e.g., natural light, reflectors, portable lights, etc.) 3.3.4. Explain and demonstrate the use of lighting techniques in creating composition, visual continuity, mood, and color temperature.  Performance Standard 3.4: Effective Use of Visual Effects and Computer Graphics 3.4.2. Discuss text, fonts, colors, title safe area, lower thirds, and placement.  55.64% 54.49% 61.54% 60.77% 61.56% 66.67% 63.68% 64.10% 41.1. Identify potential biases when selection interviewees.  95.49% 91.03% 91.03% 91.07% 94.62.50% 95.49% 62.26% 95.00% 48.85% Performance Standard 4.1: Conduct Research for Projects 4.2.1. Determine appropriate script writing formats for various production types (e.g., news story, commercial, 4.2.2. Write scripts that contain a logical beginning, middle, and end.  Performance Standard 4.2: Soripts and Storyboards 95.49% 96.62% 97.62% 99.13% 91.03% 9 | 3.1.8. Connect various pieces of video equipment using proper cables and/or adaptors.                           | 96.24%    | 94.87%         | 90.00%    |
| 3.2.2. Demonstrate proper placement of microphones for effective audio. 3.2.3. Connect microphone(s) to various audio equipment using the proper cables and/or adapters. 3.2.4. Record a short audio sequency, properly monitoring the sound level. 3.2.4. Record a short audio sequency, properly monitoring the sound level. 3.2.5. Identify and correct sources of interference and poor sound quality. 3.2.6. Demonstrate the use of mixing multiple sources in live and post-production settings. 3.2.6. Demonstrate the use of mixing multiple sources in live and post-production settings. 3.2.7. Identify the difference between mic and line levels.  Performance Standard 3.3: Proper Lighting Techniques 4.2.1. Identify and explain the use of basic lighting equipment. 3.3.1. Udentify and explain the use of basic lighting equipment. 3.3.3. Utilize various light sources (e.g., natural light, reflectors, portable lights, etc.) 3.3.4. Explain and demonstrate the use of lighting techniques in creating composition, visual continuity, mood, and color temperature.  Performance Standard 3.4: Effective Use of Visual Effects and Computer Graphics 4.4.36% 4.4.36% 4.4.03% 4.4.1.1. Identify potential biases when selection interviewes. 4.1.1. Determine appropriate script writing formats for various production types (e.g., news story, commercial, 4.2.2). Write scripts that contain a logical beginning, middle, and end.  Performance Standard 4.2: Scripts and Storyboards 4.3.1. Develop open-ended questions to elicit in-depth responses. 5.1.4. Determine camera shooting techniques appropriate for the production, such as shot composition, angle, 4.2.2. Write scripts that contain a logical beginning, middle, and end.  Performance Standard 5.1: Appropriate Field Production (EFP) Practices 5.1.2. Perform field produc | Performance Standard 3.2: Audio Equipment Operation   | 58.16%    | 56.50%         | 59.01%    |
| 3.2.3. Connect microphone(s) to various audio equipment using the proper cables and/or adapters. 3.2.4. Record a short audio sequency, properly monitoring the sound level. 3.2.5. Identify and correct sources of interference and poor sound quality. 3.2.6. Demonstrate the use of mixing multiple sources in live and post-production settings. 3.2.7. Identify the difference between mic and line levels. 3.2.7. Identify the difference between mic and line levels. 3.2.7. Identify the difference between mic and line levels. 3.2.7. Identify the difference between mic and line levels. 3.2.7. Identify and explain the use of basic lighting Techniques 3.3.1. Identify and explain the use of basic lighting equipment. 3.3.1. Identify and explain the use of basic lighting equipment. 3.3.3. Utilize various light sources (e.g., natural light, reflectors, portable lights, etc.) 3.3.4. Explain and demonstrate the use of lighting techniques in creating composition, visual continuity, mood, and color temperature.  Performance Standard 3.4: Effective Use of Visual Effects and Computer Graphics 3.4.2. Discuss text, fonts, colors, title safe area, lower thirds, and placement. 55.64% 54.49% 61.54% 60.17% 66.17% 65.06% 67.69% 67.69% 64.10% 4.1.1. Identify potential biases when selection interviewees. 95.49% 91.03% 94.62% 4.1.1. Identify potential biases when selection interviewees. 95.49% 91.03% 94.62% 4.2.1. Determine appropriate script writing formats for various production types (e.g., news story, commercial, 30.38) 3.08% Performance Standard 4.2: Scripts and Storyboards 4.2.1. Determine appropriate script writing formats for various production types (e.g., news story, commercial, 30.38) 3.1. Berformance Standard 4.3: Interviewing Skills 81.96% 81.41% 84.62% 84.21% 87.82% 83.08% 84.64% 84.10% 85.66.47% 64.62% 74.21% Performance Standard 5.1: Appropriate Field Production (EFP) Practices 5.1.2. Perform field production jobs to include cameras, lighting, sound technicians, or multitask. 5.1.4. Determine camera shorting techniques appropriat | 3.2.1. Identify, compare and contrast the types, uses, and pick-up patterns of various microphones.             | 71.43%    | 75.00%         | 69.23%    |
