

Practicum in Audio/Video Production

At-A-Glance - Lamar CISD

| Ongoing Skills Imbedded All Year | Professional Standards/Employability Skills/Technical Skills | | |
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| | Professional Standards/Employability Skills PAV 1(A) The student will participate in training, education, or certification for employment. PAV 1(B) The student will demonstrate professional standards and personal qualities needed to be employable such as oral and written communication, leadership, teamwork, appreciation for diversity, conflict management, customer service, work ethic, and adaptability. Academic Knowledge and Skills in Production Projects PAV 2(A) The student will apply English language arts knowledge and skills by consistently demonstrating use of content, technical concepts, and vocabulary; using correct grammar, punctuation, and terminology to write and edit documents; and composing and editing copy for a variety of written documents such as scripts, captions, schedules, reports, manuals, proposals, and other client-based documents. PAV 2(B) The student will apply mathematics knowledge and skills in invoicing and time-based mathematics by consistently demonstrating knowledge of arithmetic operations and applying measurement to solve problems. Ethics PAV 9(A) The student will exhibit ethical conduct related to providing proper credit for ideas and privacy of sensitive content. PAV 9(B) The student will discuss and apply copyright laws in relation to fair use and acquisition, trademark laws, personal privacy laws, and use of digital information by citing sources using established methods. PAV 9(C) The student will model respect for intellectual property when manipulating, morphing, and editing graphics, video, text, and sound. PAV 9(D) The student will demonstrate proper etiquette and knowledge of acceptable use policies when using networks, especially resources on the Internet and intranet. | | |
| Grading Period | Unit Name | Estimated Time Frame | TEKS |
| Grading Period 1 29 Days | Pre-Practicum Professional Standards/Employability Skills | 5 Days | 1.A, 1.B, 2.A, 2.B |
| | Course introduction and orientation. Professional Standards/Employability Skills PAV 1(A) The student will participate in training, education, or certification for employment. PAV 1(B) The student will demonstrate professional standards and personal qualities needed to be employable such as oral and written communication, leadership, teamwork, appreciation for diversity, conflict management, customer service, work ethic, and adaptability. Academic Knowledge and Skills in Production Projects PAV 2(A) The student will apply English language arts knowledge and skills by consistently demonstrating use of content, technical concepts, and vocabulary; using correct grammar, punctuation, and terminology to write and edit documents; and composing and editing copy for a variety of written documents such as scripts, captions, schedules, reports, manuals, proposals, and other client-based documents. PAV 2(B) The student will apply mathematics knowledge and skills in invoicing and time-based mathematics by consistently demonstrating knowledge of arithmetic operations and applying measurement to solve problems. | | |
| | Communications/Problem Solving | 4 Days | 3.E, 3.F, 4.A, 4.B, 5.A, 5.B |
| | Advanced Professional Communications Strategies PAV 3(E) The student will apply active listening skills to obtain and clarify information. PAV 3(F) The student will listen to and speak with diverse individuals. Advanced Problem-Solving Methods PAV 4(A) The student will employ critical-thinking skills, including data gathering and interpretation independently and in groups. PAV 4(B) The student will employ interpersonal skills in groups to solve problems and make decisions. Advanced Technology Applications and Processes PAV 5(A) The student will use technology applications such as social media, email, Internet, writing and publishing, presentation, and spreadsheet or database applications for audio and video production projects. PAV 5(B) The student will use processes such as personal information management, file management, and file sharing. | | |
| | Safety Regulations | 2 Days | 7.A, 7.B, 7.C |
| | PAV 7(A) The student will consistently implement personal and workplace safety rules and regulations. PAV 7(B) The student will recognize and resolve potential safety concerns. PAV 7(C) The student will follow emergency procedures. | | |
| Leadership Characteristics | 4 Days | 8.B, 8.C, 14.D | |
| PAV 8(B) The student will employ teamwork and conflict-management skills to achieve collective goals. PAV 8(C) The student will establish and maintain effective working relationships by providing constructive praise and criticism, demonstrating sensitivity to and value for diversity. PAV 14(D) The student will demonstrate teamwork and knowledge of interpersonal skills with sensitivity to diversity. | | | |

