Architecture, Construction, Communications & Transportation
Exploring Audio/Video Broadcast & Film Seventh Grade
Course Number: 10.01200

Course Description: This course will provide an exploratory foundation in Audio Video Broadcast & Film. It is designed to be taught in a 9-week rotation in 45-minute daily classes. Standards should be taught in the order presented with the exception of Standards 1 and 8 being embedded standards with ongoing learning regarding employability skills, career investigation, and career-technical leadership opportunities. Through integrated instructional activities, students will have opportunities to apply employability skills and to research possible career options in the Audio Video Broadcast & Film Industry. They will also complete many hands-on activities to build a strong foundation of Audio Video Broadcast & Film techniques/skills. Capstone projects should be incorporated at the completion of all standards as time allows. Students who successfully complete this course will be prepared for the following pathways upon entering high school: Audio Video Broadcast & Film

Course Standard 1

AAVTC-MSAVTF7-1
Demonstrate employability skills required by business and industry.
The following elements should be integrated throughout the content of this course.

1.0 Communicate effectively through writing, speaking, listening, reading, and interpersonal abilities.

Person-to-Person Etiquette	Telephone and Email Etiquette	Communicating at Work	Listening
Interacting with Your Boss	Telephone Conversations	Improving Communication Skills	Reasons, Benefits, and Barriers
Interacting with Subordinates	Barriers to Phone conversations	Effective Oral Communication	Listening Strategies
Interacting with Co-workers	Making and Returning Calls	Effective Written Communication	Ways We Filter What We Hear
		Effective Nonverbal Skills	Developing a Listening Attitude
		Effective Word Use	Show You Are Listening
		Giving and Receiving Feedback	Asking Questions
			Obtaining Feedback
			Getting Others to Listen

Nonverbal Communication	Written Communication	Speaking	Applications and Effective Résumés
Communicating Nonverbally	Writing Documents	Using Language Carefully	Completing a Job Application
Reading Body Language and mixed Messages		One-on-One Conversations	Writing a Cover Letter
Matching Verbal and Nonverbal communication		Small Group Communication	Things to Include in a Résumé

Improving Nonverbal Indicators		Large Group Communication	Terms to Use in a Résumé
Nonverbal Feedback		Making Speeches	Organizing Your Résumé
Showing Confidence Nonverbally		Answering Questions	Writing an Electronic Résumé
Showing Assertiveness		Visual and Media Aids	
		Errors in Presentation	

1.2 Demonstrate creativity by asking challenging questions and applying innovative procedures and methods.

Teamwork and Problem Solving	Meeting Etiquette
Thinking Creatively	Preparation and Participation in Meetings
Taking Risks	Conducting Two-Person or Large Group Meetings
Building Team Communication	Inviting and Introducing Speakers
	Preparing Visual Aids

1.3 Exhibit critical thinking and problem-solving skills to locate, analyze and apply information in career planning and employment situations.

Problem Solving	Customer Service	The Application Process	Interviewing Skills	Finding the Right Job
Transferable Job Skills	Gaining Trust and Interacting with Customers	Providing Information, Accuracy and Double Checking	Preparing for an Interview	Locating Jobs and Networking
Becoming a Problem Solver	Learning and Giving Customers What They Want	Online Application Process	Questions to Ask in an Interview	Job Shopping Online
Identifying a Problem	Keeping Customers Coming Back	Following Up After Submitting an Application	Things to Include in a Career Portfolio	Job Search Websites
Becoming a Critical Thinker	Seeing the Customer's Point	Effective Résumés:	Traits Employers are Seeking	Staying Motivated to Search
	Selling Yourself and the Company	Matching Your Talents to a Job	Considerations Before Taking a Job	
		When a Résumé Should be Used		

1.4 Model work readiness traits required for success in the workplace including integrity, honesty, accountability, punctuality, time management, and respect for diversity.