| 3.2.4. Record a short audio sequency, properly monitoring the sound level. 3.2.5. Identify and correct sources of interference and poor sound quality. 3.2.6. Demonstrate the use of mixing multiple sources in live and post-production settings. 3.2.6. Demonstrate the use of mixing multiple sources in live and post-production settings. 3.2.7. Identify the difference between mic and line levels.  Performance Standard 3.3: Proper Lighting Techniques 3.3.1. Identify and explain the use of basic lighting equipment. 3.3.3. Utilize various light sources (e.g., natural light, reflectors, portable lights, etc.) 3.3.3. Utilize various light sources (e.g., natural light, reflectors, portable lights, etc.) 3.3.4. Explain and demonstrate the use of lighting techniques in creating composition, visual continuity, mood, and color temperature.  Performance Standard 3.4: Effective Use of Visual Effects and Computer Graphics 3.4.2. Discuss text, fonts, colors, title safe area, lower thirds, and placement.  CONTENT STANDARD 4.0: WRITING FOR DIGITAL MEDIA 66.17% 65.06% 67.69%  Performance Standard 4.1: Conduct Research for Projects 66.67% 63.68% 64.10% 4.1.1. Identify potential biases when selection interviewees. 95.49% 91.03% 94.62% 4.1.1. Determine appropriate script writing formats for various production types (e.g., news story, commercial, 4.2.2. Write scripts that contain a logical beginning, middle, and end.  Performance Standard 4.2: Interviewing Skills 31.95% 31.41% 34.62% CONTENT STANDARD 5.0: INDUSTRY STANDARD PRODUCTION PRACTICES 67.47% 64.62% 74.21% Performance Standard 5.1: Appropriate Field Production (EFP) Practices 5.1.2. Perform field production jobs to include cameras, lighting, sound technicians, or multitask. 5.1.4. Determine camera shooting techniques appropriate for the production, such as shot composition, angle, and use of mounting devices. 5.1.5. Create a project outside the studio using field equipment and techniques.   | 3.2.2. Demonstrate proper placement of microphones for effective audio.   | 82.33%    | 79.81%         | 78.85%    |
| 3.2.5. Identify and correct sources of interference and poor sound quality. 3.2.6. Demonstrate the use of mixing multiple sources in live and post-production settings. 3.2.7. Identify the difference between mic and line levels.  Performance Standard 3.3: Proper Lighting Techniques 62.91% 59.40% 66.41% 3.3.1. Identify and explain the use of basic lighting equipment. 91.73% 91.67% 39.23% 3.3.3. Utilize various light sources (e.g., natural light, reflectors, portable lights, etc.) 3.3.4. Explain and demonstrate the use of lighting techniques in creating composition, visual continuity, mood, and color temperature.  Performance Standard 3.4: Effective Use of Visual Effects and Computer Graphics 3.4.2. Discuss text, fonts, colors, title safe area, lower thirds, and placement.  Performance Standard 4.1: Conduct Research for Projects 66.67% 63.68% 64.10% 4.1.1. Identify potential biases when selection interviewees. 4.1.6. Attribute all sources correctly. Performance Standard 4.2: Scripts and Storyboards 4.2.1. Determine appropriate script writing formats for various production types (e.g., news story, commercial, 48.21% 37.82% 30.08% 84.21% 87.82% 30.08% | 3.2.3. Connect microphone(s) to various audio equipment using the proper cables and/or adapters.                | 55.14%    | 56.84%         | 63.08%    |
| 3.2.6. Demonstrate the use of mixing multiple sources in live and post-production settings. 3.2.7. Identify the difference between mic and line levels. 4.2.1. Identify the difference between mic and line levels.  8.2.91%  8.2.91%  8.2.91%  8.2.91%  8.2.91%  8.2.91%  8.2.91%  8.2.91%  8.2.91%  8.2.91%  8.2.91%  8.2.91%  8.2.93%  8.3.3. Utilize various light sources (e.g., natural light, reflectors, portable lights, etc.)  3.3.4. Explain and demonstrate the use of lighting techniques in creating composition, visual continuity, mood, and color temperature.  8.2.000  8.2.01%  8.2.01%  8.2.01%  8.2.01%  8.2.01%  8.2.01%  8.2.01%  8.2.02%  8.2.03%  8.2.01%   | 3.2.4. Record a short audio sequency, properly monitoring the sound level.                                      | 36.47%    | 33.97%         | 37.31%    |