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| | Ethics | 3 Days | 9.A, 9.B, 9.C, 9.D |
| | <p>PAV 9(A) The student will exhibit ethical conduct related to providing proper credit for ideas and privacy of sensitive content.</p> <p>PAV 9(B) The student will discuss and apply copyright laws in relation to fair use and acquisition, trademark laws, personal privacy laws, and use of digital information by citing sources using established methods.</p> <p>PAV 9(C) The student will model respect for intellectual property when manipulating, morphing, and editing graphics, video, text, and sound.</p> <p>PAV 9(D) The student will demonstrate proper etiquette and knowledge of acceptable use policies when using networks, especially resources on the Internet and intranet.</p> | | |
| | Planning and Time-Management Skills | 3 Days | 11.A |
| | <p>PAV 11(A) The student will employ effective planning and time-management skills to complete work tasks.</p> | | |
| | Professional Employment Strategies | 3 Days | 17.B, 17.C |
| | <p>PAV 17(B) The student will use professional etiquette and protocol in situations such as making introductions, speaking on the phone, communicating via electronic devices, offering and receiving criticism, and making follow-up communication.</p> <p>PAV 17(C) The student will exhibit appropriate grooming and attire.</p> | | |
| | Interview Strategies | 5 Days | 18.A, 18.B, 18.C, 18.D |
| | <p>PAV 18(A) The student will employ appropriate verbal, nonverbal, and listening skills.</p> <p>PAV 18(B) The student will use clear and appropriate communications to convey skill set to others.</p> <p>PAV 18(C) The student will understand and apply federal laws regarding lawful employment interviews.</p> <p>PAV 18(D) The student will identify and use appropriate strategies for dealing with diverse individuals.</p> | | |
| Grading Period 2 27 Days | Professional Communications | 2 Days | 3.A, 3.B, 3.C, 3.E, 3.F, 3.G |
| | <p>PAV 3(A) The student will adapt language such as structure and style for audience, purpose, situation, and intent.</p> <p>PAV 3(B) The student will formulate, analyze, and organize oral and written information.</p> <p>PAV 3(C) The student will formulate, analyze, interpret, and communicate information, data, and observations.</p> <p>PAV 3(E) The student will apply active listening skills to obtain and clarify information.</p> <p>PAV 3(F) The student will listen to and speak with diverse individuals.</p> <p>PAV 3(G) The student will exhibit public relations skills to increase internal and external.</p> | | |
| | Leadership Characteristics | 3 Days | 8.B, 8.C, 8.D, 8.E, 8.F |
| | <p>PAV 8(B) The student will employ teamwork and conflict-management skills to achieve collective goals.</p> <p>PAV 8(C) The student will establish and maintain effective working relationships by providing constructive praise and criticism, demonstrating sensitivity to and value for diversity.</p> <p>PAV 8(D) The student will prepare for meetings by developing goals and objectives to achieve within a scheduled time and producing agendas.</p> <p>PAV 8(E) The student will conduct and participate in meetings to accomplish work tasks by achieving goals and objectives within a scheduled time; producing meeting minutes, including decisions and next steps; and using parliamentary procedures, as needed.</p> <p>PAV 8(F) The student will employ mentoring skills to inspire and teach others.</p> | | |
| | Ethics | 3 Days | 9.A, 9.B, 9.C, 9.D, 9.E |
| | <p>PAV 9(A) The student will exhibit ethical conduct related to providing proper credit for ideas and privacy of sensitive content.</p> <p>PAV 9(B) The student will discuss and apply copyright laws in relation to fair use and acquisition, trademark laws, personal privacy laws, and use of digital information by citing sources using established methods.</p> <p>PAV 9(C) The student will model respect for intellectual property when manipulating, morphing, and editing graphics, video, text, and sound.</p> <p>PAV 9(D) The student will demonstrate proper etiquette and knowledge of acceptable use policies when using networks, especially resources on the Internet and intranet.</p> <p>PAV 9(E) The student will analyze the impact of the audio/video production industry on society.</p> | | |
| Planning and Time-Management Skills | 2 Days | 11.A, 11.B | |
| <p>PAV 11(A) The student will employ effective planning and time-management skills to complete work tasks.</p> <p>PAV 11(B) The student will use technology to enhance productivity.</p> | | | |

