

Television Production Curriculum Guide

**Tulsa Technology Center
Instructional Development and Training Services
6111 E. Skelly Drive
Tulsa, Ok 74147**

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TASKS AND OBJECTIVES IN BROWN ARE ALIGNED DIRECTLY TO STATES' CAREER CLUSTERS INITIATIVE – CLUSTER AND PATHWAYS KNOWLEDGE AND SKILLS, ARTS, A/V TECHNOLOGY & COMMUNICATIONS CLUSTER.

TASKS AND OBJECTIVES IN PURPLE ARE ALIGNED DIRECTLY TO CAREERSAFE CURRICULUM AND OSHA 10-HOUR GENERAL INDUSTRY SAFETY TRAINING.

**RED ALPHANUMERIC CODES INDICATE OBJECTIVES ALIGNED TO ODCTE SKILL STANDARDS.
MEDIA PRODUCTION: PRODUCTION ASSISTANT SKILLS STANDARDS (OD6001) © 2004
MEDIA PRODUCTION: EDITOR SKILLS STANDARDS (OD6002) © 2005
MEDIA PRODUCTION: PRODUCER SKILLS STANDARDS (OD6004) © 2005**

DEVELOPED BY:

Tulsa Technology Center

Teresa Piper, Instructor
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VALIDATION COMMITTEE

Validation Date: August 14, 2007

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CURRICULUM ALIGNMENT

States' Career Clusters Initiative – Cluster and Pathways Knowledge and Skills
Arts, A/V Technology & Communications Cluster

CareerSafe Curriculum/OSHA 10-Hour General Industry Safety Training

ODCTE – Media Production: Production Assistant Skills Standards OD6001 (2004)

ODCTE – Media Production: Editor Skills Standards OD6002 (2005)

ODCTE – Media Production: Producer Skills Standards OD6004 (2005)

TELEVISION PRODUCTION PROGRAM DETAILS

INSTRUCTOR: Teresa Piper
Instructor's phone: (918) 828-4152

Office Hours: By appointment

Class Hours: 8:00 am-3:00 pm

CAMPUS: Riverside

Director: Michael Highland
Director's phone: (918) 828-4001

Assistant Director: Shea Ferrell
Assistant Director's phone: (918) 828-4006

PROGRAM CERTIFICATION REQUIREMENTS:

1. The student must maintain a grade point average of eighty (80%) percent or better.
2. The student must maintain an attendance record of ninety (90%) percent or better.

TEACHING METHODS:

The class will primarily be taught by the lecture and demonstration method and supported by various media materials to address various learning styles. There will be question and answer sessions over material covered in lecture and media presentations. Supervised lab time is provided for students to complete required projects.

GRADING PROCEDURES:

1. Students are graded on theory and shop practice and performance.
2. Each course must be passed with eighty (80%) percent or better.
3. Grading scale: A=90-100%, B=80-89%, C=70-79%, D=60-69%, F=50-59%.

DESCRIPTION OF CLASSROOM, LABORATORIES, AND EQUIPMENT:

Tulsa Technology Center campuses are owned and operated by Tulsa Technology Center School District No. 18. All programs provide students the opportunity to work with professionally certified instructors in modern, well-equipped facilities.

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Riverside Campus:

Television Production is offered at the Riverside Campus of Tulsa Technology Center, which is located at 801 E. 91st St. in Tulsa, Oklahoma. This campus has 283,000 square feet of classrooms, laboratories, and shops on a 37 acre site. The Television Production classroom and studio on Riverside Campus is approximately 4,784 square feet.

Equipment in the Television Production classroom includes, but is not limited to: Exact equipment to be determined, but will include equipment for director control, studio production, audio booth, remote location kits, specialized lighting, and computer workstations.

PROGRAM DESCRIPTION:

Have you ever wondered what it takes to put your favorite television programs on the air? Go behind-the-scenes with Tulsa Technology Center's Television Production program. Students will experience all aspects of television production, from developing the original program concept to shooting the video to editing the final product. Students will learn scriptwriting techniques, basic camera operation and lighting, and digital video editing. Students will work in the studio and on location to produce a variety of programming, including news and entertainment segments. Unleash your creativity with this hands-on, skills driven program!

AVAILABLE CERTIFICATIONS/COLLEGE CREDIT

The student may be eligible to take a state, national or industry exam after completion of the program. College credit may be issued from Oklahoma State University-Oklmulgee, Roger State University, or Tulsa Community College. See program counselor for additional information.

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SCOPE AND SEQUENCE

Courses:	Thry	Lab	Total
TVPT 1000 Television Production Orientation	10	10	20
TVPT 1001 Scriptwriting	10	20	30
TVPT 1002 Basic Camera Operation	15	45	60
TVPT 1003 Lighting	20	40	60
TVPT 1004 Sound	10	30	40
TVPT 1005 Studio Production	20	45	65
TVPT 1006 Field Production	15	40	55
TVPT 1007 Nonlinear Video Editing	20	40	60
TVPT 1008 News Reporting	20	30	50
TVPT 1009 Professionalism and Ethics	10	25	35
TVPT 1010 Work-Based Experience Television Production	<u>0</u>	<u>50</u>	<u>50</u>
Total Hours	150	375	525

COURSE: TVPT 1000 TELEVISION PRODUCTION ORIENTATION

HOURS: THRY 10 LAB 10 TOTAL 20

DESCRIPTION: This course covers administrative requirements, general safety training, an introduction to Career and Technology Student Organizations, an exploration of career opportunities in the television production field, and a discussion of the history of the industry.

