

**Arts, A/V, Technology and Communications Career Cluster  
Introduction to Film Production  
Course Number 10.52110**

**Course Description:**

This course will serve as the second level course in the AVTF Film Production career pathway. The course prepares students by teaching introductory technical skills and employment needs for an entry level film production worker or to enter a postsecondary education program in the audio and video technology career field. Topics covered may include, but are not limited to terminology, safety, equipment, script writing, production teams, editing, post-production, and professional ethics. Skills USA and Technology Student Association (TSA) are examples of, but not limited to, appropriate Career, Technical Student Organizations (CTSO) for providing leadership training and for reinforcing specific career and technical skills and may be considered an integral part of the instructional program. The pre-requisite for this course is successful completion of Audio & Video Technology & Film I course.

**Course Standard 1**

**AAVTC-IFP-1**

The following standard is included in all CTAE courses adopted for the Career Cluster/Pathways. Teachers should incorporate the elements of this standard into lesson plans during the course. The topics listed for each element of the standard may be addressed in differentiated instruction matching the content of each course. These elements may also be addressed with specific lessons from a variety of resources. This content is not to be treated as a unit or separate body of knowledge but rather integrated into class activities as applications of the concept.

**Standard: Demonstrate employability skills required by business and industry.**

The following elements should be integrated throughout the content of this course.

**1.1 Communicate effectively through writing, speaking, listening, reading, and interpersonal abilities.**

Person-to-Person Etiquette	Telephone and Email Etiquette	Cell Phone and Internet Etiquette	Communicating At Work	Listening
Interacting with Your Boss	Telephone Conversations	Using Blogs	Improving Communication Skills	Reasons, Benefits, and Barriers
Interacting with Subordinates	Barriers to Phone conversations	Using Social Media	Effective Oral Communication	Listening Strategies
Interacting with Co-workers	Making and Returning Calls		Effective Written Communication	Ways We Filter What We Hear
Interacting with Suppliers	Making Cold Calls		Effective Nonverbal Skills	Developing a Listening Attitude
	Handling Conference Calls		Effective Word Use	Show You Are Listening
	Handling Unsolicited Calls		Giving and Receiving Feedback	Asking Questions
				Obtaining Feedback
				Getting Others to Listen

Nonverbal Communication	Written Communication	Speaking	Applications and Effective Résumés
Communicating Nonverbally	Writing Documents	Using Language Carefully	Completing a Job Application
Reading Body Language and mixed Messages	Constructive Criticism in Writing	One-on-One Conversations	Writing a Cover Letter
Matching Verbal and Nonverbal communication		Small Group Communication	Things to Include in a Résumé

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Improving Nonverbal Indicators		Large Group Communication	Selling Yourself in a Résumé
Nonverbal Feedback		Making Speeches	Terms to Use in a Résumé
Showing Confidence Nonverbally		Involving the Audience	Describing Your Job Strengths
Showing Assertiveness		Answering Questions	Organizing Your Résumé
		Visual and Media Aids	Writing an Electronic Résumé
		Errors in Presentation	Dressing Up Your Résumé

### 1.2 Demonstrate creativity by asking challenging questions and applying innovative procedures and methods.

Teamwork and Problem Solving	Meeting Etiquette
Thinking Creatively	Preparation and Participation in Meetings
Taking Risks	Conducting Two-Person or Large Group Meetings
Building Team Communication	Inviting and Introducing Speakers
	Facilitating Discussions and Closing
	Preparing Visual Aids
	Virtual Meetings

### 1.3 Exhibit critical thinking and problem-solving skills to locate, analyze and apply information in career planning and employment situations.

Problem Solving	Customer Service	The Application Process	Interviewing Skills	Finding the Right Job
Transferable Job Skills	Gaining Trust and Interacting with Customers	Providing Information, Accuracy and Double Checking	Preparing for an Interview	Locating Jobs and Networking
Becoming a Problem Solver	Learning and Giving Customers What They Want	Online Application Process	Questions to Ask in an Interview	Job Shopping Online
Identifying a Problem	Keeping Customers Coming Back	Following Up After Submitting an Application	Things to Include in a Career Portfolio	Job Search Websites
Becoming a Critical Thinker	Seeing the Customer's Point	Effective Résumés:	Traits Employers are Seeking	Participation in Job Fairs
Managing	Selling Yourself and the Company	Matching Your Talents to a Job	Considerations Before Taking a Job	Searching the Classified Ads
	Handling Customer Complaints	When a Résumé Should be Used		Using Employment Agencies
	Strategies for Customer Service			Landing an Internship
				Staying Motivated to Search

### 1.4 Model work readiness traits required for success in the workplace including integrity, honesty, accountability, punctuality, time management, and respect for diversity.

