

Introduction to Television Production

Explain the growth of communication, including telegraph, wireless, early radio and television, electronic and satellite news gathering technology, and Internet broadcasting. [ITTV1](#)

A Describing the development of networks, cable, and satellite television and their impact on broadcasting [ITTV1A](#)

B Describing the impact television has on society and politics [ITTV1B](#)

C Assessing recent technological developments in television production [ITTV1C](#)

D Predicting the future of telecommunications [ITTV1D](#)

Identify safety hazards associated with television production [ITTV2](#)

A Practicing precautions while using electrical equipment in television production [ITTV2A](#)

B Demonstrating care for television production gear and tapes in various weather situations [ITTV2B](#)

C Utilizing proper care for television lamps and bulbs [ITTV2C](#)

D Identifying live television remote location safety procedures [ITTV2D](#)

E Organizing and manipulating digital files safely in television production [ITTV2E](#)

Demonstrate video camera setup, movement, and operation. [ITTV3](#)

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Utilize proper handling, care, and storage techniques of camera, tripod, and accessories. [ITTV4](#)

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Critique audio quality for television production. [ITTV5](#)

A Recognizing audio production components, including microphones, natural sound, voice and audio track, sound-on-tape, sound bites, audio level, interruptible foldback (IFB), and earpiece [ITTV5A](#)

B Using audio equipment correctly [ITTV5B](#)

Demonstrate studio and field lighting for television, including back, key, fill, and natural light, and three-point lighting and camera lighting functions. Examples: camera lighting functions—white-balance and black-balance, filters [ITTV6](#)

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Demonstrate appropriate on-camera performance, including clear speech, diction, eye contact, gestures, posture, and appearance. [ITTV7](#)

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Assess the quality of television interviews and sound bites, including length and content. [ITTV8](#)

A Utilizing standard television interview questions Examples: who, what, where, when, why, how [ITTV8A](#)

B Describing pre-interviewing techniques for television Examples: brainstorming, researching [ITTV8B](#)

C Evaluating television interview footage [ITTV8C](#)

Demonstrate effective television script writing format. Examples: news, audio and video, screenplay, storyboard [ITTV9](#)

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Identifying television conversational writing style, including simple word usage, short sentence structure, “say it, see it” theory, present tense form, active and passive voice, and objective and

A Prioritizing information for television production [ITTV10A](#)

subjective point of view. [ITTV10](#)

Use applicable editing techniques for television production, including transitions, in-and-out points, trimming, and video sequencing. [ITTV11](#)

A Defining basic terms associated with television editing Examples: edit-in-camera, assemble edit, insert edit, jump cuts, linear, nonlinear, flash frames, control track [ITTV11A](#)

Create a commercial using basic television production skills. [ITTV12](#)

A Utilizing basic television advertising terms and techniques, including purpose, process, and persuasive devices Examples: revenue, market research, target audience, ratings, humor, testimonial, bandwagon [ITTV12A](#)

Create a public service announcement using basic television production skills. [ITTV13](#)

A Explaining the purpose of a television public service announcement Examples: informing, changing opinion, promoting a cause [ITTV13A](#)

Create a news story using basic television production skills. [ITTV14](#)

A Recognizing common television news terms, including story types and career positions [ITTV14A](#)

B Determining format, fact selection, teases, and lead sentences in television prerecorded and live news story organization [ITTV14A](#)