

Entry Level Assessment Blueprint

Audio-Visual Communications



Specific Competencies and Skills Tested in this Assessment:

Creative Development

- Determine client objectives
- Develop creative outline
- Present and select media based on client needs
- Write the script
- Create and present the storyboard
- Develop, present, and evaluate a proposal, project, or treatment



Visual Design

- Apply principles and elements of design
- Select and design for a specific media
- Determine difference between vector and bitmap
- Demonstrate understanding of uses of typography



Project Management

- Develop and efficiently utilize production schedules and personnel
- Prepare and manage the production budget and resources
- Communicate effectively with client and audio-visual production team

Digital Photography

- Operate a digital single lens reflex (DSLR) still camera and peripherals
- Control lighting, exposure, and composition
- Select and use correct digital media format
- Determine specifications for finished project

Audio Production

- Identify and select microphones
- Select and incorporate music and sound effects
- Set up and record audio
- Determine specifications for finished audio project
- Edit, mix, and engineer audio

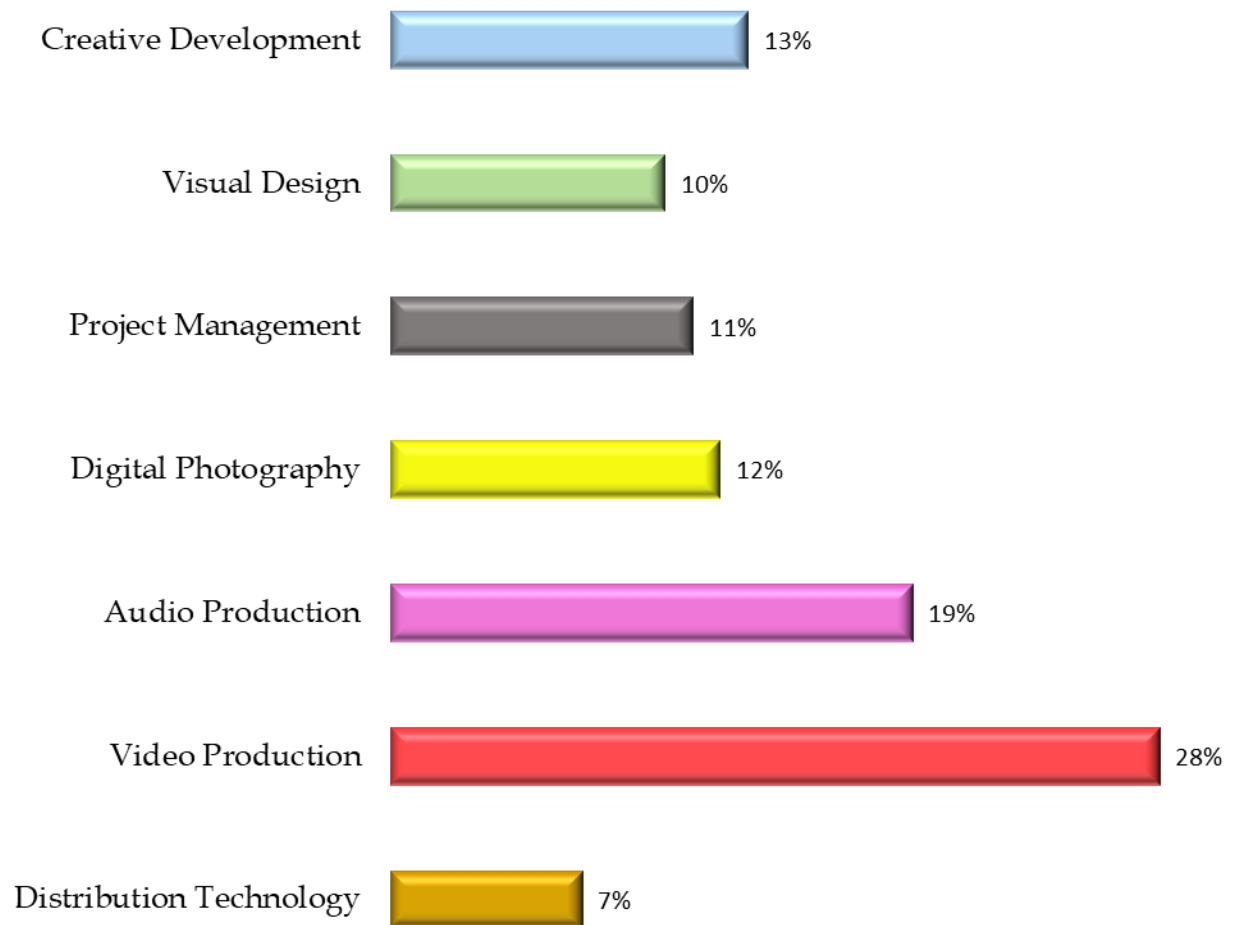
Written Assessment:

Administration Time: 3 hours

Number of Questions: 153

Areas Covered:

- 13% Creative Development
- 10% Visual Design
- 11% Project Management
- 12% Digital Photography
- 19% Audio Production
- 28% Video Production
- 7% Distribution Technology



Sample Questions:

The proposal that outlines the overall concept of a production is the

- A. budget
- B. treatment
- C. storyboard
- D. script

The director uses detailed storyboards to assist in planning

- A. shot composition
- B. set design
- C. art direction
- D. lighting placement

The repetition and alternation of elements in visual design refers to

- A. key framing
- B. rhythm
- C. movement
- D. streaming

A DSLR camera stores the captured images on which device?

- A. hard drive
- B. memory card
- C. flash drive
- D. capture card

The VU meter measures

- A. waveform frequency
- B. audio level
- C. audio file length
- D. cue pulses

If an image is considered 720p, the “p” refers to

- A. pixels
- B. progressive
- C. pages
- D. parts

Streaming video

- A. is subject to server congestion and buffering
- B. is available only through Netflix
- C. downloads large files to the user’s hard drive
- D. can cause runtime errors in Windows

Performance Assessment:

Administration Time: 2 hours and 45 minutes

Number of Jobs: 3

Areas Covered:

35% Audio-Visual Editing

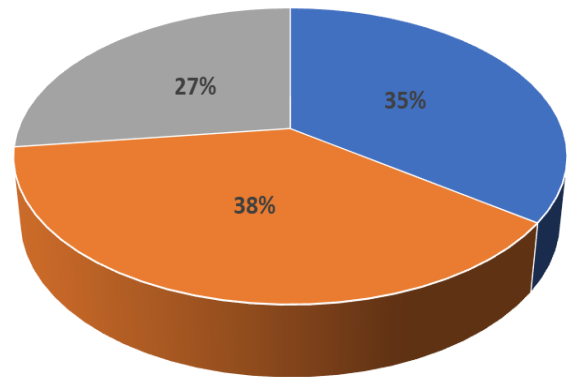
Participant will import footage to editing software, open media files, review provided script, make selection of clip(s), edit scene, insert slate, export as a QuickTime® movie, H.264, or MP4, save it to flash drive, and notify evaluator when finished.

38% Videography

Participant will note starting and ending time, set up equipment, properly set exposure and white balance camera, connect microphone and monitor audio levels, shoot a video that displays correct techniques, and submit recording media to evaluator.

27% Script Development

Participant will review the storyboard and dialogue provided, and using the word processing program, create a two-column script, export as a PDF, save, and notify evaluator.



Sample Job: Script Development

Maximum Time: 45 minutes

Participant Activity: The participant will review the storyboard and dialogue sheet provided, and using the word processing program, create a two-column script that meets all the provided criteria, export it as a PDF and save it with the correct name, then notify the evaluator when ready to be scored.