TEXTBOOKS AND OTHER MATERIALS:

Instructor-created materials; *Television Production Handbook, 9th Edition* by Herbert Zettl, Thomson Wadsworth (2006); *VideoLab 3.0* CD-ROM by Herbert Zettl, Wadsworth (2004); *Television Production* by Phillip L. Harris, Goodheart-Wilcox (2006); *Television: History and Production*, by Larry Wild, Northern State University, <<http://www.northern.edu/wild/th100/tv.htm>>; Additional texts and online resources to be determined.

COURSE OUTLINE AND OBJECTIVES:

A. Complete Administrative Requirements.

1. Complete required enrollment forms.
2. Review district, school, and classroom policies and procedures.
 - a. TTC Student Handbook
 - b. Program Syllabus
3. Understand grading criteria.
4. Know and follow proper dress code.
5. Wear school ID at all times.

B. Complete Basic Safety Training. (OD6001, OD6002, OD6004 ES.27)

1. Identify, avoid, and eliminate hazards that could cause a fall.
2. Review the use of appropriate Personal Protective Equipment (PPE) for the job.
3. Understand the risks of exposure to bloodborne pathogens and how to reduce the hazards associated with bodily fluids.
4. Discuss safety concerns with electricity.
5. Demonstrate awareness of chemical safety matters (e.g., right-to-know laws, MSDS, warning labels).
6. Understand ergonomics and the prevention of ergonomic-related injuries and illnesses.
7. Identify ways to prevent or avoid violent incidents in the workplace.
8. Discuss emergency preparedness.
 - a. Review fire extinguisher locations and use.
 - b. Participate in fire and disaster drills.
9. Explain the proper steps in reporting an accident or emergency. (OD6001, OD6002, OD6004 ES.28)

C. Participate in Career Tech Student Organizations.

1. Define a Career and Technology Student Organization (CTSO).
2. Discuss the structure and purpose of SkillsUSA.

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3. Understand opportunities for CTSO competitions and service.
4. Form a CTSO.
5. Participate in CTSO meetings.
6. Participate in CTSO activities.

D. Participate in an Orientation of Occupations in the Television Production Field.

1. Discuss varied requirements of basic occupations available to completers of this program. (OD6001, OD6002, OD6004 ES.18)
2. Review salary expectations for basic occupations available. (OD6001, OD6002, OD6004 ES.20)
3. Discuss path of study necessary to reach competencies required for various occupations. (OD6001, OD6002, OD6004 ES.19)

E. Exhibit Knowledge of the History of Television and How It Is Specifically Related to the Industry Today.

1. Discuss the beginnings and evolution of audio and video production and film.
2. Describe how increasingly available technology is changing the audio and video and film industries.

COURSE: TVPT 1001 SCRIPTWRITING

HOURS: THRY 10 LAB 20 TOTAL 30

DESCRIPTION: This course teaches students the fundamentals of writing for television production. Students learn to commit their ideas to paper in the pre-production phase. Students also practice turning a critical eye to production scripts. Storyboarding scenes for efficient, effective production is also covered.

TEXTBOOKS AND OTHER MATERIALS:

Instructor-created materials; *Television Production Handbook, 9th Edition* by Herbert Zettl, Thomson Wadsworth (2006); *VideoLab 3.0* CD-ROM by Herbert Zettl, Wadsworth (2004); *Television Production* by Phillip L. Harris, Goodheart-Wilcox (2006); Additional texts and online resources to be determined.

COURSE OUTLINE AND OBJECTIVES:

A. Explain the Three Stages of Production.

1. Define pre-production and list related activities. (OD6001 A.04, N.01; OD6004 A.05)
2. Define production and list related activities. (OD6001 A.04, N.01; OD600 A.05)
3. Define post-production and list related activities. (OD6001 A.04, N.01; OD6004 A.05)

B. Understand the Importance of the Audience to Planning a Production.

1. Define the target audience.
2. Explain the significance of emotional response in the audience.

C. Recognize Different Types of Scripts.

1. Define and understand terminology related to scriptwriting.
2. Explain the difference between semi-scripted shows and fully scripted shows.
 - a. Define a script rundown.
3. Understand the structure of basic scripts.
4. Identify types of television programming.
5. Explain the similarities and differences between film and video scripts.

D. Demonstrate Quality Writing Techniques for Television and Media Production.

1. Conduct appropriate research.
2. Develop an idea into a script concept.
3. Define the production's goals and purposes (e.g., instruct, inform, or entertain).
4. Discuss methods for gain and holding audience attention.
 - a. Engage the audience's emotions.
 - b. Present ideas in clear and creative ways.
 - c. Use audio and video variety.