Workplace Ethics	Personal Characteristics	Employer Expectations	Business Etiquette	Communicating at Work
Demonstrating Good Work Ethic	Demonstrating a Good Attitude	Behaviors Employers Expect	Language and Behavior	Handling Anger
Behaving Appropriately	Gaining and Showing Respect	Objectionable Behaviors	Keeping Information Confidential	Dealing with Difficult Coworkers

Maintaining Honesty	Demonstrating Responsibility	Establishing Credibility	Avoiding Gossip	Dealing with a Difficult Boss
Playing Fair	Showing Dependability	Demonstrating Your Skills	Appropriate Work Email	Dealing with Difficult Customers
Using Ethical Language	Being Courteous	Building Work Relationships	Cell Phone Etiquette	Dealing with Conflict
Showing Responsibility	Gaining Coworkers' Trust		Appropriate Work Texting	
Reducing Harassment	Persevering		Understanding Copyright	
Respecting Diversity	Handling Criticism		Social Networking	
Making Truthfulness a Habit	Showing Professionalism			

1.5 Apply the appropriate skill sets to be productive in a changing, technological, diverse workplace to be able to work independently and apply teamwork skills.

Expected Work Traits	Teamwork	Time Management
Demonstrating Responsibility	Teamwork Skills	Managing Time
Dealing with Information Overload	Reasons Companies Use Teams	Putting First Things First
Transferable Job Skills	Decisions Teams Make	Juggling Many Priorities
Managing Change	Team Responsibilities	Overcoming Procrastination
Adopting a New Technology	Problems That Affect Teams	Organizing Workspace and Tasks
Use Technology Ethically & Efficiently	Expressing Yourself on a Team	Staying Organized
Interact Appropriately in a Digital World	Giving and Receiving Constructive Criticism	Finding More Time
		Managing Projects
		Prioritizing Personal and Work Life

1.6 Present a professional image through appearance, behavior and language.

On-the-Job Etiquette	Person-to-Person Etiquette	Communication Etiquette	Presenting Yourself
Using Professional Manners	Meeting Business Acquaintances	Creating a Good Impression	Looking Professional
Introducing People	Meeting People for the First Time	Keeping Phone Calls Professional	Dressing for Success
Appropriate Dress	Showing Politeness	Proper Use of Work Email	Showing a Professional Attitude
Behavior at Conventions		Proper Use of Cell Phone	Using Good Posture
Working in a Cubicle		Proper Use in Texting	Presenting Yourself to Associates
			Accepting Criticism
			Demonstrating Leadership

Course Standard 2

AAVTC-MSAVTF7-2
Explore the history and communications utilized in the industry
2.0   Explore the history of various mediums in communications such as newspapers, radio, broadcasting, television, streaming platforms, films, podcasting, etc.
2.1   Explore the various careers associated with the broadcasting and film industries
2.2   Identify the areas of safety when utilizing the internet and other online platforms
2.3   Explore the writing that is required for shows & movies
2.4   Explore the skills using a variety of editing platforms such as AVID & Adobe Creative Cloud and their practical applications
2.5   Download Adobe Premiere/spark and discuss its uses
2.6   Explore the communications that take place on a movie set
2.7   Explore the steps for designing, production, and presentation for PSA or Commercial

Sample Tasks:
- Divide into small groups and select a medium from history to share with the class
- Collaborate in small groups relating to the hierarchy of the production process

Course Standard 3

AAVTC-MSAVTF7-3
Demonstrate proper equipment safety utilized in the industry
3.1   Safety (proper camera, computer, microphones, lighting, grips, & rigging equipment)
3.2   Discover and discuss OSHA safety and regulations for a studio and/or set
3.3   Demonstrate proper behavior and etiquette for professional settings
3.4   Study the structure/hierarchy for personnel in a studio or on a movie set
3.5   Learn the salaries and pay associated with broadcasting & film work
3.6   Investigate the available careers right here in Georgia and its growing industry with great potential
3.7   Ancillary businesses that service the movie set (dry cleaning, hotels, rental equipment, waste disposal, catering, etc.)

