



# DIGITAL VIDEO PRODUCTION

## PROGRAM OVERVIEW



Students in the Digital Video Production program have the opportunity to gain knowledge in the field of video and television.

Students will be trained to use industry-standard equipment including a state-of-the-art television studio, participate in on-location productions and gain a working understanding of the Macintosh platform. Students will combine video and audio to create and edit video productions.

The program takes students through pre-production, production, and post-production process. Students will research and develop several video pieces relating to the course curriculum. Students will learn to manage their time, meet deadlines, think objectively, develop original styles and gain experience in communicating clearly and effectively. Students will have opportunities to produce videos for broadcast and work side-by-side with industry professionals.



### CAREER OPPORTUNITIES

- Copywriter
- Journalist
- Market Research Analyst
- Media Analyst
- Lobbyist
- Film Director
- Speechwriter
- Press Agent
- Technical Writer
- News Anchor/Reporter
- Public Relations Specialist
- Corporate Communications Manager
- Videographer
- Editor
- Media Salesperson



### POST-SECONDARY EDUCATION OPPORTUNITIES

- SUNY Colleges at Fredonia, Oswego, Brockport, Buffalo, New Paltz, Cortland, Plattsburgh, and Geneseo
- Hofstra University
- Newhouse School of Public Communications at Syracuse University
- St. John Fisher College
- Emerson College
- Ithaca College
- Finger Lakes Community College
- Monroe Community College
- Onondaga Community College
- Genesee Community College





## **PROGRAMS OF STUDY**

### **FOUNDATIONAL COURSES**

#### **CTE Foundations: Digital Media**

9th Grade // 1 CTE Credit

Career Research and Exploration  
Safety, Equipment, and Technology  
Basic Design and Production Skills

#### **Introduction to Digital Media**

10th Grade // 2 CTE Credits

Rotation of Experiences in Digital Video Production,  
Advertising Design, Interactive Media, and  
Digital Audio & Music Production

### **CAREER MAJOR COURSES**

#### **DVP I**

11th Grade // 2 CTE Credits

Television Studio Production – Basic Operation  
Directing  
Technical Directing  
Audio Board Operation  
Camera Operating  
Floor Managing  
Teleprompter Operation  
News Anchoring  
Television Field Production – Basic Operation  
Developing News Stories  
Use of Industry-Standard Video Cameras  
Use of Various Types of Microphones  
Video Editing – Basic Operation

#### **DVP II**

12th Grade // 2 CTE Credits

Advanced Television Studio Production  
Advanced Television Field Production  
Advanced Video Editing  
Documentary Filmmaking



## **EMPLOYABILITY PROFILE:**

*The Proficient Digital Video Production Student will...*

- Demonstrate employability skills that will help them get a job and meet employer’s professional expectations.
- Demonstrate academic knowledge and skills that meet postsecondary requirements.
- Consistently demonstrate safe practices and healthy relationships.
- Properly select, use, store, and maintain all tools and equipment.
- Effectively read a variety of materials and communicate in a variety of situations.
- Accurately solve mathematical calculations, and apply geometric concepts, in context.
- Accurately measure within industry-standard tolerances.
- Demonstrate grit. Persevere through challenges and not give up.
- Define and properly use industry-standard vocabulary and terms.
- Demonstrate effective and complete pre-production skills.
- Properly operate and control cameras in a variety of ENG/EFP situations.
- Properly operate and control video lighting in a variety of ENG/EFP situations.
- Properly operate and control audio equipment in a variety of ENG/EFP situations.
- Edit video, audio, and graphics into a final product deliverable for all platforms of media.
- Follow legal and ethical practices.
- Design, perform, and produce an in-studio production.
- Be able to critique and evaluate a variety of productions.