E. Develop Basic Storyboards From a Script.

1. Explain the purpose of a storyboard.
 - a. Production
 - b. Editing
2. Identify the important components of a storyboard.
 - a. Sketch of the video image
 - b. Brief description of the visual
 - c. Notes for the camera operator
 - d. Details of the audio to the visual
 - e. Time estimate for the segment
3. Create a storyboard from a script. (OD6001, OD6004 A.03)

F. Conduct Script Analysis. (OD6002 A.01)

1. Analyze script and storyboard development processes for a successful production.

G. Discuss How to Execute Production of a Script.

1. Demonstrate knowledge of how to structure an overall production. (OD6001, OD6004 A.06)
2. Consult with the production team to determine appropriate layout or editing approaches to increase the dramatic or entertainment value of productions. (OD6001, OD6002, OD6004 A.02)

COURSE: TVPT 1002 BASIC CAMERA OPERATION

HOURS: THRY 15 LAB 45 TOTAL 60

DESCRIPTION: This course familiarizes students with the camera setup in the studio. Students learn the basic camera equipment and how to utilize and maintain this equipment. Proper camera operation techniques for different shooting scenarios are covered.

TEXTBOOKS AND OTHER MATERIALS:

Instructor-created materials; *Television Production Handbook, 9th Edition* by Herbert Zettl, Thomson Wadsworth (2006); *VideoLab 3.0* CD-ROM by Herbert Zettl, Wadsworth (2004); *Television Production* by Phillip L. Harris, Goodheart-Wilcox (2006); Additional texts and online resources to be determined.

COURSE OUTLINE AND OBJECTIVES:

A. Demonstrate Basic Knowledge of Television Production Camera Equipment.

1. Define and understand terminology related to camera operation.
2. Identify and understand various camera equipment.
 - a. Camera
 - b. Camera mount
 - c. Lenses
 - d. Tripod
3. Identify the parts of the camera.
 - a. Lens
 - b. Body
 - c. Viewfinder
 - d. Video Tape Recorder (VTR)
 - e. Power supply or battery
4. Identify and understand the function of various camera accessories.
5. Identify and understand specific camera features.
6. Explain white balance.

B. Understand Elements of Shot Composition.

1. Identify different camera shots.
 - a. Extreme close-up (ECU)
 - b. Close-up (CU)
 - c. Medium shot (MS)
 - d. Long shot (LS)
 - e. Extreme long shot (ELS)
 - f. Over the shoulder (O/S)
2. Understand different types of camera movement.
 - a. Zoom
 - b. Truck
 - c. Panning
 - d. Tilt
 - e. Cant

- f. Arch
 - g. Dolly
 - 3. Describe how to frame and maintain picture composition. (OD6001 I.03)
 - 4. Explain focus in shot composition.
 - a. 2-step focus
 - b. Back focus
 - 5. Demonstrate focusing and adjusting images and performing pans and zooms. (OD6001 I.03)
 - 6. Define and explain the rule of thirds in shot composition.
- C. Demonstrate Proper Camera Operation Techniques for Different Shooting Scenarios. (OD6001 I.03)**
- 1. Understand and practice safety related to camera operation. (OD6001, OD6002, OD6004 ES.29)
 - 2. Demonstrate accurate set up of the basic camera and audio package.
 - 3. Demonstrate accurate operations of camera and audio.
 - 4. Record video according to a script and production plan.
 - 5. Properly clean, store, and secure all camera equipment. (OD6001 I.01)
 - 6. Report any problems with or needed repairs to all camera equipment. (OD6001 I.02)
- D. Demonstrate Operation and Maintenance of Video Systems.**
- 1. Describe the Beta SP ½ inch operating system.
 - 2. Describe Mini DV, non-linear memory devices, and HDTV.
 - 3. Demonstrate operation of video cameras and switchers.
 - 4. Demonstrate how to clean, tune, and align video equipment. (OD6001 I.01)
- E. Demonstrate How to Troubleshoot Audio-Video System Operations.**
- 1. Identify the sequence required for troubleshooting.
 - 2. Conduct a troubleshooting sequence.
 - 3. Identify problems and potential solutions.

COURSE: TVPT 1003 LIGHTING

HOURS: THRY 20 LAB 40 TOTAL 60

DESCRIPTION: This course introduces students to lighting for television production. Students learn the basic lighting equipment and how to utilize and maintain this equipment. Proper lighting techniques for different shooting conditions are covered.

TEXTBOOKS AND OTHER MATERIALS:

Instructor-created materials; *Television Production Handbook, 9th Edition* by Herbert Zettl, Thomson Wadsworth (2006); *VideoLab 3.0* CD-ROM by Herbert Zettl, Wadsworth (2004); *Television Production* by Phillip L. Harris, Goodheart-Wilcox (2006); Additional texts and online resources to be determined.

