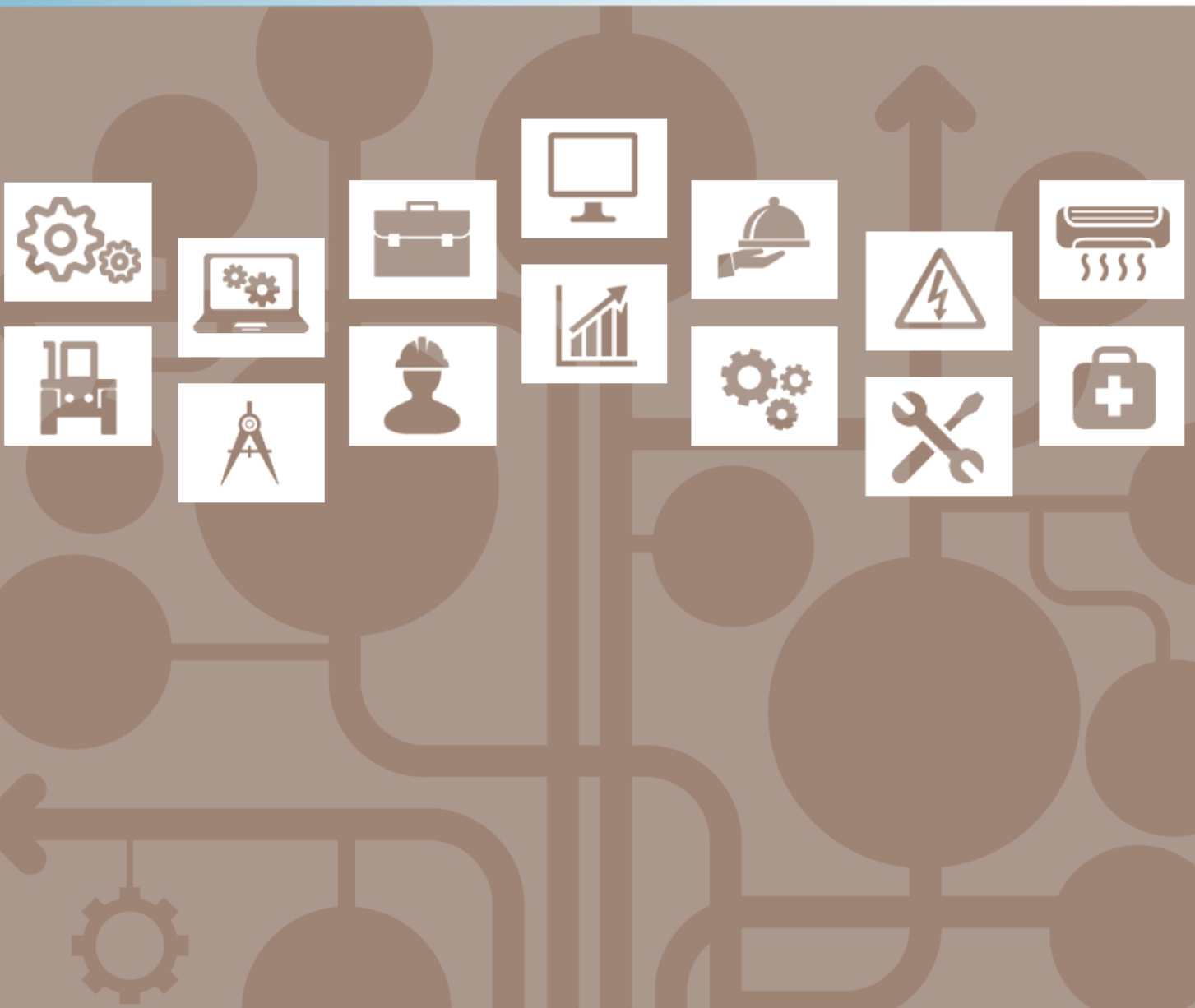


Entry Level Assessment Blueprint

Audio-Visual Communications Technology



Specific Competencies and Skills Tested in this Assessment:

Photography

- Operate an SLR (single lens reflex) still camera and peripherals (traditional and/or digital)
- Produce finished prints
- Control lighting, exposure, and composition
- Select and use correct film, film speed, and/or megapixel resolution (shutter and aperture)



Computer Based Technology

- Identify and operate computer and related peripheral devices
- Create and manipulate sound and images with application software
- Prepare images for appropriate output
- Identify various media options (e.g., slides, .jpg, .tif, .wmv, etc.)
- Use basic software applications (e.g., word processing, database, spreadsheet, presentation, etc.)



