EMPLOYABILITY PROFILE
Media Communications
Industry-Based Skill Standards
Proficiency Definitions

NA = Not Applicable   1 = Developing   2 = Basic   3 = Proficient   4 = Mastery

	9th	10th	11th	12th		9th	10th	11th	12th
Safety					**Video**				
Demonstrate proper techniques of lifting, carrying, and working with electrical equipment; Demonstrate proper use of protective equipment.					Identify and demonstrate basic shot types, describe the characteristics of basic shots, identify basic camera moves; Identify and describe the parts of a studio camera.				
Pre-Production					**Audio**				
Create a story board, write split page script, and write narrative script.					Correctly identify different types of sound, describe the different uses of sound in video. Identify different types of microphones and their characteristics. Determine which microphone is appropriate for specific situation. Know the different types of connectors used with audio and video equipment.				
Video Editing Software					**Camera Operation**				
Define the term "editing". Describe the reasons to edit. Log and capture footage correctly. Name the different types of edits. Determine the differences between linear and non-linear editing.					Set up and take down a tripod correctly. Correctly handle and store a tape / card. Correctly use the following camera functions: auto focus, manual focus, macro focus. Identify, compose, and record basic shots. Correctly use the camera iris to adjust for lighting conditions Define depth of field and compose shots using depth of field techniques. Record a wide angle, narrow angle, and normal view using the zoom function.				
Lighting/Describe the Function of Shadows					**Instructional Video**				
Identify different light source. Define three-point lighting. Light a subject using three-point lighting technique. Identify different lighting fixtures used in a studio. Adapt lighting techniques to field conditions. Define directional and diffused light.					Identify applications in which instructional videos can enhance traditional teaching methods. Describe the planning process for the content of an instructional video.				
Graphics					**Script Writing**				
Describe the changes in the way graphics are created and used. Explain the difference between CGs and electronic still store images. Identify and give examples of the various uses for CG graphics. Describe the various elements to be considered in order to create effective graphics.					Write copy in broadcast style. Create effective leads. Identify basic script commands List and define the parts of a news story. Describe the elements needed to produce a news story. Write either to or away from the picture of voice-overs. Create teases that accurately pitch an upcoming story. Identify primary and secondary sources.				
On-Air Talent Skills					**Advertising**				
Identify the most common mistakes in speaking on camera. Select wardrobe colors that work well on camera. Use the present tense and active voice. Define the term "ad-lib" and explain when it is needed. Define the terms used on the Teleprompter. Read effectively from the Teleprompter. Observe standard reporting practices related to broadcast journalistic ethics. Develop a personal style.					Define the goal of advertising. Explain the concept of using demographics to find a target source. Identify advertising techniques used to sell a product. Define a rating and a share. Describe the Nielsen rating system. Explain the different levels of advertising sales. Describe the "sweeps" period. Define a television "market" and its categories. Compare the concept of broadcasting with narrow casting local or regional viewing areas.				
Producing and Directing					**Electronic News Gathering**				
Describe the role of a producer / director and perform the roles of a producer / director. Describe the various roles and responsibilities of a news producer. Describe the role of a director in a traditional production environment. Describe the role of a director in an automated environment. Describe how to delegate responsibilities.					Define ENG. Describe methods of signal transmission. Identify the personnel and equipment requirements of ENG news remotes. Create and implement an ENG plan for indoor and outdoor events. Organize equipment and materials for a multi-camera field production. Observe safety procedures for field production.				
Videography and Photography					**Effects**				
Learn and apply video methods to professionally shoot and edit footage into industry standard videos. Apply creative and professional framing techniques to photo and video shoots. Create photo and video shot lists and use digital storytelling principles.					Describe various uses in television for special effects and graphics. Define the applications of a chroma key. Describe considerations in designing graphics. Define/create a digital video effect. Describe the responsibilities of an art director. Describe the responsibilities of a graphic artist. Locate career information for graphic artists.				
Career Skills					**Work Attitudes**				
Prepare a written resume. Create a Demo tape. Research a company. Create a list of questions. Demonstrate appropriate dress for an interview. Use appropriate eye contact and body language. Describe the purpose of internships. Explain the benefits of an internship. Participate in an internship.					Professional appearance, attitude, cooperation, dependability, initiative, and communication.				

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WORK-BASED LEARNING			POSTSECONDARY CREDIT				
Type of WBL Experience	**Year**	**Hours**	**College Course**	**Possible Cr.**		**Attained**	
			SUNY OCC PHO 100 (Basic Photography)	3		Y	N
			SUNY OCC ART 142 (Intro to Computer Graphics)	3		Y	N
						Y	N
						Y	N
			Technical Assessment	**Passed**			
			Precision Television Broadcasting I	Y		N	
			Precision Television Broadcasting I (performance)	Y		N	
			Career Portfolio	Y		N	
			CERTIFICATIONS, ENDORSEMENTS, LICENSES				
			Title	**Date Obtained**			
			Precision (Television Broadcasting I) Certification				
TOTAL							

AWARDS, SPECIAL RECOGNITION, SCHOLARSHIPS	DIPLOMA	Date Obtained	
	Diploma Earned: Insert diploma type here		
	Technical Endorsement on Diploma?	Y	N