

Student Name: _____

Date: _____

PROGRAM COMPETENCY PROFILE FOR CAREER TECHNICAL EDUCATION
Career Cluster: Arts, Audio Visual Technology and Communications

Program Name: Film, Video and Photographic Arts CIP: 500699

Effective 9/2016

National Organization: Photographic Imaging Education Association (PIEA) | National Association of Schools of Art and Design (NASAD)

Competencies (statement that provides the overview and defines the instructional area) http://www.careertech.org/career-technical-education/cctc/careerreadypractices.html NH Common Core State Standards	Performance Indicators (what a student needs to know and be able to do and upon which they will be assessed)	Rating Scale – Performance -Based Assessments (product or performance project tasks required for the student to demonstrate proficiency in meeting the competency)				
Student will: Understand the principles of effective oral, written, and multimedia communication in a variety of formats and contexts, as well as the mathematics and use of technology applications in this field. ELA:2,4,6,7,8,9 M: 2 AAI: 1,4,5,9 CRP:2,4,11	Student will: 1. Demonstrate use of content, technical concepts, and vocabulary; using correct grammar, punctuation, and terminology to write and edit documents; and composing and editing copy for a variety of written documents such as scripts, proposals, captions, schedules, reports, and manuals.	<table border="1" style="width:100%; text-align:center;"> <tr> <td>1</td><td>2</td><td>3</td><td>4</td> </tr> </table> For Example: You are going to be a freelance photographer or videographer participating in an excursion to the Galapagos sponsored by Canon or Nikon. Your assignment is to document the iguana colonies. The company will provide you with the equipment that you need to document the trip. You must choose the equipment you would borrow and justify why you would need it. You will need to develop a travel budget and prepare a proposal to present to the company. Your equipment must fit within a carry on suitcase to ensure that it is safe during travel. Cont. to # 7	1	2	3	4
	1	2	3	4		
	2. Apply mathematics knowledge and skills in invoicing and time-based mathematics by demonstrating knowledge of arithmetic operations and applying measurement to solve problems.	<table border="1" style="width:100%; text-align:center;"> <tr> <td>1</td><td>2</td><td>3</td><td>4</td> </tr> </table> For Example:	1	2	3	4
1	2	3	4			
3. Adapt use of language for audience, purpose, situation, and intent such as structure and style.	<table border="1" style="width:100%; text-align:center;"> <tr> <td>1</td><td>2</td><td>3</td><td>4</td> </tr> </table> For Example:	1	2	3	4	
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All Aspect Industry (AAI) Career Ready Practice (CRP)

