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 Select, connect, and store cables using industry standard techniques.

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.

IDCTE Document Control Information

Program Standard Revision: Digital Media Production

Date	Standard #	Original	Summary of Change	Revised By	Approved By
1/26/26	4.1.6	Wrap cables, using the over-under technique.	Select, connect, and store cables using industry standard techniques.	Chet Andes	Chet Andes Pete Risse