



Job Ready Assessment Blueprint

Audio-Visual Communications



Test Code: 3005 / Version: 01

“Measuring What Matters”

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, .jpeg, .tiff, .wmv)
- Use basic software applications (e.g., word processing, database, spreadsheet, presentation)



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

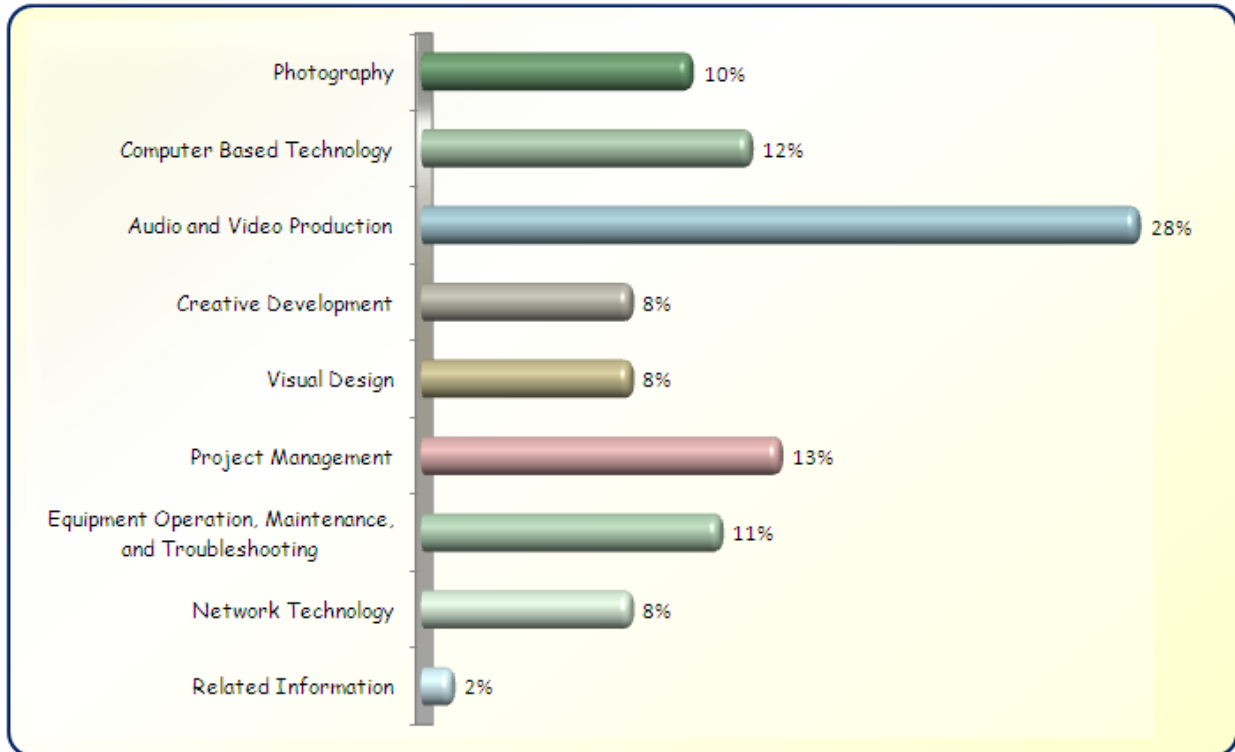


Written Assessment:

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



Performance Assessment:

Administration Time: 3 hours

Number of Jobs: 3

Areas Covered:

33% **Audio-Visual Editing**

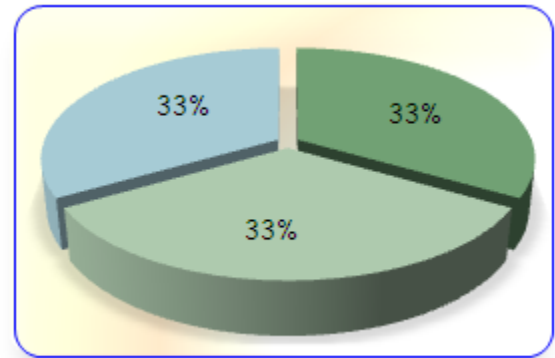
Import footage to editing software, export as Quick Time Movie, edit scene, and time to complete job 1

33% **Videography**

Prepare master tape, set up video equipment, shoot a video, and time to complete job 2

33% **Engineering and Troubleshooting**

Check cable for continuity, measure AC line voltage, set up monitor, connect power and cables, adjust monitor controls, and time to complete job 3



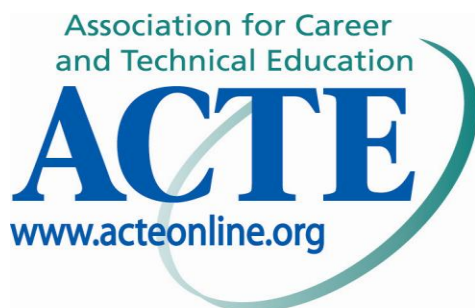
Sample Job: Engineering and Troubleshooting

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 following controls to produce the most accurate image possible.



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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!*