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	4. Communicate effectively by: <ul style="list-style-type: none"> • Organizing oral and written information • Interpreting and communicating information, data, and observations • Delivering formal and informal presentations • Applying active listening skills to obtain and clarify information • Exhibiting public relations skills to increase internal and external customer/client satisfaction. 	<table border="1" style="width: 100%; text-align: center;"> <tr> <td>1</td><td>2</td><td>3</td><td>4</td> </tr> </table> For Example:	1	2	3	4
1	2	3	4			
	5. Use personal information management, email, Internet, writing and publishing, presentation, spreadsheet and/or database applications for production projects.	<table border="1" style="width: 100%; text-align: center;"> <tr> <td>1</td><td>2</td><td>3</td><td>4</td> </tr> </table> For Example:	1	2	3	4
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Understand how to create alternative solutions by using critical and creative thinking skills, such as logical reasoning, analytical thinking, and problem-solving techniques. ELA: 7,8 AAI: 4,5,9 CRP: 6,8	6. Employ critical-thinking and interpersonal skills to solve problems independently and in teams.	<table border="1" style="width: 100%; text-align: center;"> <tr> <td>1</td><td>2</td><td>3</td><td>4</td> </tr> </table> For Example:	1	2	3	4
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	7. Demonstrate creative methods to determine solutions to issues with no prescribed formula.	<table border="1" style="width: 100%; text-align: center;"> <tr> <td>1</td><td>2</td><td>3</td><td>4</td> </tr> </table> For Example:	1	2	3	4
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Understand the concepts, procedures, methods, and practices related to safety in order to provide a safe work environment. ELA: 2,4,6,8,9 AAI: 8,9 CRP 1,5	8. Implement personal and workplace safety rules and regulations by following emergency procedures and using common sense / practical knowledge of being safe.	<table border="1" style="width: 100%; text-align: center;"> <tr> <td>1</td><td>2</td><td>3</td><td>4</td> </tr> </table> For Example: You have been hired as a safety consultant to deliver a public service announcement to prevent injuries in the workplace. Research the possible safety hazards and precautions that must be taken to prevent them. You will present this to the new hires at the company.	1	2	3	4
1	2	3	4			
Understand the importance of personal growth and career ready practices in the industry to ensure career success. ELA: 2,5,6,7,9 M: 2 AAI: 2,5,6,7,9 CRP:1,2,4,8,9,10,12	9. Employ leadership skills to accomplish goals and objectives by: <ul style="list-style-type: none"> • Analyzing the various roles of leaders within organizations • Exhibiting problem-solving and management traits, describing effective leadership styles • Participating in civic and community leadership and teamwork opportunities to enhance skills • Discussing and apply mentoring skills to inspire and teach others. 	<table border="1" style="width: 100%; text-align: center;"> <tr> <td>1</td><td>2</td><td>3</td><td>4</td> </tr> </table> For Example: As the marketing director you have been hired by a civic organization to organize and implement a fundraiser. You will have two weeks to put a team together, research the organization, and prepare the visuals for a fundraising campaign. Cont. to # 13	1	2	3	4
	1	2	3	4		
	10. Employ teamwork and conflict-management skills to achieve collective goals.	<table border="1" style="width: 100%; text-align: center;"> <tr> <td>1</td><td>2</td><td>3</td><td>4</td> </tr> </table> For Example:	1	2	3	4
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11. Employ planning and time-management skills to complete work tasks and meet deadlines.	<table border="1" style="width: 100%; text-align: center;"> <tr> <td>1</td><td>2</td><td>3</td><td>4</td> </tr> </table> For Example:	1	2	3	4	
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	12. Establish and maintain effective working relationships by: <ul style="list-style-type: none"> • Providing constructive praise and criticism • Demonstrating sensitivity to and value of diversity • Managing stress and controlling emotions; self-reflection. 	<table border="1" style="width: 100%; text-align: center;"> <tr> <td>1</td><td>2</td><td>3</td><td>4</td> </tr> </table> For Example:	1	2	3	4
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	13. Conduct and participate in meetings to: <ul style="list-style-type: none"> • Accomplish work tasks by developing meeting goals, objectives, and agendas • Prepare for and conduct meetings to achieve objectives within scheduled time • Produce meeting documents, including decisions and next steps. 	<table border="1" style="width: 100%; text-align: center;"> <tr> <td>1</td><td>2</td><td>3</td><td>4</td> </tr> </table> For Example:	1	2	3	4
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	14. Identify and discuss training, education, or certification necessary for employment readiness.	<table border="1" style="width: 100%; text-align: center;"> <tr> <td>1</td><td>2</td><td>3</td><td>4</td> </tr> </table> For Example: You are going to a job fair. You know you will need to update your career portfolio. This should include a letter of interest, resume, portfolio of work, and letters of recommendation. On the date of the job fair, you will need to be prepared and dress appropriately for interviews with potential employers. Cont. to # 18	1	2	3	4
1	2	3	4			
	15. Demonstrate positive work behaviors and personal qualities needed to be employable.	<table border="1" style="width: 100%; text-align: center;"> <tr> <td>1</td><td>2</td><td>3</td><td>4</td> </tr> </table> For Example:	1	2	3	4
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	16. Demonstrate skills related to seeking and applying for employment.	<table border="1" style="width: 100%; text-align: center;"> <tr> <td>1</td><td>2</td><td>3</td><td>4</td> </tr> </table> For Example:	1	2	3	4
