

DISTRICT NAME: Kenai Peninsula School District

CTE Course Description and Standards Crosswalk

- The information on page 1 must be entered directly into the EED CTE Web Portal (log in at <https://www.eed.state.ak.us/tls/cte/perkins> with your district credentials)
- Then this entire form can be submitted by using the “Click here Provide Supporting Documentation” link on the Web Portal, or by emailing it to ctegrants@alaska.gov.

Basic CTE Course Information

Course Information	
Course Name	Commercial Communications I
Course Number	II860
Number of High School Credits	.5
Sequence or CTEPS (You must first have the Sequence or CTEPS name put into the system.)	Digital Arts
Occupational Standards	
Source of Occupational Standards	Alaska Content Standards, National Educational Technology Standards
Names/Numbers of Occupational Standards	Tech A4,D1,E5
Registration Information	
Course Description (brief paragraph – as shown in your student handbook or course list)	This course is designed to teach students video camera operation and video editing. The students will apply their skills by videotaping, editing, rendering and producing DVD's of events that take place throughout the year. Examples of past productions have been the following: Christmas Choir, School Plays, Video Yearbooks, Graduation Highlight Videos, graduation ceremonies and daily announcements.
Instructional Topic Headings (please separate each heading by a semi-colon)	Camcorder basics Basic video making Photography and lighting Audio techniques Advanced camcorder and lighting techniques Advanced editing Digital mixer
Summative Assessments and Standards	
Technical Skills Assessment	Television Video Productions
Course addresses Alaska GLEs	Yes
Course addresses Employability Standards	Yes

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Course addresses Cultural Standards	Yes
Course addresses All Aspects of Industry (AAI)	Yes
Career & Technical Student Organization (CTSO)	
CTSO associated with this course	SkillsUSA
Tech Prep	
Current Tech Prep Articulation Agreement? (Y/N)	No
Postsecondary Institution Name	
Postsecondary Course Name	
Postsecondary Course Number	
# of Postsecondary Credits	

Additional CTE Course Information

Author	
Course developed by	Previous Curriculum Committee at KPBSD
Course adapted from	Previous Curriculum Committee at KPBSD
Date of last course revision	2011
Course Delivery Model	
Is the course brokered through another institution or agency? (Y/N)	No
Certificate, Credential, or License	
Industry-recognized skill certificate, credential, or state license that a student is eligible for upon successful completion of the course?	Television Video Productions, Code is D5
Issuing body/organization/agency	SkillsUSA

Standards Alignment	
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Student Performance Standards (Learner Outcomes or Knowledge & Skill Statements)	Specific Occupational Skills Standards	Alaska Reading, Writing, Math, & Science Standards	Alaska Employability Standards	Alaska Cultural Standards	All Aspects of Industry	Formative Assessment
1. Demonstrate basic camcorder functions and operations.	Tech A4			C4	Technical	Demonstrate
2. Utilize the instruction manual for the camcorder.	Tech A4	E.C.2	A2		Technical	Lab
3. Possess a working knowledge of tape formats and assess the strengths and weakness of each format.	Tech D1				Technical	Verbal
4. Utilize accessory equipment to aid in video production.	Tech A4				Production	Demonstrate
5. Utilize different shooting methods to achieve a desired outcome.	Tech A4				Production	Demonstrate
6. Using the functions of the camera, enhance the desired shot.	Tech A4				Production Technical	Demonstrate
7. Perform in-camera editing.	Tech D1				Technical	Demonstrate
8. Perform transitions from one scene to another that are logical and flow appropriately.	Tech D1				Technical	Demonstrate
9. Determine where insert editing and assembly editing should be used and edit accordingly.	Tech D1				Technical	Demonstrate
10. Understand and utilize video lighting and techniques that relate to the Iris, lighting extremes, shutter speeds, color temperature, setting color balance, using available light, artificial light, lighting accessories, one-light techniques, and bounce lighting.	Tech D1				Technical	Demonstrate
11. Assess the appropriate microphone for the application and desired effect.	Tech D1				Technical	Demonstrate
12. Create sound tracks for the video project that utilize several techniques and enhance their video production.	Tech D1		A2		Technical	Demonstrate
13. Determine and use the appropriate audio editing/dubbing method that will achieve the desired sound effect.	Tech D1				Production	Demonstrate
14. Perform special effects within the parameters set by the instructor.	Tech D1				Production	Demonstrate
15. Use lens, light, sound, camera shooting techniques, and miniatures to add special effects to the video production for a specific purpose.	Tech D1				Production Technical	Demonstrate

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16. Create scripts and storyboards that direct the production of the video and the activity that is being filmed.	Tech D1	E.A.5	A2	B4	Planning	Written
17. Demonstrate the understanding of different career fields associated with the film and audio industry.	Tech E5		B2	C4	Personal	Verbal

Instructional Resources

VideoMaker Magazine Annual Subscription: <http://www.videomaker.com/>

Sony Corporation: <http://www.sonycreativesoftware.com>

Adobe Premiere: <http://www.adobe.com/products/premiere.html>

B and H Video, Audio Photo: <http://www.bhphotovideo.com/>