COURSE OUTLINE AND OBJECTIVES:

- A. Demonstrate an Understanding of Light.**
 - 1. Define and understand terminology related to production lighting.
 - 2. Understand properties of light.
 - a. Color temperature
 - b. Quality
 - c. Intensity
 - d. Direction
 - e. Shadow

- B. Demonstrate Knowledge of Lighting Equipment.**
 - 1. Identify and understand various lighting equipment.
 - a. Master light panel
 - b. Dimmer panel board
 - c. Lighting fixtures
 - d. Diffusers
 - e. Reflectors
 - f. Filters
 - g. Light meters

- C. Apply Knowledge of Lighting Requirements for a Planned Production. (OD6001 G.01)**
 - 1. Identify types and placement of lighting fixtures for various lighting effects.
 - 2. Demonstrate lighting techniques used for portable and studio productions.
 - 3. Demonstrate operation of a master lighting panel and dimmer panel board.

- D. Explain Various Light Setups.**
 - 1. Identify basic light setups. (OD6001 G.01)
 - a. Natural light
 - b. Single point light
 - c. Two point light

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- d. Three/four point light
2. Name the appropriate equipment used in each lighting setup.

E. Demonstrate Proper Lighting Technique for Different Shooting Scenarios.

1. Understand and practice safety related to lighting. (OD6001, OD6002, OD6004 ES.29)
2. Demonstrate correct setup and operation of lights.
3. Properly clean, store, and secure all lighting equipment.
4. Report any problems with or needed repairs to all lighting equipment. (OD6001 I.02)

COURSE: TVPT 1004 SOUND

HOURS: THRY 10 LAB 30 TOTAL 40

DESCRIPTION: This course presents audio production as it relates to television production. Students learn the basic audio equipment and how to utilize and maintain this equipment. Proper audio production techniques for different shooting conditions are covered.

TEXTBOOKS AND OTHER MATERIALS:

Instructor-created materials; *Television Production Handbook, 9th Edition* by Herbert Zettl, Thomson Wadsworth (2006); *VideoLab 3.0* CD-ROM by Herbert Zettl, Wadsworth (2004); *Television Production* by Phillip L. Harris, Goodheart-Wilcox (2006); Additional texts and online resources to be determined.

COURSE OUTLINE AND OBJECTIVES:

A. Understand the Role of Sound in Television Productions.

1. Define and understand terminology related to audio production.
2. Define the functions of sound in productions.
3. Identify types of sound in a production.
 - a. Voice (e.g., dialog, narration, direct address)
 - b. Music
 - c. Effects/noise
 - d. Ambient or background sound
4. Discuss the application of audio to enhance the overall impact of a production. (OD6002 E.03)
 - a. Review appropriateness of music and effects for a particular production. (OD6004 E.01)

B. Exhibit Knowledge of Analog and Digital Audio Formats. (OD6001 E.01; OD6002, OD6004 E.02)

1. Distinguish between analog and digital audio formats.
2. Describe the difference in data signals and equipment for analog and digital technology.

C. Apply Knowledge of Audio Equipment for Productions, Including Basic Recording Equipment, Equalizers, Mixing Consoles, and Quality Monitoring Equipment.

1. Identify basic recording session equipment.
2. Understand and practice safety related to audio production equipment. (OD6002 ES.29)
3. Select equipment required for specific types of audio productions.
4. Describe how an audio mixing console, quality-monitoring equipment, and basic recording session equipment are utilized. (OD6001 E.04)
5. Demonstrate techniques used for equalization.
6. Demonstrate how to record and mix audio. (OD6001 E.03; OD6002 D.09, E.01)
7. Properly clean, store, and secure all audio equipment. (OD6001 I.01)

8. Report any problems with or needed repairs to all audio equipment. (OD6001 I.02)
- D. Comprehend the Types of Microphones, Pick-Up Patterns, and Techniques Required for a Variety of Audio Presentations. (OD6001 E.02)**
 1. Identify microphones used for audio-video productions.
 2. Explain why audio pick-up differs in various types of microphones.
 3. Describe the techniques to maximize sound performance using various audio formats.
 4. Properly mike on-screen performers.
- E. Illustrate the Techniques Required for Synchronization of an Audio with Video and Multiple Sound Tracks.**
 1. Describe synchronization processes.
 2. Demonstrate how audio is synchronized with other audio or video.
- F. Demonstrate How to Troubleshoot Audio-Video System Operations.**
 1. Identify the sequence required for troubleshooting.
 2. Conduct a troubleshooting sequence.
 3. Identify problems and potential solutions.

COURSE: TVPT 1005 STUDIO PRODUCTION

HOURS: THRY 20 LAB 45 TOTAL 65

DESCRIPTION: This course teaches students production techniques used in the studio. Students learn the basic equipment used in the studio and how to utilize and maintain this equipment. Proper studio production techniques for a variety of shoot types are emphasized. Students also learn the roles and responsibilities of all crew positions in the studio.

TEXTBOOKS AND OTHER MATERIALS:

Instructor-created materials; *Television Production Handbook, 9th Edition* by Herbert Zettl, Thomson Wadsworth (2006); *VideoLab 3.0* CD-ROM by Herbert Zettl, Wadsworth (2004); *Television Production* by Phillip L. Harris, Goodheart-Wilcox (2006); Additional texts and online resources to be determined.

COURSE OUTLINE AND OBJECTIVES:

A. Demonstrate Knowledge of Concepts Related to Studio Production.

1. Define and understand terminology related to studio production.
2. Identify and understand various equipment used in studio production.
3. Understand studio layout, structure, and function.