Workplace Ethics	Personal Characteristics	Employer Expectations	Business Etiquette	Communicating at Work
Demonstrating Good Work Ethic	Demonstrating a Good Attitude	Behaviors Employers Expect	Language and Behavior	Handling Anger
Behaving Appropriately	Gaining and Showing Respect	Objectionable Behaviors	Keeping Information Confidential	Dealing with Difficult Coworkers
Maintaining Honesty	Demonstrating Responsibility	Establishing Credibility	Avoiding Gossip	Dealing with a Difficult Boss
Playing Fair	Showing Dependability	Demonstrating Your Skills	Appropriate Work Email	Dealing with Difficult Customers
Using Ethical Language	Being Courteous	Building Work Relationships	Cell Phone Etiquette	Dealing with Conflict

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Showing Responsibility	Gaining Coworkers' Trust		Appropriate Work Texting	
Reducing Harassment	Persevering		Understanding Copyright	
Respecting Diversity	Handling Criticism		Social Networking	
Making Truthfulness a Habit	Showing Professionalism			
Leaving a Job Ethically				

### 1.5 Apply the appropriate skill sets to be productive in a changing, technological, diverse workplace to be able to work independently and apply teamwork skills.

Expected Work Traits	Teamwork	Time Management
Demonstrating Responsibility	Teamwork Skills	Managing Time
Dealing with Information Overload	Reasons Companies Use Teams	Putting First Things First
Transferable Job Skills	Decisions Teams Make	Juggling Many Priorities
Managing Change	Team Responsibilities	Overcoming Procrastination
Adopting a New Technology	Problems That Affect Teams	Organizing Workspace and Tasks
	Expressing Yourself on a Team	Staying Organized
	Giving and Receiving Constructive Criticism	Finding More Time
		Managing Projects
		Prioritizing Personal and Work Life

### 1.6 Present a professional image through appearance, behavior, and language.

On-the-Job Etiquette	Person-to-Person Etiquette	Communication Etiquette	Presenting Yourself
Using Professional Manners	Meeting Business Acquaintances	Creating a Good Impression	Looking Professional
Introducing People	Meeting People for the First Time	Keeping Phone Calls Professional	Dressing for Success
Appropriate Dress	Showing Politeness	Proper Use of Work Email	Showing a Professional Attitude
Business Meal Functions		Proper Use of Cell Phone	Using Good Posture
Behavior at Work Parties		Proper Use in Texting	Presenting Yourself to Associates
Behavior at Conventions			Accepting Criticism
International Etiquette			Demonstrating Leadership
Cross-Cultural Etiquette			
Working in a Cubicle			

## Support of CTAE Foundation Course Standards and Georgia Standards of Excellence L9-10RST 1-10 and L9-10WHST 1-10:

Georgia Standards of Excellence ELA/Literacy standards have been written specifically for technical subjects and have been adopted as part of the official standards for all CTAE courses.

## Course Standard 2

### AAVTC-IFP-2

**Identify and summarize key elements to follow set hierarchy, professional performance expectations, and abide with above and below the line aspects on a film production location.**

- 2.1 Interpret and demonstrate key skills of production set hierarchy (e.g., above the line, below the line), teachability, taking initiative.
- 2.2 List and demonstrate steps involved in production behaviors targeting listening, teamwork, communication, practicing strong work ethic, punctuality, good interpersonal skills, and demonstrate a growth mindset.

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- 2.3 Demonstrate the roles and responsibilities of a professional film production (e.g., pre-production, principal of photography, post-production).
- 2.4 Apply and explain how logic, problem solving, growing to learn, and being aware of the production set surroundings impacts your working experiences.
- 2.5 Practice networking and provide ways to anticipate set needs with the goal to maintain efficiency.
- 2.6 Recognize and simulate professionally the need to develop an understanding of working in a stressful environment and sticking to the set schedule for a production.
- 2.7 Practice and explain how production set safety is followed and practiced within each department.