| 3.2.7. Identify the difference between mic and line levels.  Performance Standard 3.3: Proper Lighting Techniques 3.3.1. Identify and explain the use of basic lighting equipment. 3.3.3. Utilize various light sources (e.g., natural light, reflectors, portable lights, etc.) 3.3.4. Explain and demonstrate the use of lighting techniques in creating composition, visual continuity, mood, and color temperature.  Performance Standard 3.4: Effective Use of Visual Effects and Computer Graphics 3.4.2. Discuss text, fonts, colors, title safe area, lower thirds, and placement.  CONTENT STANDARD 4.0: WRITING FOR DIGITAL MEDIA  Performance Standard 4.1: Conduct Research for Projects 4.1.1. Identify potential biases when selection interviewees. 4.1.6. Attribute all sources correctly.  Performance Standard 4.2: Scripts and Storyboards 4.2.1. Determine appropriate script writing formats for various production types (e.g., news story, commercial, 4.2.1. B.2. Write scripts that contain a logical beginning, middle, and end.  Performance Standard 4.3: Interviewing Skills 4.3.1. Develop open-ended questions to elicit in-depth responses.  CONTENT STANDARD 5.0: INDUSTRY STANDARD PRODUCTION PRACTICES 67.47% 64.62% 74.21% Performance Standard 5.1: Appropriate Field Production (EFP) Practices 5.1.2. Perform field production jobs to include cameras, lighting, sound technicians, or multitask. 57.05% 57.05% 67.69%  | 3.2.5. Identify and correct sources of interference and poor sound quality.                                     | 81.95%    | 76.28%         | 78.85%    |
| Performance Standard 3.3: Proper Lighting Techniques 3.3.1. Identify and explain the use of basic lighting equipment. 3.3.2. Utilize various light sources (e.g., natural light, reflectors, portable lights, etc.) 3.3.4. Explain and demonstrate the use of lighting techniques in creating composition, visual continuity, mood, and color temperature.  Performance Standard 3.4: Effective Use of Visual Effects and Computer Graphics 3.4.2. Discuss text, fonts, colors, title safe area, lower thirds, and placement.  CONTENT STANDARD 4.0: WRITING FOR DIGITAL MEDIA 66.17% 66.67% 63.68% 64.10% 61.54% 61.54% 61.54% 61.54% 61.54% 61.54% 62.11. Identify potential biases when selection interviewees. 95.499 91.03% 94.62% 4.1.6. Attribute all sources correctly. 95.26% 50.00% 48.85% Performance Standard 4.2: Scripts and Storyboards 4.2.1. Determine appropriate script writing formats for various production types (e.g., news story, commercial, 4.2.2. Write scripts that contain a logical beginning, middle, and end. Performance Standard 4.3: Interviewing Skills 4.3.1. Develop open-ended questions to elicit in-depth responses.  CONTENT STANDARD 5.0: INDUSTRY STANDARD PRODUCTION PRACTICES 67.47% 64.62% 74.21% Performance Standard 5.1: Appropriate Field Production (EFP) Practices 5.1.2. Perform field production jobs to include cameras, lighting, sound technicians, or multitask. 57.05% 57.05% 67.69% 67.69% 67.69% 67.69% 67.69% 67.69% 67.69% 67.69% 67.69% 67.69%   | 3.2.6. Demonstrate the use of mixing multiple sources in live and post-production settings.                     | 53.76%    | 53.85%         | 61.92%    |
| 3.3.1. Identify and explain the use of basic lighting equipment. 3.3.3. Utilize various light sources (e.g., natural light, reflectors, portable lights, etc.) 5.2.63% 45.51% 49.23% 3.3.4. Explain and demonstrate the use of lighting techniques in creating composition, visual continuity, mood, and color temperature.  Performance Standard 3.4: Effective Use of Visual Effects and Computer Graphics 5.5.64% 54.49% 61.54% 3.4.2. Discuss text, fonts, colors, title safe area, lower thirds, and placement.  CONTENT STANDARD 4.0: WRITING FOR DIGITAL MEDIA 66.17% 65.06% 67.69% Performance Standard 4.1: Conduct Research for Projects 66.67% 63.68% 64.10% 4.1.1. Identify potential biases when selection interviewees. 95.49% 91.03% 94.62% 4.1.6. Attribute all sources correctly. 57.226% 50.00% 48.85% Performance Standard 4.2: Scripts and Storyboards 57.52% 58.97% 64.62% 4.2.1. Determine appropriate script writing formats for various production types (e.g., news story, commercial, 30.83% 30.13% 46.15% 4.2.2. Write scripts that contain a logical beginning, middle, and end. Performance Standard 4.3: Interviewing Skills 81.95% 81.41% 84.62% 4.3.1. Develop open-ended questions to elicit in-depth responses. 81.95% 81.41% 84.62% CONTENT STANDARD 5.0: INDUSTRY STANDARD PRODUCTION PRACTICES 67.47% 64.62% 74.21% Performance Standard 5.1: Appropriate Field Production (EFP) Practices 5.1.2. Perform field production jobs to include cameras, lighting, sound technicians, or multitask. 57.05% 67.69% 57.05% 67.69% 57.05% 67.69% 57.05% 67.69%  | 3.2.7. Identify the difference between mic and line levels.   | 34.21%    | 28.85%         | 26.92%    |
