

2026 DIGITAL MEDIA PRODUCTION

Program Standards

CONTENT STANDARD 1.0: PROFESSIONAL ORGANIZATIONS AND LEADERSHIP

Performance Standard 1.1: Student Leadership in Career Technical Student Organizations (CTSO) and Professional Associations

- 1.1.1 Explore the role of professional organizations and/or associations in the Digital Media industry.
- 1.1.2 Define the values, roles, and opportunities provided through career technical student organizations.
- 1.1.3 Engage in career exploration and leadership development.

CONTENT STANDARD 2.0: DIGITAL MEDIA INDUSTRY

Performance Standard 2.1: Industry Ethics and Laws

- 2.1.1 Describe terms applicable to ethics and laws (e.g. plagiarism, copyright law, libel, slander).
- 2.1.2 Describe legal and ethical acquisition/use of digital materials, utilizing appropriate attribution.
- 2.1.3 Describe artificial intelligence's (AI's) impact on the field of digital media (e.g. content creation, image and audio generation, streamlining workflow).
- 2.1.4 Describe the role of the Federal Communications Commission (FCC) relating to digital media production.

Performance Standard 2.2: Roles in Digital Media

- 2.2.1 Research career pathways and employment opportunities in the digital media industry.
- 2.2.2 Describe the roles of personnel for digital media projects (e.g., producer, director, editor, camera operator, talent).

Performance Standard 2.3.: Personal Responsibility and Professionalism

- 2.3.1 Demonstrate industry-specific communication skills for working with clients, crews, and talent.
- 2.3.2 Describe professional conduct expectations across the industry.
- 2.3.3 Describe ethical standards for digital media development.
- 2.3.4 Provide and respond to constructive criticism.
- 2.3.5 Describe professional dress code expectations, based on role and assignment.

CONTENT STANDARD 3.0: PRE-PRODUCTION

Performance Standard 3.1: Planning

- 3.1.1 Research content for potential story development (e.g., social listening, upcoming events, interviews, surveys).
- 3.1.2 Determine the digital media platform, file format, and aspect ratio (e.g., social media, broadcast, website) for final production.
- 3.1.3 Describe the components of production (e.g., selecting equipment, operating equipment, interviewing, directing, lighting, audio).
- 3.1.4 Evaluate recording locations (e.g., sound, lighting, environment).
- 3.1.5 Develop objective, open-ended questions to elicit in-depth responses.
- 3.1.6 Select and contact interviewee(s) for the topic.

Performance Standard 3.2: Storyboards and Scripts

- 3.2.1 Write scripts that contain a logical beginning, middle and end.
- 3.2.2 Write scripts in a variety of formats (e.g., news story, commercial, sports, PSA [Public Service Announcement], narrative).

- 3.2.3 Develop a storyboard, using essential components (e.g., camera angles, locations, movements).

CONTENT STANDARD 4.0: PRODUCTION

Performance Standard 4.1: Camera Operation & Techniques

- 4.1.1 Describe the operation and maintenance requirements of equipment.
- 4.1.2 Describe the functions and uses of camera mounting devices and types of movement (e.g., tripods, gimbal, monopods, pan/tilt, zoom).
- 4.1.3 Demonstrate different shot compositions (e.g., rule of thirds, medium shot, close-up, long shot) to intended effect.
- 4.1.4 Demonstrate shot sequencing, continuity and variety to intended effect
- 4.1.5 Determine camera settings (e.g. white balance, exposure, focus, audio) and adjustments needed for intended effect.
- 4.1.6 Determine camera settings (e.g. white balance, exposure, focus, audio) and adjustments needed for intended effect.
- 4.1.7 Wrap cables, using the over-under technique.

Performance Standard 4.2: Audio Equipment Operation

- 4.2.1 Identify recording levels, including microphones and line levels (e.g., decibels, peaking) and adjustments.
- 4.2.2 Identify the types and functions of various microphones.
- 4.2.3 Place and connect microphones for effective audio.

Performance Standard 4.3: Lighting Techniques

- 4.3.1 Describe the components and functions of basic lighting equipment.
- 4.3.2 Demonstrate effective lighting, using various light sources (e.g., natural light, reflectors, portable lights).
- 4.3.3 Describe the use of lighting techniques in creating composition, visual continuity, and mood (e.g., three-point, color temperature).

Performance Standard 4.4: Interviewing Skills

- 4.4.1 Write and ask questions that are coherent, concise, and grammatically correct.
- 4.4.2 Improvise questions, based on the interviewee's responses.

CONTENT STANDARD 5.0: POST-PRODUCTION

Performance Standard 5.1 Editing Process

- 5.1.1 Organize a variety of digital video files, still images, and audio files.
- 5.1.2 Import and export digital files in various formats.
- 5.1.3 Mix multiple audio/video sources.
- 5.1.4 Describe keying techniques (e.g. green screen, virtual sets, weather maps).
- 5.1.5 Improve a project, using graphic techniques (e.g., text, fonts, colors, motion graphics, title safe area, lower thirds, placement) to intended effect.
- 5.1.6 Adjust videos, using effects (e.g., color, motion, filters, transitions, animations).
- 5.1.7 Conduct a post-production meeting to critique a project.