



Job Ready Assessment Blueprint

## Audio-Visual Communications



Test Code: 2005 / Version: 01

**“Measuring What Matters”**

## Specific Competencies and Skills Tested in this Assessment:

### Photography

- Operate a still camera (including digital)
- Photo processing and finishing
- Control lighting and exposure
- Composition
- Select and use film
- Select and use lenses



### Computer Based Technology

- Operate computer and related peripheral devices
- Create and manipulate sound and images with application software
- Understand and prepare images for appropriate output
- Combine media for computer-based presentations
- Understanding media options
- Use basic software applications (e.g. word processing, database, spreadsheet, presentation)



### Film/Video Production

- Operate camera
- Edit footage
- Write the script
- Light the production
- Direct the production
- Produce the production
- Engineer audio
- Engineer video
- Design/direct integrated media
- Select and cast talent
- Operate peripheral equipment



## ***Specific Competencies and Skills continued:***

### **Audio Production**

- Microphone selection and application
- Record and mix audio
- Setup and operate sound reinforcement equipment
- Engineering audio
- Write audio script
- Direct audio production
- Design sound
- Audition and select talent
- Produce the audio production



### **Presentation Technology**

- Select the delivery platform
- Design the presentation
- Direct the presentation
- Setup and operate AV equipment

### **Creative Development**

- Determine client objectives
- Develop creative treatment and outline
- Present and select media options
- Create and present the storyboard/script
- Develop and present a proposal
- Evaluate proposal process
- Apply promotion skills

### **Visual Design**

- Apply concepts of lines, forms and shapes
- Apply concepts of light, shade, color and texture
- Apply concepts of balance and composition
- Select and design for a specific media

***Specific Competencies and Skills continued:*****Project Management**

- Develop and utilize time management techniques
- Prepare and manage the production budget
- Manage personnel
- Communicate with client and staff
- Maintain quality control
- Coordinate resources
- Follow copyright, licensing and broadcast laws

**Equipment Maintenance and Troubleshooting**

- Use basic hand tools
- Practice correct equipment operation
- Perform preventive maintenance and troubleshooting
- Install and upgrade computer software
- Perform hardware upgrades to computer equipment
- Interpret equipment specifications

**Network Technology**

- Define network technology
- Utilize web browsers and network tools
- Understand hypertext links and URLs
- Understand search methods and utilize search engines
- Understand network protocols
- Plan and create a Web page
- Utilize audio and video software for networks

**Related Information**

- Understand basic concepts of digital television
- Understand basic concepts of video and audio conferencing