| 3.3.3. Utilize various light sources (e.g., natural light, reflectors, portable lights, etc.) 3.3.4. Explain and demonstrate the use of lighting techniques in creating composition, visual continuity, mood, and color temperature.  Performance Standard 3.4: Effective Use of Visual Effects and Computer Graphics 3.4.2. Discuss text, fonts, colors, title safe area, lower thirds, and placement.  CONTENT STANDARD 4.0: WRITING FOR DIGITAL MEDIA Performance Standard 4.1: Conduct Research for Projects 66.67% 63.68% 64.10% 4.1.1. Identify potential biases when selection interviewees. 95.49% 91.03% 94.62% 4.1.6. Attribute all sources correctly. Performance Standard 4.2: Scripts and Storyboards 4.2.1. Determine appropriate script writing formats for various production types (e.g., news story, commercial, 4.2.2. Write scripts that contain a logical beginning, middle, and end. Performance Standard 4.3: Interviewing Skills 81.95% 81.41% 84.62% 4.3.1. Develop open-ended questions to elicit in-depth responses. CONTENT STANDARD 5.0: INDUSTRY STANDARD PRODUCTION PRACTICES Performance Standard 5.1: Appropriate Field Production (EFP) Practices 5.1.4. Determine camera shooting techniques appropriate for the production, such as shot composition, angle, and use of mounting devices. 5.1.5. Create a project outside the studio using field equipment and techniques.   | Performance Standard 3.3: Proper Lighting Techniques  | 62.91%    |                | 66.41%    |
| 3.3.4. Explain and demonstrate the use of lighting techniques in creating composition, visual continuity, mood, and color temperature.  Performance Standard 3.4: Effective Use of Visual Effects and Computer Graphics 3.4.2. Discuss text, fonts, colors, title safe area, lower thirds, and placement.  CONTENT STANDARD 4.0: WRITING FOR DIGITAL MEDIA  Performance Standard 4.1: Conduct Research for Projects 4.1.1. Identify potential biases when selection interviewees. 4.1.6. Attribute all sources correctly.  Performance Standard 4.2: Scripts and Storyboards 4.2.1. Determine appropriate script writing formats for various production types (e.g., news story, commercial, 4.2.2. Write scripts that contain a logical beginning, middle, and end.  Performance Standard 4.3: Interviewing Skills 4.3.1. Develop open-ended questions to elicit in-depth responses.  CONTENT STANDARD 5.0: INDUSTRY STANDARD PRODUCTION PRACTICES  Performance Standard 5.1: Appropriate Field Production (EFP) Practices 5.1.2. Perform field production jobs to include cameras, lighting, sound technicians, or multitask. 5.1.4. Determine camera shooting techniques appropriate for the production, such as shot composition, angle, and use of mounting devices. 5.1.5. Create a project outside the studio using field equipment and techniques.   | 3.3.1. Identify and explain the use of basic lighting equipment.  | 91.73%    | 91.67%         | 89.23%    |
| and color temperature.  Performance Standard 3.4: Effective Use of Visual Effects and Computer Graphics  3.4.2. Discuss text, fonts, colors, title safe area, lower thirds, and placement.  55.64%  54.49%  61.54%  60.154%  CONTENT STANDARD 4.0: WRITING FOR DIGITAL MEDIA  Performance Standard 4.1: Conduct Research for Projects  4.1.1 Identify potential biases when selection interviewees.  4.1.2. Identify potential biases when selection interviewees.  4.1.3. Attribute all sources correctly.  Performance Standard 4.2: Scripts and Storyboards  4.2.1. Determine appropriate script writing formats for various production types (e.g., news story, commercial, 4.2.2. Write scripts that contain a logical beginning, middle, and end.  Performance Standard 4.3: Interviewing Skills  4.3.1. Develop open-ended questions to elicit in-depth responses.  CONTENT STANDARD 5.0: INDUSTRY STANDARD PRODUCTION PRACTICES  Performance Standard 5.1: Appropriate Field Production (EFP) Practices  5.1.2. Perform field production jobs to include cameras, lighting, sound technicians, or multitask.  5.1.4. Determine camera shooting techniques appropriate for the production, such as shot composition, angle, and use of mounting devices.  5.1.5. Create a project outside the studio using field equipment and techniques.  |   | 52.63%    | 45.51%         | 49.23%    |