### Course Standard 3

#### AAVTC-IFP-3

**Describe and model skills and technical elements used and expectations for individuals working on a production set.**

- 3.1 Diagram and explain the departmental hierarchy within a professional film production.
- 3.2 Observe and summarize etiquette and interpersonal interactions when working on a production set, production meetings, and in a production office.
- 3.3 Collect and display roles and responsibilities of freelance work (gig employment) within film production and ways to establish financial stability regarding employment paperwork, completing and filing taxes accordingly, and reading contracts.
- 3.4 Identify and compare different types of production set insurance, and various film-related union requirements and benefits for each production department.
- 3.5 Describe the elements within a Non-Disclosure Agreement (NDA) and what is appropriate to share without violating.
- 3.6 Explain copyright issues, use of social media on set, cameras and cell phones, location pinging, and related items to a film production and what is appropriate to share without violating.

### Course Standard 4

#### AAVTC-IFP-4

**Explain and compare the types and interactions of production leadership, types of film sets, and essential steps to establish a functional film production.**

- 4.1 Compare and contrast members of production set identified as “Above the Line” and appropriate times, responses, and professional interaction expectations.
- 4.2 Compare and contrast members of production set identified as “Below the Line” and appropriate times, responses, and professional interaction expectations within departments.
- 4.3 Organize and create a checklist of production steps, procedures, requirements to establish a set with departments listed below, operate working set departments, and close a production location.
  - 4.3.1 Creative Department
    - Secure Intellectual Property, including script, book, film concept.
    - Secure screenwriter, cast, and director.
  - 4.3.2 Business Development
    - Secure attorney and set up business entity (e.g., S-Corp, LLC, LP).
    - Set up federal and state taxes and reporting.
    - Secure film financing.
  - 4.3.3 Pre-Production
    - Hire cast and crew.
    - Secure locations, set designs, production equipment, and all physical elements necessary to shoot the project.
    - Initiate tracking and recording budget expenses, and payroll.
  - 4.3.4 Principal Photography (Production)
    - Film the project with cast and shooting crew.
    - Create and film marketing materials (e.g., Electronic Press Kit {EPK}).

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- Secure ongoing releases (e.g., clearances, deal memos, union paperwork).
  - Track and record ongoing payroll and expenses, including petty cash.
- 4.3.5 Production wrap
- Return all film items used during production.
  - Restore film locations to original conditions.
  - File insurance claims for lost and damaged items.
  - Finalize all receipts, complete film accounting.
- 4.3.6 Post-Production
- Complete editing, sound design, coloring, music.
  - Complete paper deliverables (all documentation, clearances, union paperwork).
  - Finalize payroll and expenses, including petty cash.
- 4.3.7 Distribution
- Pitch completed film to distributors, markets, and film festivals.
  - Negotiate distribution deal(s).
  - Deliver tech and paper deliverables per distributor.
  - Deliver marketing materials (e.g., stills, EPK, one-sheet, marketing blurbs,).
- 4.4 Diagram and explain the film production departments, such as construction, wardrobe, electrical, art, sound, camera, assistant directors, and office to document interdepartmental relationships for working seamlessly.
- 4.5 Describe the broad-base concepts for each department on set and within production office.
- 4.6 Identify similarities and differences between types of film productions (e.g., independently financed films, studio productions, network programming, short films, web series, podcasts).

### Course Standard 5

#### AAVTC-IFP-5

##### **Distinguish relevant information regarding equipment, tools, software, safety, and procedures of work on a set.**

- 5.1 List and describe key concepts for each large department with essential terminology, responsibilities, and appropriate procedures related to safety and set protocols.
- 5.2 Identify proper uses and handling of key equipment and software within each film production department.
- 5.3 Identify and simulate set up, maintenance, and proper storage of key equipment (audio and video) within each film production department.
- 5.4 Summarize how departments report to other departments and work together on a regular basis to simulate full scope of jobs, tasks, and responsibilities across the entire production set.

### Course Standard 6

#### AAVTC-IFP-6

##### **Understand and apply technical skills used within a production set.**

- 6.1 Simulate how to communicate with producer(s) when working closely with them on specific jobs and appropriate communication following departmental hierarchy.
- 6.2 Demonstrate understanding of how creative and technical elements translate from principal photography to post-production.
- 6.3 Explain and demonstrate naming conventions, and related organizational structures within the production and editing systems.
- 6.4 Identify and recall general studio script and schedule color coding for professional film production.
- 6.5 Describe and simulate production skills for each production department listed below.
  - a. Production office setup
  - b. Accounting, Payables, Payroll,
  - c. Key creatives, (e.g., Producer, Writer, Lead Cast, Director),
  - d. Script writing and formatting,
  - e. Location scouts,

- f. Casting,
- g. Wardrobe,
- h. Art, including construction, props, set dressing,
- i. Grip and electrical,
- j. Sound,
- k. Hair and makeup,
- l. Camera,
- m. Visual effects (VFX) or computer-generated imagery (CGI) in post-production,
- n. Production,
- o. Editing,
- p. Distribution and Marketing.

