Minnesota
Articulated College Credit (ACC) Agreement
www.CTEcreditMn.com

Agreement Name: **Digital Video Production**

Agreement Last Reviewed: **Fall 2023**
Next Review Date: **Fall 2025**

College Courses

Class	Title	School	Credits
MKTC 2520	Video Content for Marketers	Dakota County Technical College	2.0 of 2.0
PHOT 2040	Video Production I	Ridgewater College	2.0 of 3.0
MCOM 1190	TV/Media Production	Rochester Community & Technical College	3.0 of 3.0
ART 170	Digital Video Production	South Central College	2.0 of 3.0

Curriculum Content Objectives

To receive credit, students will perform 100% of the following content objectives:

1. **Explain (BRIEFLY) the development and history of analog cinematography and broadcast television to their current digital environment.**
   - ☐ Explain the early development of cinematography and film making.
   - ☐ Explain the development of early video/analog tape development in TV broadcasting.
   - ☐ Explain the transition from analog video and cinematography to digital video/cinematography in both the film and TV broadcasting industries.
2. **Create the written pre-production materials needed to develop a cinematic/video production.**
   - ☐ Develop a treatment for a cinematic/video production.
   - ☐ Develop a script for a cinematic/video production.
   - ☐ Develop a storyboard for a cinematic/video production.
   - ☐ Develop a shot list from the story board for a cinematic/video production.
3. **Differentiate the different digital video formats and how each affects the usage and distribution of a cinematic/video production.**
   - ☐ Explain the scanning modes and frame rates for HDTV 1080p how that applies to digital video broadcasting.
   - ☐ Explain the scanning modes and frame rates for HDTV 720p how that applies to digital video broadcasting.
   - ☐ Explain the scanning modes and frame rates for SDTV (NTSC) 480p how that applies to digital video
   - ☐ broadcasting.
   - ☐ Explain the scanning modes and frame rates for SDTV (PAL) 576p how that applies to digital video broadcasting.
4. **Apply proper camera settings to create digital video footage for broadcast/dissemination.**
   - ☐ Apply shutter settings to change the exposure and motion control in digital video footage.
   - ☐ Apply aperture settings to change the exposure and depth of field in digital video footage.
   - ☐ Create digital video footage using focus control to accentuate the main subject.
   - ☐ Create digital video footage using focus control to take attention off a subject and place it on another subject.
   - ☐ Create digital video footage using the proper sensitivity control to make a proper exposure.
   - ☐ Create digital video footage using the white balance control to achieve proper white balance.

5. Differentiate the different digital audio formats and digital encoding methods and how they affect the usage and distribution of a cinematic/video production.

- Explain how sound is passed through an analog-to-digital converter (ADC), and how pulse-code modulation is used to encode the analog sound as a digital signal.
- Explain the various uncompressed audio formats and how this format applies to digital video production.
- Explain the various lossless compressed audio formats and how this format applies to digital video production.
- Explain the lossy compressed audio formats and how this format applies to digital video production.

6. Apply proper audio creation and editing techniques to create audio for digital video footage for broadcast/dissemination.

- Utilize an on-camera microphone to create audio suitable for digital video production.
- Utilize an off-camera microphone to create audio suitable for digital video production.
- Utilize digital audio software to adjust the audio levels of the audio for a video clip.
- Utilize digital audio software to create sound effects for the audio portion of a video clip.
- Utilize music in the soundtrack for a digital video production.

7. Apply lighting to a subject/scene that can be successfully recorded by a digital video camera.

- 3-point lighting to a subject.
- Apply light to increase contrast on a subject/scene.
- Apply light to decrease contrast on a subject/scene.
- Apply scrims/reflectors to bounce light into a subject/scene.
- Apply cards, cutters or flags to reduce or eliminate light from a subject or scene.
- Recognize potential auto iris problem situation s and know how to avoid/overcome them.

8. Apply proper shooting techniques for cinematic/video production.

- Create an establishing shot to be included in a digital video production.
- Create a MS (Medium Shot) to be included in a digital video production.
- Create a CU (Close UP) shot to be included in a digital video production.
- Create an ECU (Extreme Close UP) shot to be included in a digital video production.
- Create a WS (Wide Shot) to be included in a digital video production.
- Create an EWS (Extreme Wide Shot) to be included in a digital video production.
- Create a Pan Shot to be included in a digital video production.
- Create a Zoom Shot to be included in a digital video production.

9. Create a finished digital video with video editing software utilizing raw digital video and audio files.

- Utilize a computer to input digital video from a digital video camera into a video editing program (i.e., Adobe Premiere).
- Create rough edits with digital video editing software.
- Create trimming clips with digital video editing software.
- Apply edit inserts of video clips with digital video editing software.
- Apply transitions with digital video editing software.
- Apply audio with digital video editing software.
- Create titling with digital video editing software.
- Create an exported digital video file for dissemination for the web or DVD dissemination.

Assessments

Students must achieve no less than 80% or B for a final grade in the high school course to receive ACC.
Students should be prepared to share and discuss digital files (refer to objective #9).

ACC Concept

Through Articulated College Credit (ACC), specific college curriculum content goals and assessments are embedded in participating high school career and technical education (CTE) programs as specified in this agreement. Relevant knowledge, skills, and standards are taught by qualified CTE high school instructor(s) in one or more high school course. ACC is awarded if the student meets the college equivalency standards and later enrolls in the college(s) listed requiring the course in a specific program.