| and color temperature.  Performance Standard 3.4: Effective Use of Visual Effects and Computer Graphics  3.4.2. Discuss text, fonts, colors, title safe area, lower thirds, and placement.  55.64%  54.49%  61.54%  CONTENT STANDARD 4.0: WRITING FOR DIGITAL MEDIA  Performance Standard 4.1: Conduct Research for Projects  66.67%  63.68%  64.10%  4.1.1. Identify potential biases when selection interviewees.  95.49%  91.03%  94.62%  4.1.6. Attribute all sources correctly.  Performance Standard 4.2: Scripts and Storyboards  4.2.1. Determine appropriate script writing formats for various production types (e.g., news story, commercial, 30.83%  4.2.2. Write scripts that contain a logical beginning, middle, and end.  Performance Standard 4.3: Interviewing Skills  4.3.1. Develop open-ended questions to elicit in-depth responses.  CONTENT STANDARD 5.0: INDUSTRY STANDARD PRODUCTION PRACTICES  Performance Standard 5.1: Appropriate Field Production (EFP) Practices  5.1.2. Perform field production jobs to include cameras, lighting, sound technicians, or multitask.  5.1.4. Determine camera shooting techniques appropriate for the production, such as shot composition, angle, and use of mounting devices.  5.1.5. Create a project outside the studio using field equipment and techniques.   | 3.3.4. Explain and demonstrate the use of lighting techniques in creating composition, visual continuity, mood, | 44 36%    | <i>4</i> 1 03% | 60.77%    |
| 3.4.2. Discuss text, fonts, colors, title safe area, lower thirds, and placement.  CONTENT STANDARD 4.0: WRITING FOR DIGITAL MEDIA  Performance Standard 4.1: Conduct Research for Projects  66.67% 63.68% 64.10% 4.1.1. Identify potential biases when selection interviewees.  95.49% 91.03% 94.62% 4.1.6. Attribute all sources correctly.  Performance Standard 4.2: Scripts and Storyboards 4.2.1. Determine appropriate script writing formats for various production types (e.g., news story, commercial). 4.2.2. Write scripts that contain a logical beginning, middle, and end.  Performance Standard 4.3: Interviewing Skills 4.3.1. Develop open-ended questions to elicit in-depth responses.  CONTENT STANDARD 5.0: INDUSTRY STANDARD PRODUCTION PRACTICES 67.47% 64.62% 74.21% Performance Standard 5.1: Appropriate Field Production (EFP) Practices 59.18% 51.2. Perform field production jobs to include cameras, lighting, sound technicians, or multitask. 51.4. Determine camera shooting techniques appropriate for the production, such as shot composition, angle, and use of mounting devices. 51.5. Create a project outside the studio using field equipment and techniques.  86.84% 85.26% 86.15%  | and color temperature.  | 44.50%    | 41.00%         | 00.1170   |
| CONTENT STANDARD 4.0: WRITING FOR DIGITAL MEDIA  Performance Standard 4.1: Conduct Research for Projects 66.67% 63.68% 64.10% 4.1.1. Identify potential biases when selection interviewees. 95.49% 91.03% 94.62% 4.1.6. Attribute all sources correctly.  Performance Standard 4.2: Scripts and Storyboards 57.52% 58.97% 64.62% 4.2.1. Determine appropriate script writing formats for various production types (e.g., news story, commercial, 30.83% 30.13% 46.15% 4.2.2. Write scripts that contain a logical beginning, middle, and end.  Performance Standard 4.3: Interviewing Skills 81.95% 81.41% 84.62% 4.3.1. Develop open-ended questions to elicit in-depth responses.  CONTENT STANDARD 5.0: INDUSTRY STANDARD PRODUCTION PRACTICES 67.47% 64.62% 74.21% Performance Standard 5.1: Appropriate Field Production (EFP) Practices 59.18% 56.41% 73.08% 5.1.2. Perform field production jobs to include cameras, lighting, sound technicians, or multitask. 5.1.4. Determine camera shooting techniques appropriate for the production, such as shot composition, angle, and use of mounting devices. 5.1.5. Create a project outside the studio using field equipment and techniques.  | Performance Standard 3.4: Effective Use of Visual Effects and Computer Graphics                                 | 55.64%    | 54.49%         | 61.54%    |