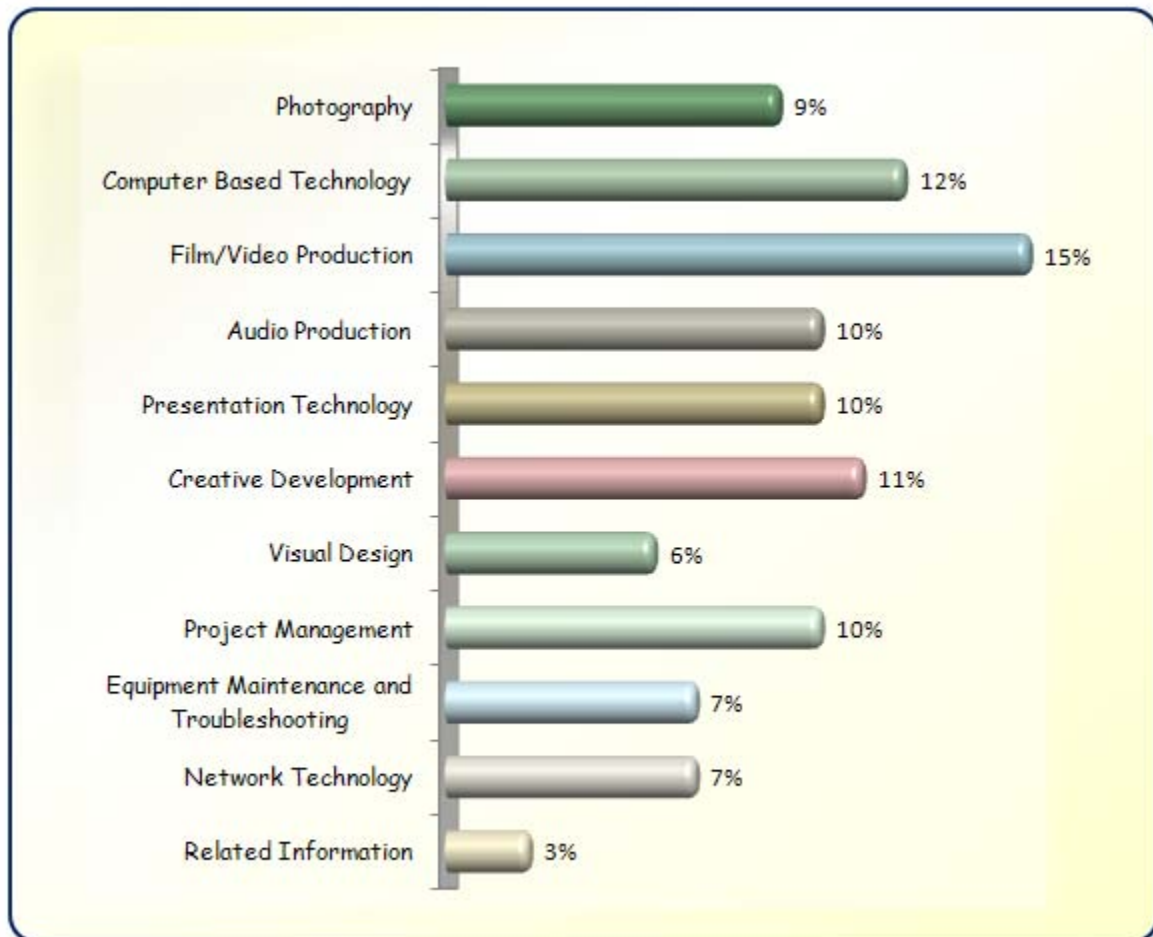


## Written Assessment:

Administration Time: 3 hours

Number of Questions: 195

### Areas Covered:



**Sample Questions:**

A software application that allows the user to navigate through a website is known as a/an

- A. browser
- B. search engine
- C. utility
- D. HTML script

The correct way to adjust color saturation and color hue on a video monitor is to use which of the following as a reference?

- A. chip chart
- B. flesh tones
- C. test pattern
- D. color bars

In order to request permission to use copyrighted music, you must

- 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

AFTRA and SAG are unions associated with the representation of

- A. talent
- B. musicians
- C. directors
- D. editors

When planning to shoot exterior scenes, it is important to

- A. plan to use extra lights
- B. obtain police assistance
- C. use a diffusion filter to soften shadows
- D. plan a rain date and have an alternative assignment planned for the canceled day



## Performance Assessment:

**Administration Time:** 6 hours

**Number of Jobs:** 10

Participants are given the choice of participating in Track A or Track B for Jobs 1, 2, and 3. Jobs 4 through 10 are to be performed by all participants.

### Areas Covered:

Track A - 35 mm Camera

15% **Still Photography**

Job 1-A: Operation of 35 mm Film Camera

Job 2-A: Film Development

Job 3-A: Printing

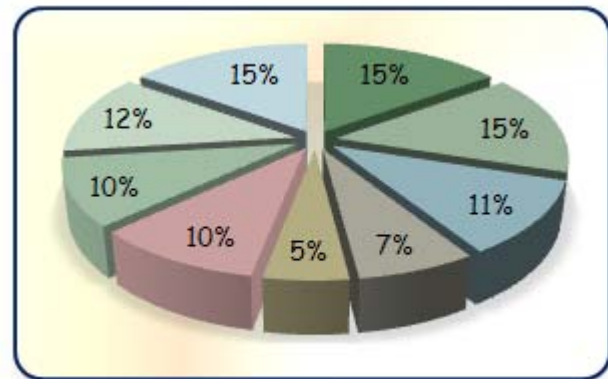
Track B - Digital Camera

15% **Still Photography**

Job 1-B: Operation of Digital Camera

Job 2-B: File Transfer

Job 3-B: Image Manipulation and Printing



### All Participants

11% **Job 4: Audio Production - Recording, Editing, and Mixing**  
Levels/calibration, media options, audio mix, audio levels, timing.

7% **Job 5: Presentation Equipment Usage and Maintenance**  
Set-Up and Operate a Data/Video Projector

5% **Job 6: Monitor Set-Up and Operation**  
Set up monitor and signal sources, image adjustment, perform adjustments.

10% **Job 7: General Troubleshooting**  
Check cable continuity/polarity, measure line voltage, use of basic tools and test equipment, safety procedures.

***Performance Assessment continued:***

**10% Job 8: Hardware and Software Upgrades**

Safety procedures, static precautions, handling of media, loading and using software.

**12% Job 9: Video Shooting and Editing**

Equipment set up and operation, log and edit footage, video and audio quality, adherence to script.

**15% Job 10: Operate Computer Graphics Equipment**

Use of computer equipment and graphic software, design creativity, composition, use of color, contrast/legibility.



**Sample Job:** Video Shooting and Editing

**Maximum Time:** 90 minutes

**Participant Activity:** Fill in starting time and note the allowable completion time as indicated. Using equipment and materials supplied.

- a. Set-up the video equipment for shooting and recording.
- b. Shoot the video and record audio of a three-minute script provided by the examiner.
- c. Prepare a blank videocassette for use as an edit master.
- d. Log and prepare source footage for editing.
- e. Assemble a three-minute program that will be broadcast-ready, using a linear or nonlinear video editing system. Follow the rules of proper continuity and shot selection as indicated by the script.



The Association for Career and Technical Education (ACTE), the leading professional organization for career and technical educators, commends all students who participate in career and technical education programs and choose to validate their educational attainment through rigorous technical assessments. In taking this assessment you demonstrate to your school, your parents and guardians, your future employers and yourself that you understand the concepts and knowledge needed to succeed in the workplace. Good Luck!

