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CUSTOMIZED TEACHER ASSESSMENT BLUEPRINT

AUDIO-VISUAL COMMUNICATIONS TECHNOLOGY

Test Code: 5904
Version: 01

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

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

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: 172

Areas Covered:

8%	Photography
12%	Computer Based Technology
28%	Audio and Video Production
8%	Creative Development
8%	Visual Design
13%	Project Management
12%	Equipment Operation, Maintenance, and Troubleshooting
9%	Network Technology
2%	Related Information

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

Audio-Visual Communications Technology (continued)

Every 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.

    33%   **Videography**
                   Prepare master tape, set up video equipment, shoot a video, and time to complete job.

    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.

Sample Job: Engineering and Troubleshooting

Maximum Job 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.