| Performance Standard 4.1: Conduct Research for Projects 4.1.1. Identify potential biases when selection interviewees. 4.1.6. Attribute all sources correctly.  Performance Standard 4.2: Scripts and Storyboards 57.52% 58.97% 64.62% 4.2.1. Determine appropriate script writing formats for various production types (e.g., news story, commercial, 4.2.2. Write scripts that contain a logical beginning, middle, and end.  Performance Standard 4.3: Interviewing Skills 4.3.1. Develop open-ended questions to elicit in-depth responses.  CONTENT STANDARD 5.0: INDUSTRY STANDARD PRODUCTION PRACTICES 67.47% 64.62% 74.21% Performance Standard 5.1: Appropriate Field Production (EFP) Practices 59.18% 56.41% 73.08% 51.1.2. Perform field production jobs to include cameras, lighting, sound technicians, or multitask. 5.1.4. Determine camera shooting techniques appropriate for the production, such as shot composition, angle, and use of mounting devices. 5.1.5. Create a project outside the studio using field equipment and techniques.  | 3.4.2. Discuss text, fonts, colors, title safe area, lower thirds, and placement.                               | 55.64%    | 54.49%         | 61.54%    |
| 4.1.1. Identify potential biases when selection interviewees.  4.1.6. Attribute all sources correctly.  Performance Standard 4.2: Scripts and Storyboards  4.2.1. Determine appropriate script writing formats for various production types (e.g., news story, commercial, and a storyboards)  4.2.2. Write scripts that contain a logical beginning, middle, and end.  Performance Standard 4.3: Interviewing Skills  4.3.1. Develop open-ended questions to elicit in-depth responses.  CONTENT STANDARD 5.0: INDUSTRY STANDARD PRODUCTION PRACTICES  Performance Standard 5.1: Appropriate Field Production (EFP) Practices  5.1.2. Perform field production jobs to include cameras, lighting, sound technicians, or multitask.  5.1.4. Determine camera shooting techniques appropriate for the production, such as shot composition, angle, and use of mounting devices.  5.1.5. Create a project outside the studio using field equipment and techniques.  95.49%  91.03%  92.62%  50.00%  48.85%  64.62%  57.52%  58.97%  64.62%  87.82%  83.08%  81.95%  81.41%  84.62%  67.47%  64.62%  74.21%  73.08%  55.1.4. Determine camera shooting techniques appropriate for the production, such as shot composition, angle, and use of mounting devices.  5.1.5. Create a project outside the studio using field equipment and techniques.   | CONTENT STANDARD 4.0: WRITING FOR DIGITAL MEDIA   | 66.17%    | 65.06%         | 67.69%    |
| 4.1.6. Attribute all sources correctly.  Performance Standard 4.2: Scripts and Storyboards  4.2.1. Determine appropriate script writing formats for various production types (e.g., news story, commercial, 4.2.2. Write scripts that contain a logical beginning, middle, and end.  Performance Standard 4.3: Interviewing Skills  4.3.1. Develop open-ended questions to elicit in-depth responses.  CONTENT STANDARD 5.0: INDUSTRY STANDARD PRODUCTION PRACTICES  Performance Standard 5.1: Appropriate Field Production (EFP) Practices  5.1.2. Perform field production jobs to include cameras, lighting, sound technicians, or multitask.  5.1.4. Determine camera shooting techniques appropriate for the production, such as shot composition, angle, and use of mounting devices.  5.1.5. Create a project outside the studio using field equipment and techniques.  52.26%  50.00%  48.85%  50.00%  50.00%  50.00%  50.00%  50.00%  50.00%  50.00%  50.00%  50.00%  50.00%  50.00%  50.00%  50.00%  50.00%  50.00%  50.00%  50.00%  60.60%  60.60%  60.60%  | Performance Standard 4.1: Conduct Research for Projects   | 66.67%    | 63.68%         | 64.10%    |
| Performance Standard 4.2: Scripts and Storyboards  4.2.1. Determine appropriate script writing formats for various production types (e.g., news story, commercial, 4.2.2. Write scripts that contain a logical beginning, middle, and end.  Performance Standard 4.3: Interviewing Skills  4.3.1. Develop open-ended questions to elicit in-depth responses.  CONTENT STANDARD 5.0: INDUSTRY STANDARD PRODUCTION PRACTICES  Performance Standard 5.1: Appropriate Field Production (EFP) Practices  5.1.2. Perform field production jobs to include cameras, lighting, sound technicians, or multitask.  5.1.4. Determine camera shooting techniques appropriate for the production, such as shot composition, angle, and use of mounting devices.  5.1.5. Create a project outside the studio using field equipment and techniques.  58.84%  58.97%  64.62%  40.15%  87.82%  81.95%  81.41%  84.62%  67.47%  64.62%  74.21%  73.08%  59.18%  56.41%  73.08%  67.69%  67.69%   | 4.1.1. Identify potential biases when selection interviewees.   | 95.49%    | 91.03%         | 94.62%    |