B. Understand and Practice Safety Related to Studio Production.

1. Understand and practice safety related to studio production equipment. (OD6001, OD6002, OD6004 ES.29)
2. Illustrate the safety practices required in the control room for broadcasting.
3. Observe all rules established for studio use.

C. Examine Set Design.

1. Discuss and procure the proper background and scenery for different types of productions. (OD6001, OD6004 A.07)
2. Discuss proper prop usage for different types of productions and procure appropriate props. (OD6001, OD6004 A.07)
3. Develop a set plan, including lighting, props, and atmosphere. (OD6004 A.08)
4. Dress a television set.
5. Evaluate sets for potential problems and issues for a particular production. (OD6001, OD6004 A.08)
6. Properly clean, store, and secure all scenery and props.
7. Report any problems with or needed repairs to all production equipment. (OD6001 I.02)

D. Demonstrate Proper Studio Production Techniques for Different Shooting Scenarios.

1. Properly set up camera, audio, and lighting equipment.
2. Use appropriate audio devices for the type of production.

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3. Determine appropriate lighting for the type of production.
 4. Shoot video according to a script and production plan.
 5. Use time management to produce video according to the production schedule. (OD6002, OD6004 B.02)
 6. Properly clean, store, and secure all production equipment. (OD6001 I.01)
- E. Understand the Duties and Responsibilities of Personnel Involved in Studio Production.**
1. Identify and practice the roles of different crew positions.
 - a. Director
 - b. Camera operator
 - c. Sound technician
 - d. On-camera talent
 - e. Producer
 - f. Tech director
 - g. Teleprompter
 - h. Tape operator
 - i. Character generator
 2. Understand the coordination of the team's work to assemble or capture still images, audio, and video as necessary for a production. (OD6004 B.01)

COURSE: TVPT 1006 FIELD PRODUCTION

HOURS: THRY 15 LAB 40 TOTAL 55

DESCRIPTION: This course takes students outside the studio environment to learn the challenges of on-location shoots. Students learn the basic equipment used in field production and how to utilize and maintain this equipment. Proper on-location production techniques for a variety of shooting conditions are emphasized. Students also learn the roles and responsibilities of all crew positions in the field.

TEXTBOOKS AND OTHER MATERIALS:

Instructor-created materials; *Television Production Handbook, 9th Edition* by Herbert Zettl, Thomson Wadsworth (2006); *VideoLab 3.0* CD-ROM by Herbert Zettl, Wadsworth (2004); *Television Production* by Phillip L. Harris, Goodheart-Wilcox (2006); Additional texts and online resources to be determined.

COURSE OUTLINE AND OBJECTIVES:

- A. Demonstrate Knowledge of Concepts Related to Field Production.**
 - 1. Define and understand terminology related to field production.
 - 2. Identify and understand various equipment used in field production.

- B. Understand and Practice Safety Related to Field Production.**
 - 1. Examine the safety practices required for working away, "on location," or in an open environment. (OD6001, OD6002, OD6004 ES.29)
 - 2. Demonstrate safety practices for environmental elements specific to "on-location" settings, stage sets, graphic and visual arts development, and field work in journalism, telecommunications, or broadcasting. (OD6001, OD6002, OD6004 ES.29)

- C. Demonstrate Proper Production Techniques for Different Location Shooting Scenarios.**
 - 1. Discuss factors that determine the choice of shooting location. (OD6001, OD6004 A.08)
 - 2. Understand procedures and legal considerations related to securing the right to shoot at various locations. (OD6001, OD6004 A.07)
 - 3. Demonstrate the ability to use remote location kits for production.
 - 4. Determine appropriate lighting for a given location. (OD6001, OD6004 A.07)
 - 5. Use appropriate audio devices for field production.
 - 6. Use time management to produce video according to the production schedule. (OD6002, OD6004 B.02)
 - 7. Accurately use camera equipment on location.
 - 8. Properly clean, store, and secure all production equipment. (OD6001 I.01)
 - 9. Report any problems with or needed repairs to all production equipment. (OD6001 I.02)

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- D. Understand the Duties and Responsibilities of Personnel Involved in Field Production.**
 - 1. Identify and practice the roles of different crew positions.
 - a. Director
 - b. Camera operator
 - c. Sound technician
 - d. On-camera talent
 - 2. Understand the coordination of the team's work to assemble or capture still images, audio, and video as necessary for a production. (OD6004 B.01)

COURSE: TVPT 1007 NONLINEAR VIDEO EDITING

HOURS: THRY 20 LAB 40 TOTAL 60

DESCRIPTION: This course teaches students the basics of digital nonlinear video editing. Students edit their raw footage into on-air segments. They learn the concepts, techniques, and skills related to this crucial post-production task.

TEXTBOOKS AND OTHER MATERIALS:

Instructor-created materials; *Television Production Handbook, 9th Edition* by Herbert Zettl, Thomson Wadsworth (2006); *VideoLab 3.0* CD-ROM by Herbert Zettl, Wadsworth (2004); *Television Production* by Phillip L. Harris, Goodheart-Wilcox (2006); Additional texts and online resources to be determined.

