



2022-2023 Technical Skills Assessment Digital Media Production

Results by Standard

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

Assessment: Digital Media Production Number tested: 112	% Correct 20-21	% Correct 21-22*	% Correct 22-23*
CONTENT STANDARD 1.0: DIGITAL MEDIA PRODUCTION INDUSTRY	77.78%		
Performance Standard 1.2: Industry Ethics and Laws	72.69%		
1.2.1. Define terms applicable to ethics and laws (e.g. plagiarism, copyright law, libel, slander, etc.)	75.00%		
1.2.2. Discuss how to legally obtain and use source materials for production purposes.	75.00%		
1.2.4. Summarize legal and ethical acquisition and use of digital materials, giving attribution using established methods.	68.08%		
Performance Standard 1.3: Stages of the Digital Media Process	89.23%		
1.3.3. Conduct a pre-production meeting to create a production plan, and location scouting.	83.85%		
1.3.4. List the components of the production phase (e.g. selecting equipment, operating equipment, interviewing, directing, lighting, and audio, etc.)	94.62%		
Performance Standard 1.4: Various Roles in Digital Media	85.38%		
1.4.2. Develop appropriate industry specific communication skills when working with clients, crews, and talent.	85.38%		
CONTENT STANDARD 2.0: SAFETY AND PERSONAL RESPONSIBILITY	75.38%		
Performance Standard 2.1: Orderly and Safe Work Environment	75.38%		
2.1.2. Discuss safety precautions and practices.	73.85%		
2.1.3. Demonstrate the safe usage of appropriate tools and the proper operation of equipment.	75.77%		
CONTENT STANDARD 3.0: DIGITAL MEDIA PRODUCTION EQUIPMENT	68.05%		
Performance Standard 3.1: Camera Operation and Techniques	81.19%		
3.1.1. Select, operate and exhibit correct use of video cameras for project specifications.	85.64%		
3.1.2 Demonstrate the functions and uses of camera mounting devices (e.g., tripods, Steadicam, monopods, etc.)	96.15%		
3.1.3 Demonstrate types of camera angles and movements.	77.69%		
3.1.4. Demonstrate an understanding of the rule of thirds.	72.69%		

*No students tested

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3.1.5. Demonstrate different shot compositions (e.g., medium shot, close up, long shot, etc.)	93.08%		
3.1.7. Demonstrate understanding of white balance settings.	66.92%		
3.1.8. Connect various pieces of video equipment using proper cables and/or adaptors.	90.00%		
Performance Standard 3.2: Audio Equipment Operation	59.01%		
3.2.1. Identify, compare and contrast the types, uses, and pick-up patterns of various microphones.	69.23%		
3.2.2. Demonstrate proper placement of microphones for effective audio.	78.85%		
3.2.3. Connect microphone(s) to various audio equipment using the proper cables and/or adapters.	63.08%		
3.2.4. Record a short audio sequency, properly monitoring the sound level.	37.31%		
3.2.5. Identify and correct sources of interference and poor sound quality.	78.85%		
3.2.6. Demonstrate the use of mixing multiple sources in live and post-production settings.	61.92%		
3.2.7. Identify the difference between mic and line levels.	26.92%		
Performance Standard 3.3: Proper Lighting Techniques	66.41%		
3.3.1. Identify and explain the use of basic lighting equipment.	89.23%		
3.3.3. Utilize various light sources (e.g., natural light, reflectors, portable lights, etc.)	49.23%		
3.3.4. Explain and demonstrate the use of lighting techniques in creating composition, visual continuity, mood, and color temperature.	60.77%		
Performance Standard 3.4: Effective Use of Visual Effects and Computer Graphics	61.54%		
3.4.2. Discuss text, fonts, colors, title safe area, lower thirds, and placement.	61.54%		
CONTENT STANDARD 4.0: WRITING FOR DIGITAL MEDIA	67.69%		
Performance Standard 4.1: Conduct Research for Projects	64.10%		
4.1.1. Identify potential biases when selection interviewees.	94.62%		
4.1.6. Attribute all sources correctly.	48.85%		
Performance Standard 4.2: Scripts and Storyboards	64.62%		
4.2.1. Determine appropriate script writing formats for various production types (e.g., news story,	46.15%		
4.2.2. Write scripts that contain a logical beginning, middle, and end.	83.08%		
Performance Standard 4.3: Interviewing Skills	84.62%		
4.3.1. Develop open-ended questions to elicit in-depth responses.	84.62%		
CONTENT STANDARD 5.0: INDUSTRY STANDARD PRODUCTION PRACTICES	74.21%		
Performance Standard 5.1: Appropriate Field Production (EFP) Practices	73.08%		
5.1.2. Perform field production jobs to include cameras, lighting, sound technicians, or multitask.	82.31%		
5.1.4. Determine camera shooting techniques appropriate for the production, such as shot composition, angle, and use of mounting devices.	67.69%		
5.1.5. Create a project outside the studio using field equipment and techniques.	86.15%		
5.1.8. Know how to use zebras, histograms, and waveform monitors when adjusting camera exposure.	53.46%		

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Performance Standard 5.2: Appropriate Studio Operation	79.69%		
5.2.3. Demonstrate basic studio camera operation.	90.77%		
5.2.5. Use proper studio lighting.	76.92%		
Performance Standard 5.3: On-Camera Delivery	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.)	67.69%		
CONTENT STANDARD 6.0: UNDERSTAND THE EDITING PROCESS	77.25%		
Performance Standard 6.1: Understand File Format and Data Management	65.00%		
6.1.1 Differentiate between digital video files, still images, and audio files.	48.46%		
6.1.2. Create, compress, and convert digital video files, still images, audio files, and graphic files in various formats, and codecs.	61.79%		
6.1.3. Explain the need for data management.	61.54%		
6.1.4. Demonstrate appropriate data management practices.	81.54%		
Performance Standard 6.2: Operate Software for Digital Editing	85.33%		
6.2.1. Organize and evaluate materials for editing.	73.08%		
6.2.2. Capture/import source materials.	85.64%		
6.2.3. Manipulate video (i.e., color, motion, filters, and transitions).	86.54%		
6.2.4. Utilize visual techniques to enhance the final product (i.e., animation, and graphics).	92.31%		
6.2.6. Adjust audio levels for a single or multiple tracks.	87.95%		
6.2.8. Export a project to appropriate media.	87.31%		
Performance Standard 6.3: Understand the Principles of Editing	80.44%		
6.3.1. Explain the Impact of editing on continuity, performance, emphasis, and flow.	80.31%		
6.3.2. Apply the principals of editing to a production project.	80.77%		
Performance Standard 6.4: Evaluate the Project	68.15%		
6.4.2. Assess video/audio quality for levels and clarity.	56.41%		
6.4.3. Revise work based on critiques.	85.77%		

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