# IDAHO
## Division of Career Technical Education

## Results by Standard

| Legend (%) | | |
|---|---|---|
| 0-50% | 51-75% | 76-100% |

| Assessment: Digital Media Production<br>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% |

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|---|---|---|---|
| 3.1.5. Demonstrate different shot compositions (e.g., medium shot, close up, long shot, etc.) | 92.48% | 85.90% | 93.08% |
| 3.1.7. Demonstrate understanding of white balance settings. | 79.70% | 74.04% | 66.92% |
| 3.1.8. Connect various pieces of video equipment using proper cables and/or adaptors. | 96.24% | 94.87% | 90.00% |
| Performance Standard 3.2: Audio Equipment Operation | 58.16% | 56.50% | 59.01% |
| 3.2.1. Identify, compare and contrast the types, uses, and pick-up patterns of various microphones. | 71.43% | 75.00% | 69.23% |
| 3.2.2. Demonstrate proper placement of microphones for effective audio. | 82.33% | 79.81% | 78.85% |
| 3.2.3. Connect microphone(s) to various audio equipment using the proper cables and/or adapters. | 55.14% | 56.84% | 63.08% |
| 3.2.4. Record a short audio sequence, properly monitoring the sound level. | 36.47% | 33.97% | 37.31% |
| 3.2.5. Identify and correct sources of interference and poor sound quality. | 81.95% | 76.28% | 78.85% |
| 3.2.6. Demonstrate the use of mixing multiple sources in live and post-production settings. | 53.76% | 53.85% | 61.92% |
| 3.2.7. Identify the difference between mic and line levels. | 34.21% | 28.85% | 26.92% |
| 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% | 89.23% |
| 3.3.3. Utilize various light sources (e.g., natural light, reflectors, portable lights, etc.) | 52.63% | 45.51% | 49.23% |
| 3.3.4. Explain and demonstrate the use of lighting techniques in creating composition, visual continuity, mood, and color temperature. | 44.36% | 41.03% | 60.77% |
| Performance Standard 3.4: Effective Use of Visual Effects and Computer Graphics | 55.64% | 54.49% | 61.54% |
| 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 | 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. | 52.26% | 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. | 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% |
| 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% |
| 5.1.8. Know how to use zebras, histograms, and waveform monitors when adjusting camera exposure. | 43.61% | 41.67% | 53.46% |

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|---|---|---|---|
| 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, 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 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% |