| 4.2.1. Determine appropriate script writing formats for various production types (e.g., news story, commercial, 4.2.2. Write scripts that contain a logical beginning, middle, and end. 84.21% 87.82% 83.08% Performance Standard 4.3: Interviewing Skills 81.95% 81.41% 84.62% 4.3.1. Develop open-ended questions to elicit in-depth responses. 81.95% 81.41% 84.62% CONTENT STANDARD 5.0: INDUSTRY STANDARD PRODUCTION PRACTICES 67.47% 64.62% 74.21% Performance Standard 5.1: Appropriate Field Production (EFP) Practices 59.18% 56.41% 73.08% 5.1.2. Perform field production jobs to include cameras, lighting, sound technicians, or multitask. 40.98% 41.99% 82.31% 51.4. Determine camera shooting techniques appropriate for the production, such as shot composition, angle, and use of mounting devices. 57.05% 67.69% 86.15%  | 4.1.6. Attribute all sources correctly.   | 52.26%    | 50.00%         | 48.85%    |
| 4.2.2. Write scripts that contain a logical beginning, middle, and end.84.21%87.82%83.08%Performance Standard 4.3: Interviewing Skills81.95%81.41%84.62%4.3.1. Develop open-ended questions to elicit in-depth responses.81.95%81.41%84.62%CONTENT STANDARD 5.0: INDUSTRY STANDARD PRODUCTION PRACTICES67.47%64.62%74.21%Performance Standard 5.1: Appropriate Field Production (EFP) Practices59.18%56.41%73.08%5.1.2. Perform field production jobs to include cameras, lighting, sound technicians, or multitask.40.98%41.99%82.31%5.1.4. Determine camera shooting techniques appropriate for the production, such as shot composition, angle, and use of mounting devices.71.43%57.05%67.69%5.1.5. Create a project outside the studio using field equipment and techniques.86.84%85.26%86.15%  | Performance Standard 4.2: Scripts and Storyboards   | 57.52%    | 58.97%         | 64.62%    |
| Performance Standard 4.3: Interviewing Skills 4.3.1. Develop open-ended questions to elicit in-depth responses.  CONTENT STANDARD 5.0: INDUSTRY STANDARD PRODUCTION PRACTICES 67.47% 64.62% Performance Standard 5.1: Appropriate Field Production (EFP) Practices 5.1.2. Perform field production jobs to include cameras, lighting, sound technicians, or multitask. 5.1.4. Determine camera shooting techniques appropriate for the production, such as shot composition, angle, and use of mounting devices. 5.1.5. Create a project outside the studio using field equipment and techniques.  81.95% 81.41% 84.62% 67.47% 64.62% 74.21% 73.08% 59.18% 59.18% 50.41% 73.08% 67.69% 82.31% 67.69% 85.1.5. Create a project outside the studio using field equipment and techniques.   | 4.2.1. Determine appropriate script writing formats for various production types (e.g., news story, commercial, | 30.83%    | 30.13%         | 46.15%    |
| 4.3.1. Develop open-ended questions to elicit in-depth responses.  CONTENT STANDARD 5.0: INDUSTRY STANDARD PRODUCTION PRACTICES  Performance Standard 5.1: Appropriate Field Production (EFP) Practices  59.18%  50.41%  73.08%  5.1.2. Perform field production jobs to include cameras, lighting, sound technicians, or multitask.  5.1.4. Determine camera shooting techniques appropriate for the production, such as shot composition, angle, and use of mounting devices.  5.1.5. Create a project outside the studio using field equipment and techniques.  81.95%  67.47%  64.62%  74.21%  73.08%  67.69%  67.69%  86.84%  85.26%  86.15%  | 4.2.2. Write scripts that contain a logical beginning, middle, and end.   | 84.21%    | 87.82%         | 83.08%    |
| CONTENT STANDARD 5.0: INDUSTRY STANDARD PRODUCTION PRACTICES  Performance Standard 5.1: Appropriate Field Production (EFP) Practices  59.18% 56.41% 73.08%  5.1.2. Perform field production jobs to include cameras, lighting, sound technicians, or multitask.  5.1.4. Determine camera shooting techniques appropriate for the production, such as shot composition, angle, and use of mounting devices.  5.1.5. Create a project outside the studio using field equipment and techniques.  67.47% 64.62% 74.21%  59.18% 56.41% 73.08%  67.69% 67.69%  67.69%  | Performance Standard 4.3: Interviewing Skills   | 81.95%    | 81.41%         | 84.62%    |
| Performance Standard 5.1: Appropriate Field Production (EFP) Practices59.18%56.41%73.08%5.1.2. Perform field production jobs to include cameras, lighting, sound technicians, or multitask.40.98%41.99%82.31%5.1.4. Determine camera shooting techniques appropriate for the production, such as shot composition, angle, and use of mounting devices.71.43%57.05%67.69%5.1.5. Create a project outside the studio using field equipment and techniques.86.84%85.26%86.15%   | 4.3.1. Develop open-ended questions to elicit in-depth responses.   | 81.95%    | 81.41%         | 84.62%    |
| 5.1.2. Perform field production jobs to include cameras, lighting, sound technicians, or multitask.  5.1.4. Determine camera shooting techniques appropriate for the production, such as shot composition, angle, and use of mounting devices.  5.1.5. Create a project outside the studio using field equipment and techniques.  40.98%  41.99%  57.05%  67.69%  86.84%  85.26%  86.15%   | CONTENT STANDARD 5.0: INDUSTRY STANDARD PRODUCTION PRACTICES  | 67.47%    | 64.62%         | 74.21%    |