COURSE OUTLINE AND OBJECTIVES:

A. Demonstrate Basic Knowledge of Nonlinear Video Editing.

1. Define and understand terminology related to nonlinear video editing.
2. Identify nonlinear editing equipment.

B. Identify the Basic Functions and Resources for Editing.

1. Define editing related to audio and video productions.
2. Describe the differences between offline and online editing related to low- and high-resolution input, respectively.
3. Identify editing skills related to various delivery requirements, including commercial broadcast and other forms of distribution.
4. Describe the significance of digital technology and high definition production, and the required equipment related to editing.

C. Exhibit Knowledge of Computer-Based Development of Video Production and Editing, with an Emphasis on Digital Technology.

1. Define terms associated with computer-based production, including motion video: AVI, Quicktime and MPEG; and stills: JPEG and TIFF.
2. Identify types of software used in the development of video files and animations.
3. Demonstrate how to use software for developing a simple video.
4. Demonstrate using software to edit a video.

D. Apply Knowledge of Basic Editing to Both Linear and Nonlinear Systems. (OD6002 D.01)

1. Describe linear and nonlinear systems.
 - a. Demonstrate knowledge of analog video standards: NTSC, PAL, SECAM. (OD6002 D.05; OD6004 D.02)
2. Demonstrate skills required for editing using these systems.

E. Apply Knowledge of Control Peripherals Used for Editing.

1. Describe various digital platforms such as, high definition, DVC Pro, and Digital Beta.
- F. Demonstrate Accurate Nonlinear Video Editing Techniques.**
 1. Identify appropriate software/hardware platforms for the digital editing project.
 2. Capture video and import or digitize footage. (OD6002 B.01, D.02)
 - a. Digital compression formats (CODECs).
 - b. Resolution (rough cut-low resolution)
 - c. Media folders and aliased media
 - d. Name clips and reels (tapes)
 3. Establish the timeline. (OD6002 D.04)
 - a. A/B video tracks (or multiple layers of video)
 - b. Trimming and expanding tracks
 - c. Audio tracks (e.g., synced sound, unsynced sound, filters, volume control)
 - d. Review timeline to form a logical and smoothly running story. (OD6004 D.01)
 4. Select the most effective shots for each scene. (OD6002 D.03)
 5. Add transitions and effects (e.g., fades, dissolves, wipes, image effects). (OD6002 D.07, D.08)
 6. Add titles and graphics as appropriate.
 - a. Understand safe areas: title safe and action safe. (OD6002 F.01)
 - b. Demonstrate and understand lower thirds. (OD6002 F.02)
 - c. Create or prepare graphic. (OD6002 F.03)
 - d. Understand keyframing or layering. (OD6002 F.04)
 - e. Review accuracy of titles, etc. (OD6004 F.01)
 7. Output final product onto prescribed formats.
 - a. DVD
 - b. Streaming video
- G. Evaluate Completed Projects.**
 1. Review edited video to determine if corrections are necessary. (OD6002, OD6004 N.01)
 2. Critique and analyze completed video to determine if it accomplished the objectives for the project. (OD6002, OD6004 N.02)
 3. Participate in peer review critiques.

COURSE: TVPT 1008 NEWS REPORTING

HOURS: THRY 20 LAB 30 TOTAL 50

DESCRIPTION: This course exposes students to the fundamentals of news segment production. Students learn the pre-production skills of journalistic writing and interviewing techniques. Shooting and editing techniques for proper segment focus and pacing are also covered.

TEXTBOOKS AND OTHER MATERIALS:

Instructor-created materials; *Television Production Handbook, 9th Edition* by Herbert Zettl, Thomson Wadsworth (2006); *VideoLab 3.0* CD-ROM by Herbert Zettl, Wadsworth (2004); *Television Production* by Phillip L. Harris, Goodheart-Wilcox (2006); Additional texts and online resources to be determined.

COURSE OUTLINE AND OBJECTIVES:

A. Define and Understand Terminology Related to News Reporting.

1. Define the terminology associated with journalism.
2. Define the terminology associated with television broadcasting.
3. Define commonly used television terminology.

B. Demonstrate Interviewing Techniques for Broadcast.

1. Conduct research before an interview.
2. Ask questions of the interviewee for the first time on-camera.
3. Put the interviewee at ease before and during the interview.
4. Listen to answers.
5. Remain objective while conducting an interview.
6. Ask the same question different ways to give editing options later.
7. Use "non-question questions" when conducting interviews after tragedies.
8. Avoid two-part questions.

C. Demonstrate the Writing Processes for Broadcast Media.

1. Understand the use of different sources for news writing.
 - a. Explain how to establish an investigative lead.
 - b. Evaluate how a community calendar of events, police and fire communications, wire services, and verifiable Internet sources are useful for news writing.
 - c. Define off-the-record information.
 - d. Identify uses of the newspaper morgue and public records.
 - e. Demonstrate methods for verification of information.
2. Write for television news.
 - a. Write several stories in an appropriate broadcast style, choose one to become a lead story, and prioritize others.
 - b. Select graphics for stories.
 - c. Write lead ins and teasers for television.
3. Understand style and editing for television news.
 - a. Identify two commonly used style guides.