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| | Client-Based Production | 3 Days | 12.A, 12.B |
| | PAV 12(A) The student will determine and meet client needs by conducting client meetings to identify specific project requirements and target demographics. PAV 12(B) The student will develop a production proposal for client approval that includes a production schedule, research-based production costs, and appropriate delivery and distribution options. | | |
| | Pre-Production Activities | 4 Days | 13.A, 13.B, 13.C, 13.D |
| | PAV 13(A) The student will identify cast, crew, equipment, and location requirements. PAV 13(B) The student will develop a budget with considerations for cast, crew, equipment, and location. PAV 13(C) The student will analyze the script and storyboard processes. PAV 13(D) The student will assign team roles required for production. | | |
| | Production of a Project | 5 Days | 14.A, 14.B, 14.C, 14.D, 14.E, 14.F |
| | PAV 14(A) The student will conduct a client meeting for presenting production strategies and implement client feedback. PAV 14(B) The student will implement a coherent sequence of production events. PAV 14(C) The student will use necessary equipment and crew for quality productions. PAV 14(D) The student will demonstrate teamwork and knowledge of interpersonal skills with sensitivity to diversity. PAV 14(E) The student will demonstrate appropriate use of editing systems. PAV 14(F) The student will make decisions appropriate for each element of production. | | |
| | Post-Production Activities | 3 Days | 15.A, 15.B, 15.C, 15.D, 15.E |
| | PAV 15(A) The student will make necessary adjustments regarding compatibility issues, including digital file formats and cross-platform connectivity. PAV 15(B) The student will use various compression standards. PAV 15(C) The student will research the appropriate delivery formats for the target audience. PAV 15(D) The student will advise clients on optimal delivery options. PAV 15(E) The student will discuss distribution options with optimal project reach. | | |
| | Career-Building Characteristics & Portfolio | 2 Days | 10.A |
| | PAV 10(A) The student will maintain a career portfolio to document information such as work experiences, licenses, certifications, and work samples. | | |
| Grading Period 3 28 Days | Advanced Professional Communications Strategies | 5 Days | 3.B, 3.C, 3.D |
| | PAV 3(B) The student will formulate, analyze, and organize oral and written information. PAV 3(C) The student will formulate, analyze, interpret, and communicate information, data, and observations. PAV 3(D) The student will create and deliver formal and informal presentations. | | |
| | Advanced Problem-Solving Methods | 5 Days | 4.A, 4.B, 5.A |
| | PAV 4(A) The student will employ critical-thinking skills, including data gathering and interpretation independently and in groups. PAV 4(B) The student will employ interpersonal skills in groups to solve problems and make decisions. Advanced Technology Applications and Processes PAV 5(A) The student will use technology applications such as social media, email, Internet, writing and publishing, presentation, and spreadsheet or database applications for audio and video production projects. | | |
| | Freelance Entrepreneurs | 13 Days | 16.A, 16.B, 16.C, 16.D |
| | PAV 16(A) The student will implement standard freelance entrepreneur self-promotion techniques. PAV 16(B) The student will develop proposals, standard billing, and collection practices. PAV 16(C) The student will research freelance entrepreneur start-up practices. PAV 16(D) The student will use technology applications common to freelance entrepreneurs. | | |
| Career-Building Characteristics & Portfolio | 5 Days | 10.B, 10.D | |
| PAV 10(B) The student will demonstrate skills in evaluating and comparing employment opportunities. PAV 10(D) The student will examine employment opportunities in entrepreneurship | | | |