## Course Standard 7

### AAVTC-IFP-7

**Identify and simulate the procedures and processes involved in the Distribution, Marketing, and Promotion for a new film production.**

- 7.1 Identify the procedures in Distribution, Marketing, and Promotion for a new film.
- 7.2 Explain the purpose and procedures for sales agents in Distribution, Marketing, and Promotion for a new film.
- 7.3 Understand and identify the related careers in Distribution, Marketing, and Promotion for a film.
- 7.4 Research and develop through use of appropriate software the trailers, movie posters, and marketing materials for a new film.
- 7.5 Compare and contrast the related marketing procedures for a film when using web and social media resources.
- 7.6 Understand and create a checklist for finding film investors and support for film projects by using visual presentations (e.g., look books, sizzle reels), promotional materials, or related film resources.
- 7.7 Understand the best practices of distribution and marketing.
- 7.8 Identify concepts and ways to distribute, market, and promote collaboratively.

## Course Standard 8

### AAVTC-IFP-8

**Explain and simulate proper safety procedures for every filmmaker and a safe workplace within a film production set.**

- 8.1 Explain the protocols and procedures the Head of Production is responsible for including overall management and administration of safety protocols on a film production set.
- 8.2 Identify Safety Coordinators (Art Director in Pre-Production, First Assistant Director) and responsibilities, including meetings covering safety protocols and required safety equipment use.
- 8.3 Create Codes of Safe Practices and inspection guidelines.
- 8.4 Identify and distinguish the necessary documents and safety-related correspondence and records to be maintained on a production.
- 8.5 Organize necessary documents, establish accident report and investigation procedures, and ensure regulatory agencies are notified.

## Course Standard 9

### AAVTC-IFP-9

**Analyze and simulate an application of terminology and processes within film production departments.**

- 9.1 Development Phase
  - a. Describe and apply the terminology and processes for Script Writing.
  - b. Describe and apply the terminology and processes for Casting.
  - c. Describe and apply the terminology and processes for Business and financing structures.

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- 9.2 Pre-Production Phase
  - a. Describe and apply the terminology and processes for Location Scouts.
  - b. Describe and apply the terminology and processes for Art, including Construction, Props, and Set Dressing.
  - c. Describe and apply the terminology and processes for Costumes,
  - d. Describe and apply the terminology and processes for Hair and Makeup.
- 9.3 Principal Photography Phase
  - a. Describe and apply the terminology and processes for Grip, Electrical, and Sound.
  - b. Describe and apply the terminology and processes for Special Effects, Sounds Effects, Music Supervision, Mixing, or CGI in post-production.
  - c. Describe and apply the terminology and processes for Camera and Acting in front of camera.
  - d. Describe and apply the terminology and processes for On-set Production.
- 9.4 Post-Production Phase
  - a. Describe and apply the terminology and processes for picture edit.
  - b. Describe and apply the terminology and processes for sound edit.
  - c. Describe and apply the terminology and processes for final product export.
- 9.5 Distribution/ Marketing Phase
  - a. Describe and apply the terminology and processes for distributors, film markets, and festivals.
  - b. Describe and apply the terminology and processes for marketing materials.
  - c. Describe and apply the terminology and processes for Return on Investment (ROI).

### Course Standard 10

#### AAVTC-IFP-10

**Examine how related student organizations are integral parts of career and technology education courses through leadership development, school and community service projects and competitive events.**

- 10.1 Explain the purpose, mission, objectives, motto, colors, official dress, and other distinguishing characteristics of SkillsUSA.
- 10.2 Explain how participation in SkillsUSA can promote lifelong responsibility for community service, professional growth, and development.
- 10.3 Explore the impact and opportunities SkillsUSA can develop to bring business and industry together with education in a positive working relationship through innovative leadership and career development programs.
- 10.4 Explore the local, state, and national opportunities available to students through participation in SkillsUSA including but not limited to conferences, competitions, community service, philanthropy, and other SkillsUSA activities.