- b. Discuss content editing.
- c. Rewrite a print news story to be used for broadcast.

D. Discuss the Role of Promotions in News Reporting.

- 1. Demonstrate promoting productions.
- 2. Discuss various promotions activities, including image, cross promoting with other programs and features, contests, broadcasts from remote locations, public appearances, involvement in community activities, and Internet activities.
- 3. Develop a production promotion involving several activities discussed.
- 4. Comprehend the use of promotional materials, standard public service announcements, commercials/ads, press kits, and advertising tags.
- 5. Develop a package of promotional materials.
- 6. Identify standard public service announcements.
- 7. Discuss commercials and advertising tags.
- 8. Discuss what would be included in a press kit.

E. Understand and Practice Safety Related to On-Location Production.

- 1. Determine the personal safety practices required when gathering news where potential health and safety hazards exist. (OD6001, OD6002, OD6004 ES.29)
- 2. Practice responding to personal safety concerns “on-location,” including dangerous wildlife, terrain, extreme weather, or violence. (OD6001, OD6002, OD6004 ES.29)
- 3. Apply safety rules related to motor vehicles and other equipment. (OD6001, OD6002, OD6004 ES.29)

F. Demonstrate the Ability to Plan and Deliver a Broadcast Production.

- 1. Analyze the elements of a newscast production.
 - a. Identify location, number of cameras needed, and time restrictions for a newscast production.
 - b. Describe the purposes of rundown sheets.
 - c. Develop a rundown sheet for use with a broadcast.
- 2. Apply knowledge of running a board shift.
 - a. Demonstrate the use of a crosscheck cue sheet, daily log, and program.
 - b. Locate and load programs and commercials, control on-air sound quality, and check audio quality.
 - c. Perform time checks and meet broadcast deadlines.
 - d. Record network feeds.
 - e. Discuss the importance of operating a control board with no interruption in audio.
 - f. Operate a tight board.
 - g. Discuss the Emergency Alert System.

G. Edit Recorded News Segments.

- 1. Demonstrate awareness of time constraints in editing recorded news segments.
- 2. Use appropriate cut ins and graphics to tell a full story in a news segment.
- 3. Edit interview segment for maximum effect.
- 4. Demonstrate an understanding of proper segment pacing in editing recorded news segments.

COURSE: TVPT 1009 PROFESSIONALISM AND ETHICS

HOURS: THRY 10 LAB 25 TOTAL 35

DESCRIPTION: This course teaches professionalism and ethics as they relate to the workplace in employment preparation, employability skills, and team building. Job interview skills and retention skills are developed. Students also cover legal and ethics issues related to television.

TEXTBOOKS AND OTHER MATERIALS:

Instructor-created materials; *Television Production Handbook, 9th Edition* by Herbert Zettl, Thomson Wadsworth (2006); *VideoLab 3.0* CD-ROM by Herbert Zettl, Wadsworth (2004); *Television Production* by Phillip L. Harris, Goodheart-Wilcox (2006); Additional texts and online resources to be determined.

COURSE OUTLINE AND OBJECTIVES:

A. Exhibit Employability Skills.

1. Discuss employers' expectations of a dependable worker.
2. Practice punctuality and dependability in class and at work sites. (OD6001, OD6002, OD6004 ES.01)
3. Identify the value of maintaining regular attendance. (OD6001, OD6002, OD6004 ES.01)
4. Exhibit productive work habits and attitudes. (OD6001, OD6002, OD6004 ES.01)
5. Demonstrate appropriate oral and written communications.
6. Practice listening skills.
7. Demonstrate proper telephone technique. (OD6001, OD6002, OD6004 ES.05)
8. Demonstrate presentation skills. (OD6001, OD6002, OD6004 ES.13)
9. Utilize problem solving and critical thinking techniques to identify and solve problems in the workplace. (OD6001, OD6002, OD6003 ES.09, ES.33)
10. Explain ways to exhibit pride in work. (OD6001, OD6002, OD6004 ES.01)
11. Understand diversity in the workplace. (OD6001, OD6002, OD6004 ES.14)
12. Demonstrate self-discipline, self-worth, positive attitude, and integrity in a work situation. (OD6001, OD6002, OD6004 ES.03)

B. Apply Academic Skills in the Workplace.

1. Apply reading and writing skills. (OD6001, OD6002, OD6004 ES.30)
2. Apply mathematical operations involving whole numbers, fractions, decimals, percentages, mathematical word problems, formulas, ratios, etc., when necessary. (OD6001, OD6002, OD6004 ES.31)
3. Interpret charts, tables, and graphs. (OD6001, OD6002, OD6004 ES.32)
4. Interpret and follow directions. (OD6001, OD6002, OD6004 ES.07)

C. Prepare Job Search Documents.

1. Complete a job application. (OD6001, OD6002, OD6004 ES.21)
2. Compose a cover letter.

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3. Discuss the purpose of a résumé.
4. Create a résumé and an electronic résumé. (OD6001, OD6002, OD6004 ES.22)
5. Format a professional follow-up letter for a job interview.
6. Discuss benefits and other employment forms. (OD6001, OD6002, OD6004 ES.24)
7. Write a follow-up letter after an interview.
8. Prepare a career plan or plan of study for possible further education. (OD6001, OD6002, OD6004 ES.15, ES.17)
9. Prepare an employment portfolio. (OD6001, OD6002, OD6004 ES.25)