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	17. Update a career portfolio to document work experiences, licenses, certifications, and work samples.	<table border="1" style="display: inline-table; vertical-align: top;"> <tr> <td style="width: 20px; text-align: center;">1</td> <td style="width: 20px; text-align: center;">2</td> <td style="width: 20px; text-align: center;">3</td> <td style="width: 20px; text-align: center;">4</td> </tr> </table> For Example:	1	2	3	4
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Understand professional, ethical, and legal behavior consistent with applicable laws, regulations, and organizational norms. ELA: 2,6,7,8,9 AAI: 6 CRP: 2,5,9	19. Discuss, explain, apply, and/or exhibit ethical conduct, copyright laws, model respect for intellectual property; and demonstrate proper etiquette and knowledge of acceptable use policies.	<table border="1" style="display: inline-table; vertical-align: top;"> <tr> <td style="width: 20px; text-align: center;">1</td> <td style="width: 20px; text-align: center;">2</td> <td style="width: 20px; text-align: center;">3</td> <td style="width: 20px; text-align: center;">4</td> </tr> </table> For Example: You are a freelance wedding photographer or videographer. Prepare a package that you will provide to your clients in order to protect yourself and your equipment when shooting on-site and to prevent unauthorized use of your images. What forms will you need to present to your client? Cont. to # 20	1	2	3	4
1	2	3	4			
Understand and acquire a working knowledge of technologies and equipment applicable to area(s) of specialization. ELA: 2,4,7,8 AAI: 4 CRP: 2,6,8,11	21. Examine and identify various types of production equipment.	<table border="1" style="display: inline-table; vertical-align: top;"> <tr> <td style="width: 20px; text-align: center;">1</td> <td style="width: 20px; text-align: center;">2</td> <td style="width: 20px; text-align: center;">3</td> <td style="width: 20px; text-align: center;">4</td> </tr> </table> For Example: You are a photographer or videographer and have been hired by a local preschool to capture an event. You will develop a plan to maintain organized files so that post-production work will allow successful completion of the project and outlining what equipment will you pack to ensure that you are prepared for the event. Cont. to # 24, 31	1	2	3	4
1	2	3	4			
	22. Use lighting equipment in developing standard and creative exposures.	<table border="1" style="display: inline-table; vertical-align: top;"> <tr> <td style="width: 20px; text-align: center;">1</td> <td style="width: 20px; text-align: center;">2</td> <td style="width: 20px; text-align: center;">3</td> <td style="width: 20px; text-align: center;">4</td> </tr> </table> For Example:	1	2	3	4
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	23. Use camera equipment in capturing images in various formats (stills and motion).	<table border="1" style="display: inline-table; vertical-align: top;"> <tr> <td style="width: 20px; text-align: center;">1</td> <td style="width: 20px; text-align: center;">2</td> <td style="width: 20px; text-align: center;">3</td> <td style="width: 20px; text-align: center;">4</td> </tr> </table> For Example:	1	2	3	4
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	24. Use various audio, camera equipment, and supporting equipment to meet project specifications to ensure proper exposure and and/or audio levels.	<table border="1" style="display: inline-table; vertical-align: top;"> <tr> <td style="width: 20px; text-align: center;">1</td> <td style="width: 20px; text-align: center;">2</td> <td style="width: 20px; text-align: center;">3</td> <td style="width: 20px; text-align: center;">4</td> </tr> </table> For Example:	1	2	3	4
1	2	3	4			
Understand and be knowledgeable in arranging the environment to create desired image or emotional response in order to communicate the message effectively. ELA: 2,7,8 AAI: 4 CRP 6,8	25. Analyze and evaluate the elements of composition (sound, visual flow, value, rule of thirds, etc.).	<table border="1" style="display: inline-table; vertical-align: top;"> <tr> <td style="width: 20px; text-align: center;">1</td> <td style="width: 20px; text-align: center;">2</td> <td style="width: 20px; text-align: center;">3</td> <td style="width: 20px; text-align: center;">4</td> </tr> </table> For Example: You are a photographer or videographer who will be assisting in the training of interns who will occasionally join the company. Prepare an instructional tutorial using your own images to demonstrate the elements of composition, tips, and a summary of common mistakes and how to avoid them. Your boss has requested that you share this with at least three co-workers tracking the constructive feedback made prior to submitting the tutorial to the CEO for final review. Cont. to # 26	1	2	3	4
1	2	3	4			
Understand the concepts, techniques, and procedures of pre-production, production, and post-production processes. ELA: 2,5,6,7,8,9 AAI: 4 CRP: 2,6,8,11	26. Appropriately critique oneself and others through each stage of the production process.	<table border="1" style="display: inline-table; vertical-align: top;"> <tr> <td style="width: 20px; text-align: center;">1</td> <td style="width: 20px; text-align: center;">2</td> <td style="width: 20px; text-align: center;">3</td> <td style="width: 20px; text-align: center;">4</td> </tr> </table> For Example:	1	2	3	4
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	27. Apply critical elements in the pre-production stage.	<table border="1" style="display: inline-table; vertical-align: top;"> <tr> <td style="width: 20px; text-align: center;">1</td> <td style="width: 20px; text-align: center;">2</td> <td style="width: 20px; text-align: center;">3</td> <td style="width: 20px; text-align: center;">4</td> </tr> </table> For Example: You are an independent photographer or filmmaker making a digital presentation for submission to a state or national competition. Research and summarize the requirements, deadline, timeline, budget, production documents, and crew necessary for project completion. You are required to submit a list of equipment used and outline the process through which you met all requirements (submit your entry on time). Cont. to # 35	1	2	3	4
1	2	3	4			