| 5.1.4. Determine camera shooting techniques appropriate for the production, such as shot composition, angle, and use of mounting devices.  5.1.5. Create a project outside the studio using field equipment and techniques.  5.1.5. Create a project outside the studio using field equipment and techniques.  5.1.5. Create a project outside the studio using field equipment and techniques.  | Performance Standard 5.1: Appropriate Field Production (EFP) Practices  | 59.18%    | 56.41%         | 73.08%    |
| 5.1.4. Determine camera shooting techniques appropriate for the production, such as shot composition, angle, and use of mounting devices.  5.1.5. Create a project outside the studio using field equipment and techniques.  5.1.5. Create a project outside the studio using field equipment and techniques.  5.1.5. Create a project outside the studio using field equipment and techniques.  | 5.1.2. Perform field production jobs to include cameras, lighting, sound technicians, or multitask.             | 40.98%    | 41.99%         | 82.31%    |
| and use of mounting devices.  5.1.5. Create a project outside the studio using field equipment and techniques.  67.69%  86.84%  85.26%  86.15%   |   | 74.100/   |                |           |
| 5.1.5. Create a project outside the studio using field equipment and techniques. 86.84% 85.26% 86.15%  |   | /1.43%    | 57.05%         | 67.69%    |
|  |   | 86.84%    | 85.26%         | 86.15%    |
|  |   |           | 41.67%         |           |

| Assessment: Digital Media Production  | % Correct | % Correct | % Correct |
|---|-----------|-----------|-----------|
| Number tested: 112  | 17-18     | 18-19     | 20-21     |
| Performance Standard 5.2: Appropriate Studio Operation  | 76.09%    | 74.23%    | 79.69%    |
| 5.2.3. Demonstrate basic studio camera operation.   | 93.23%    | 92.31%    | 90.77%    |
| 5.2.5. Use proper studio lighting.  | 71.80%    | 69.71%    | 76.92%    |
| Performance Standard 5.3: On-Camera Delivery  | 72.43%    | 67.74%    | 67.69%    |
| 5.3.1. Demonstrate understanding of appropriate speaking skills for an on-camera performance (e.g., pitch,        | 70.400/   | 67.740/   | 07.000/   |
| tone, emphasis, inflection, enunciation, timing, etc.)  | 72.43%    | 67.74%    | 67.69%    |
| CONTENT STANDARD 6.0: UNDERSTAND THE EDITING PROCESS  | 75.02%    | 72.86%    | 77.25%    |
| Performance Standard 6.1: Understand File Format and Data Management  | 64.85%    | 59.38%    | 65.00%    |
| 6.1.1 Differentiate between digital video files, still images, and audio files.                                   | 50.38%    | 44.87%    | 48.46%    |
| 6.1.2. Create, compress, and convert digital video files, still images, audio files, and graphic files in various | F7.80%    | 47 GE0/   | 64.700/   |
| formats, and codecs.  | 57.89%    | 47.65%    | 61.79%    |
| 6.1.3. Explain the need for data management.  | 63.91%    | 59.29%    | 61.54%    |
| 6.1.4. Demonstrate appropriate data management practices.   | 83.46%    | 84.29%    | 81.54%    |
| Performance Standard 6.2: Operate Software for Digital Editing  | 83.26%    | 81.97%    | 85.33%    |
| 6.2.1. Organize and evaluate materials for editing.   | 75.94%    | 74.36%    | 73.08%    |
| 6.2.2. Capture/import source materials.   | 86.97%    | 84.19%    | 85.64%    |
| 6.2.3. Manipulate video (i.e., color, motion, filters, and transitions).  | 84.59%    | 84.46%    | 86.54%    |
| 6.2.4. Utilize visual techniques to enhance the final product (i.e., animation, and graphics).                    | 92.48%    | 93.59%    | 92.31%    |
| 6.2.6. Adjust audio levels for a single or multiple tracks.   | 88.47%    | 86.54%    | 87.95%    |
| 6.2.8. Export a project to appropriate media.   | 69.92%    | 68.59%    | 87.31%    |
| Performance Standard 6.3: Understand the Principles of Editing  | 77.34%    | 75.00%    | 80.44%    |
| 6.3.1. Explain the Impact of editing on continuity, performance, emphasis, and flow.                              | 74.44%    | 72.82%    | 80.31%    |
| 6.3.2. Apply the principals of editing to a production project.   | 84.59%    | 80.45%    | 80.77%    |
| Performance Standard 6.4: Evaluate the Project  | 63.31%    | 64.10%    | 68.15%    |
| 6.4.2. Assess video/audio quality for levels and clarity.   | 50.13%    | 51.07%    | 56.41%    |
| 6.4.3. Revise work based on critiques.  | 83.08%    | 83.65%    | 85.77%    |