D. Prepare for Job Interviews.

1. List information to be obtained before and during a job interview.
2. Dress appropriately for interview.
3. Review recommended interviewing practices.
4. List possible interviewing questions.
5. Understand points the interviewer looks for during the interview.
6. Exhibit professional conduct before, during and after interview.
7. Explain your qualifications and interests clearly and concisely.
8. Answer all questions honestly and concisely.
10. Practice mock job interviews. (OD6001, OD6002, OD6004 ES.23)

E. Practice Teamwork.

1. Discuss the principles of teamwork. (OD6001, OD6002, OD6004 ES.08)
2. List factors that make teamwork successful.
3. Discuss why production improves when people work in teams.
4. Practice teamwork on a common goal.
5. Participate in group discussions and keep comments positive.
6. Describe specific ways of improving one's relationships with others.
7. Demonstrate negotiation skills. (OD6002 ES.10)

F. Present a Professional Image and Appropriate Personal Appearance.

1. Define characteristics of a professional image.
2. Describe the importance of professionalism on the job.
3. Identify and follow company dress and appearance standards.
4. Identify desirable personal grooming habits.
5. Practice good grooming and hygiene.
6. Identify considerations important in dressing appropriately for the job.

G. Apply Knowledge of Laws Affecting Television Production.

1. Analyze the First Amendment, FCC, the Freedom of Information Act, liable laws, and other regulations for compliance issues relevant to the Arts, A/V Technology and Communications cluster. (OD6001 C.03; OD6004 C.04)
 - a. Describe the intent and relationship of the First Amendment to this cluster.
 - b. Identify FCC Regulations, the Freedom of Information Act, and state statutes and liability laws pertaining to work in this cluster.
 - c. Identify court cases related to this cluster that preserve business and individual rights.
 - d. Interpret how The Freedom of Information Act affects workers in this cluster.
 - e. Illustrate instances when the intent of the First Amendment was preserved in recent times.

2. Analyze the copyright laws in relation to seeking formal permission to use materials. (OD6002 C.02, C.03; OD6004 C.02, C.03, N.03)
 - a. Identify steps for securing permission to use copyrighted materials.
 - b. Exhibit how credit is given for use of copyrighted materials. (OD6001, OD6002, OD6004 C.01)
 - c. Define what is original content and when credit does not need to be given.
 - d. Identify the benefits of copyright laws.
 - e. Identify consequences if formal permission is not secured.
3. Analyze ethical conduct that provides proper credit to those whose ideas and content have been used. (OD6001 C.02; OD6002 C.02, C.03; OD6004 C.02, C.03)
 - a. Illustrate how credit is given for use of copyright materials. (OD6001, OD6002, OD6004 C.01)
 - b. Identify the consequences in historical examples of both ethical and unethical conduct related to the use of intellectual property.
 - c. Identify current concerns about consumer ethics related to the music and the video industries.
 - d. Identify ethical and unethical conduct in a given work situation.

H. Apply Workplace Ethics.

1. Analyze ethical principles of decision-making related to clients, customers, fellow workers, and others.
 - a. Define professional code of ethics.
 - b. Examine the professional code of ethics (e.g., Society of Professional Journalism).
 - c. Identify consequences of non-ethical decision-making on short and long term reputation.
2. Analyze ethical standards that apply to the delivery of quality performance and products.
 - a. Define ethical standards.
 - b. Examine the problems related to maintaining ethical standards in situations without a clear standard.

COURSE: TVPT 1010 WORK-BASED EXPERIENCE TELEVISION PRODUCTION

HOURS: THRY 0 LAB 50 TOTAL 50

DESCRIPTION: This course provides students with work-based learning experiences. Students will participate in one or more of the following activities: clinical, cooperative education, enterprise, expert in residence, internship, integrated project, and/or job shadowing. Work-Based Experience options provide a link between student and workplace, and additional teaching methods for the classroom.

TEXTBOOKS AND OTHER MATERIALS:
Instructor-created materials; Industry-provided materials.

COURSE OUTLINE AND OBJECTIVES:

- A. The Following Options are Approved for Work-Based Experience (WBE) in all Programs:**
1. Clinical: In most cases, a group of students assigned to worksites with the instructor being available onsite.
 2. Cooperative Education: a paid part-time work experience in which the student is released from school for part of the day.
 3. Enterprise: A small business operated within the program that replicates a business in the larger community.
 4. Expert in Residence: An industry expert regularly visits the school to work with students and instructors, and hosts them at worksite (also may be online "visits").
 5. Internship: An on-the-job training experience that is highly selective and intensive. May require a commitment to additional training beyond high school or subsequent employment at the worksite, which may include mentoring or online experience, and service learning.
 6. Integrated Project: A special project integrating studies/experiences from two or more program areas of TTC, exploring career directions and connections.
 7. Job Shadowing: A student "shadows" an employee at a worksite to learn about a particular skill, occupation or industry.