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	28. Use current technology to facilitate pre-production by: <ul style="list-style-type: none"> • Demonstrating procedures to establish timelines • Developing a budget with considerations such as; crew, cast, equipment, etc. 	<table border="1" style="width: 100%; text-align: center;"> <tr> <td>1</td><td>2</td><td>3</td><td>4</td> </tr> </table> For Example:	1	2	3	4
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	29. Write production documents for various types of projects by: <ul style="list-style-type: none"> • Using proper formatting • Identifying specific elements needed for successful production such as cast, props, or sound effects • Identifying the elements of storytelling, such as three-act structure, and discuss various other styles of storytelling. • Adapting production documents based on talent delivery. 	<table border="1" style="width: 100%; text-align: center;"> <tr> <td>1</td><td>2</td><td>3</td><td>4</td> </tr> </table> For Example:	1	2	3	4
1	2	3	4			
	30. Determine equipment, crew, and talent requirements for a successful production (recording, distribution, budget, and talent)	<table border="1" style="width: 100%; text-align: center;"> <tr> <td>1</td><td>2</td><td>3</td><td>4</td> </tr> </table> For Example:	1	2	3	4
1	2	3	4			
	31. Identify, select, and demonstrate appropriate audio techniques according to project goals (microphones sound minting, etc.).	<table border="1" style="width: 100%; text-align: center;"> <tr> <td>1</td><td>2</td><td>3</td><td>4</td> </tr> </table> For Example:	1	2	3	4
1	2	3	4			
	32. Discuss and demonstrate digital editing according to project (organizing files, computer backups, distribution formats, etc.).	<table border="1" style="width: 100%; text-align: center;"> <tr> <td>1</td><td>2</td><td>3</td><td>4</td> </tr> </table> For Example:	1	2	3	4
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<i>Post-Production Process</i>	33. Demonstrate the appropriate use of hardware components, software programs, and their connections (software applications, communications, networking components, compatibility, resolution, compression formats, etc.).	<table border="1" style="width: 100%; text-align: center;"> <tr> <td>1</td><td>2</td><td>3</td><td>4</td> </tr> </table> For Example:	1	2	3	4
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	34. Deliver the product in a variety of media according to project specifications.	<table border="1" style="width: 100%; text-align: center;"> <tr> <td>1</td><td>2</td><td>3</td><td>4</td> </tr> </table> For Example:	1	2	3	4
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35. Demonstrate appropriate computer-based productivity tools to resolve problems on the specific project.	<table border="1" style="width: 100%; text-align: center;"> <tr> <td>1</td><td>2</td><td>3</td><td>4</td> </tr> </table> For Example:	1	2	3	4	
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Understand the roles and responsibilities of various professionals in this industry. ELA: 2,4,6,7,8,9 M: 2 AAI: 1,2,3 CRP: 1,3,4,5,7,8,10	36. Describe the roles of various industry professionals (producers, directors, editors, art director etc.).	<table border="1" style="width: 100%; text-align: center;"> <tr> <td>1</td><td>2</td><td>3</td><td>4</td> </tr> </table> For Example: As a recent graduate you have been offered a position with a company. You are trying to decide whether to accept the position or start your own business. You have arranged a meeting with an employment advisor to discuss your options. In preparation for this meeting, create a list of factors that should be considered when comparing and contrasting various offers of employment. Assign each of these factors a scale of importance according to your personal needs and values related to your career goals. Provide a brief (3-5 sentences) explanation of each category, detailing why you have weighted it as you have. Cont. to # 39	1	2	3	4
	1	2	3	4		
37. Compare and contrast various employment opportunities within the field, including freelance contractors.	<table border="1" style="width: 100%; text-align: center;"> <tr> <td>1</td><td>2</td><td>3</td><td>4</td> </tr> </table> For Example:	1	2	3	4	
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	38. Discuss and demonstrate the financial aspects pertaining to freelance and or employment in a company (invoices, practices, rates, standard billing practices, etc.).	<table border="1" style="width: 100%; text-align: center;"> <tr> <td>1</td><td>2</td><td>3</td><td>4</td> </tr> </table> For Example:	1	2	3	4
1	2	3	4			
	39. Discuss and assess business creation possibilities and identify the steps in planning a business.	<table border="1" style="width: 100%; text-align: center;"> <tr> <td>1</td><td>2</td><td>3</td><td>4</td> </tr> </table> For Example:	1	2	3	4
1	2	3	4			

Key: Rating Scale: 1 NO EXPOSURE; 2 = NOVICE (Information was covered in class, but student cannot demonstrate skill or knowledge without significant supervision); 3 = PROFICIENT (Student regularly demonstrates the knowledge or skill); 4= MASTERY (Student demonstrates successful completion of this skill numerous times without supervision.)

Common Core: E=English Language Arts (Reading, Writing, Research, Listening Speaking, Technology) M=Mathematics (Numbers Quantity, Algebra, Functions, Geometry, Stat&Prob)

All Aspect Industry (AAI) Career Ready Practice (CRP)