Sample Tasks:
- Demonstrate safe operation of Audio Video/Broadcasting & Film equipment
- Show Power Point or Video on OSHA safety in the studio or movie set
- Bring in an industry professional for set safety & OSHA safety
- Demonstrate safe use of equipment in hazardous areas/set safety, etc.
- Show information from Kidsmartz.org

Course Standard 4

AAVTC-MSAVTF7-4
Discuss internet safety and legalities associated with the industry
4.1 Discuss and demonstrate the safety measures for internet usage, research, and postings
4.2 Examine the copyrights, trademarks for media
4.3 Explore the proper legal clearances/permits, music rights, and licensing on location
4.4 Research a legal case study or news article of copy write or writing infringement
4.5 Discuss and Understand the ethical implications of intellectual property and journalism
4.6 Legal usage and citation of materials from other sources
4.7 Discuss and understand the concept of "free/fair use" and "public domain"
4.8 Demonstrate how to protect the students own intellectual properties

Sample Tasks:
- Demonstrate & hold a career related safety meeting with students
- Show power point on ethics in journalism
- Have students perform a Google search using the proper filters to avoid inappropriate results
- Have students go through the process of requesting permission for music rights, photos, etc.

Course Standard 5

AAVTC-MSAVTF7-5
Demonstrate script writing best practices associated with the industry
5.1 Demonstrate and practice the varieties of script types broadcasting, journalism, commercial, cinematic, etc.
5.2. Compose the different prewriting materials outlines, beat sheets, character bios, etc.
5.3 Demonstrate the proper script writing procedure with formatting & structure techniques
5.4 Demonstrate and understand the revisions and feedback process for script writing
5.5 Demonstrate and understand the proper procedure for pitching a script with story boards, look books, treatments, & pitch decks

Sample Tasks:
- Have students write a mini script for their PSA or Commercial
- Workshopping of the varieties of script writing types
- Have students revise and edit their script based upon feedback
- Show script writing video from www.celtx.com
- Show video and explain information provided from https://www.arcstudiopro.com

Course Standard 6

AAVTC-MSAVTF7-6
Demonstrate the types of production processes used in the industry
6.1   Investigate and understand the production process
6.2   Investigate and understand the various departments and departmental responsibilities
6.3   Investigate and understand the postproduction process

Sample Tasks
- List various tasks and steps to prepare for production
- Create production check lists for equipment, props, shot lists, story boards, scheduling with talent or client, secure location with proper permissions, etc.

Course Standard 7

AAVTC-MSAVTF7-7
Demonstrate the proper use of equipment used in the industry
7.1   Investigate and identify creative and technical elements of production and post-production.
7.2   Demonstrate proper use of equipment used in film and television production.
7.3   Demonstrate various types of camera shots and discuss the purpose(s) of each.
7.4   Execute a project (commercial, PSA, short film, etc.) from script to screen.

Sample Tasks:
- Use students' scripts for PSA/Commercial and film with available equipment (phone, consumer cameras, etc.).
- Show feature film and replicate the various camera shots used by the cinematographer.
- Watch behind the scenes videos of proper use of studio equipment.

Course Standard 8

AAVTC-MSAVTF7-8
Examine how SkillsUSA is a co-curricular part of career and technical education through leadership development, school and community service projects, and competitive events.
8.1   Explain the purpose, mission, objectives, motto, colors, official dress and other distinguishing characteristics of SkillsUSA.
8.2   Explain how participation in SkillsUSA can promote lifelong responsibility for community service, professional growth and development.
8.3   Explore the impact and opportunities that SkillsUSA can develop to bring business and industry together with education in a positive working relationship through innovative leadership and career development programs.
8.4   Explore the local, state, and national opportunities available to students through participation in SkillsUSA, including but not limited to conferences, competitions, community service, philanthropy, and other SkillsUSA activities.