Audio and Video Production

- Operate video camera, camcorder, and peripheral equipment
- Select, set up, and operate sound reinforcement equipment, including microphones
- Edit video clips
- Write the script
- Identify and incorporate sound and special effects
- Record and mix audio
- Engineer audio and video
- Select, cast, and direct talent
- Light, direct, and produce the final project



Specific Competencies and Skills continued:**Creative Development**

- Determine client objectives
- Develop creative outline
- Present and select media options
- Create and present the storyboard and script
- Develop, present, and evaluate a proposal/project

Visual Design

- Apply principles and elements of design
- Select and design for a specific media
- Apply principles of animation

**Project Management**

- Develop and efficiently utilize production schedules and personnel
- Prepare and manage the production budget and resources
- Communicate effectively with client and production team
- Maintain quality control
- Follow copyright, licensing, and broadcast laws

Equipment Operation, Maintenance, and Troubleshooting

- Identify and safely use basic hand tools
- Follow safety guidelines for personnel and equipment operation
- Perform preventive maintenance and troubleshooting
- Install and upgrade computer software
- Perform hardware upgrades to computer equipment
- Interpret equipment specifications

Network Technology

- Utilize network technology, web browsers, and network tools
- Effectively utilize search engines
- Identify uses of network protocols related to audio/visual transmission
- Plan and create a web page incorporating hypertext links and URLs

Specific Competencies and Skills continued:

Related Information

- Demonstrate knowledge of basic concepts of digital television, video, and audio
- Demonstrate knowledge of basic concepts of web, video, and audio conferencing