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| Grading Period 4 31 Days | Advanced Professional Communications Strategies | 10 Days | 3.B, 3.C, 3.D |
| | PAV 3(B) The student will formulate, analyze, and organize oral and written information. PAV 3(C) The student will formulate, analyze, interpret, and communicate information, data, and observations. PAV 3(D) The student will create and deliver formal and informal presentations. | | |
| | Advanced Problem-Solving Methods | 10 Days | 4.A, 4.B, 5.A |
| | PAV 4(A) The student will employ critical-thinking skills, including data gathering and interpretation independently and in groups. PAV 4(B) The student will employ interpersonal skills in groups to solve problems and make decisions. Advanced Technology Applications and Processes PAV 5(A) The student will use technology applications such as social media, email, Internet, writing and publishing, presentation, and spreadsheet or database applications for audio and video production projects. | | |
| | Leadership Characteristics | 9 Days | 8.A, 8.F, 11.A, 11.B |
| | PAV 8(A) The student will employ leadership skills to accomplish goals and objectives by analyzing the various roles of leaders within organizations, exhibiting problem-solving and management traits, describing effective leadership styles, and participating in civic and community leadership and teamwork opportunities to enhance skills. PAV 8(F) The student will employ mentoring skills to inspire and teach others. Planning and Time-Management Skills PAV 11(A) The student will employ effective planning and time-management skills to complete work tasks. PAV 11(B) The student will use technology to enhance productivity. | | |
| Career-Building Characteristics & Portfolio | 2 Days | 10.C | |
| PAV 10(C) The student will examine and employ professional networking opportunities such as career and technical student organizations, professional social media, and industry professional organizations. | | | |
| Grading Period 5 30 Days | Professional Standards/Employability Skills | 4 Days | 1.A, 1.B, 1.C, 1.D |
| | PAV 1(A) The student will participate in training, education, or certification for employment. PAV 1(B) The student will demonstrate professional standards and personal qualities needed to be employable such as oral and written communication, leadership, teamwork, appreciation for diversity, conflict management, customer service, work ethic, and adaptability. PAV 1(C) The student will demonstrate skills related to seeking and applying for employment. PAV 1(D) The student will create a resume and cover letter/letter of interest to document information such as work experiences, licenses, certifications, and work samples. | | |
| | Advanced Professional Communications Strategies | 5 Days | 3.A, 3.B, 3.C, 3.D, 3.G |
| | PAV 3(A) The student will adapt language such as structure and style for audience, purpose, situation, and intent. PAV 3(B) The student will formulate, analyze, and organize oral and written information. PAV 3(C) The student will formulate, analyze, interpret, and communicate information, data, and observations. PAV 3(D) The student will create and deliver formal and informal presentations. PAV 3(G) The student will exhibit public relations skills to increase internal and external customer/client satisfaction. | | |
| | Evolution and Current Trends | 7 Days | 6.A, 6.B |
| | PAV 6(A) The student will summarize the history and evolution of audio and video production industries. PAV 6(B) The student will analyze the current trends of audio and video production industries. | | |
| | Ethics | 5 Days | 9.E |
| | PAV 9(E) The student will analyze the impact of the audio/video production industry on society. | | |
| Professional Employment Strategies | 5 Days | 17.A, 17.B, 17.C | |
| PAV 17(A) The student will identify types and requirements of potential employers. PAV 17(B) The student will use professional etiquette and protocol in situations such as making introductions, speaking on the phone, communicating via electronic devices, offering and receiving criticism, and making follow-up communication. PAV 17(C) The student will exhibit appropriate grooming and attire. | | | |

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| | Career-Building Characteristics & Portfolio | 4 Days | 10.A, 10.B, 10.C |
| | PAV 10(A) The student will maintain a career portfolio to document information such as work experiences, licenses, certifications, and work samples. PAV 10(B) The student will demonstrate skills in evaluating and comparing employment opportunities. PAV 10(D) The student will examine employment opportunities in entrepreneurship. | | |
| Grading Period 6 27 Days | Ethics | 2 Days | 9.E |
| | PAV 9(E) The student will analyze the impact of the audio/video production industry on society. | | |
| | Audio/Video Final Project | 22 Days | 11.A, 11.B, 12.A, 12.B, 13.A, 13.B, 13.C, 13.D, 14.A, 14.B, 14.C, 14.D, 14.E, 14.F, 15.A, 15.B, 15.C, 15.D, 15.E |
| | Planning and Time-Management Skills PAV 11(A) The student will employ effective planning and time-management skills to complete work tasks. PAV 11(B) The student will use technology to enhance productivity. Client-Based Production PAV 12(A) The student will determine and meet client needs by conducting client meetings to identify specific project requirements and target demographics. PAV 12(B) The student will develop a production proposal for client approval that includes a production schedule, research-based production costs, and appropriate delivery and distribution options. Pre-Production Activities PAV 13(A) The student will identify cast, crew, equipment, and location requirements. PAV 13(B) The student will develop a budget with considerations for cast, crew, equipment, and location. PAV 13(C) The student will analyze the script and storyboard processes. PAV 13(D) The student will assign team roles required for production. Production of a Project PAV 14(A) The student will conduct a client meeting for presenting production strategies and implement client feedback. PAV 14(B) The student will implement a coherent sequence of production events. PAV 14(C) The student will use necessary equipment and crew for quality productions. PAV 14(D) The student will demonstrate teamwork and knowledge of interpersonal skills with sensitivity to diversity. PAV 14(E) The student will demonstrate appropriate use of editing systems. PAV 14(F) The student will make decisions appropriate for each element of production. Post-Production Activities PAV 15(A) The student will make necessary adjustments regarding compatibility issues, including digital file formats and cross-platform connectivity. PAV 15(B) The student will use various compression standards. PAV 15(C) The student will research the appropriate delivery formats for the target audience. PAV 15(D) The student will advise clients on optimal delivery options. PAV 15(E) The student will discuss distribution options with optimal project reach. | | |
| | Career-Building Characteristics & Portfolio | 5 Days | 10.A |
| | PAV 10(A) The student will maintain a career portfolio to document information such as work experiences, licenses, certifications, and work samples. | | |