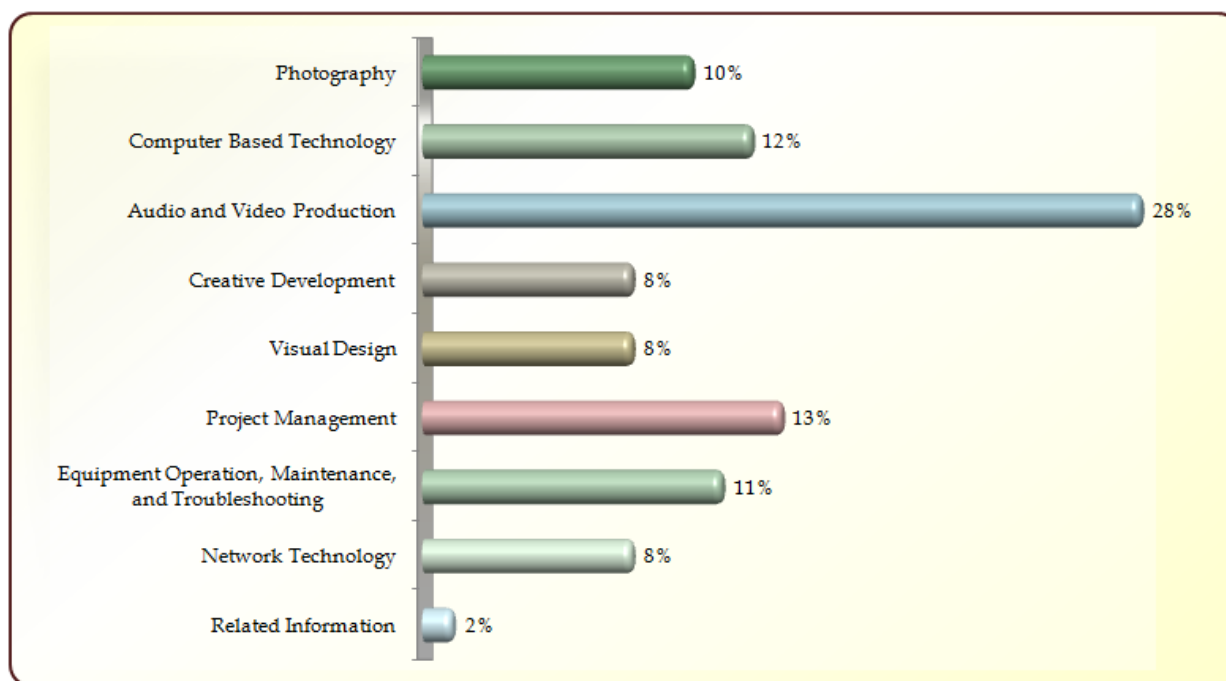


Written Assessment:

Administration Time: 3 hours

Number of Questions: 177

Areas Covered:



Sample Questions:

The term “rule of thirds” applies to

- A. F-stops
- B. composition
- C. using a tripod
- D. bracketing exposure

Physical computer equipment is called

- A. software
- B. hardware
- C. input-output
- D. storage

In a video script, the camera shots are

- A. in italics and single spaced
- B. capitalized and single spaced
- C. lower case and double spaced
- D. in italics and double spaced

A demo reel can be very effective when it

- A. contains several special effects
- B. only showcases content produced for high-profile clients
- C. contains programs produced for other clients in similar business
- D. uses more than one narrator

Any web page should be optimized to open quickly

- A. on any type of connection
- B. only on a high-speed connection
- C. showing animated graphics
- D. playing a continuous audio track

Software would be used to compress an audio file when

- A. the audio file is distributed for the web
- B. the audio file is being transferred to another CD
- C. 100 percent of the fidelity of the original recording is needed
- D. the audio file is being backed up to another hard drive

The term kerning refers to the amount of space between

- A. letters
- B. words
- C. lines
- D. paragraphs

Sample Questions (continued)

A teleprompter scroll would include the

- A. video and audio cues
- B. scripted dialogue only
- C. stage direction
- D. director's cues

To request permission for using copyrighted music, the first step is to

- A. contact the U.S. Office of Copyright
- B. receive permission by mail from the Library of Congress
- C. pay the royalties to the writer or composer
- D. contact the holder of the copyright

To visualize participants during videoconferences, use a

- A. scanner
- B. microphone
- C. webcam
- D. speaker

Performance Assessment:

Administration Time: 3 hours

Number of Jobs: 3

Areas Covered:

34% Audio-Visual Editing

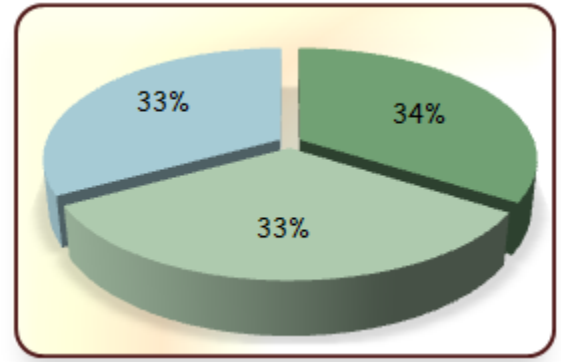
Participant will import footage to editing software, export it as a QuickTime® movie, and edit the scene correctly.

33% Videography

Participant will prepare a master tape, set up the video equipment properly, and shoot a video according to the criteria.

33% Engineering and Troubleshooting

Participant will check the cable for continuity, measure AC line voltage, set up monitor and connect power and cables, and adjust the monitor controls.



Sample Job: Engineering and Troubleshooting

Maximum Time: 30 minutes

Participant Activity: The participant is to demonstrate how to check the cable for continuity, measure AC line voltage using a test meter, set up monitor for optimum viewing, connecting power and signal source cables, and using a signal generator or a test tape, adjust the controls to produce the most accurate image possible.

