

Audio/Visual Communication Pathway Test Blueprint

I. Law and Ethics

A. Unprotected Speech

1. Understand the legal principle of libel.
 - a. Identify the defining characteristics of libel (i.e., identification, publication, defamation).
 - b. Define the defenses against libel (e.g., truth, fair comment).
 - c. Assess situations for the presence of libel.
 - d. Distinguish between libel involving public officials and private entities (e.g., actual malice, negligence).

2. Understand the legal principle of obscenity.

- a. Describe the Supreme Court's legal test for obscenity (e.g., community standards).

3. Understand the legal principle of invasion of privacy.

- a. Identify the four types of invasion of privacy (i.e., intrusion, disclosure, false light, misappropriation).
- b. Compare the standards for invasion of privacy for public and private figures.

B. Protected Speech

1. Identify and understand First Amendment rights.

- a. Identify the five freedoms guaranteed by the First Amendment (i.e., speech, press, religion, petition, assembly).
- b. Interpret the effects of *Tinker v. Des Moines Independent Community School District* on student free speech rights.
- c. Interpret the effects of *Hazelwood School District v. Kuhlmeier* on student free speech rights.
- d. Interpret the effects of *the Crown v. Zenger* on the inclusion of free speech rights in the US Constitution.

2. Understand the public's right to public information.

- a. Explain the use of the Freedom of Information Act.
- b. Explain the use of open meetings laws and open records laws (i.e., "sunshine laws").

3. Understand the legal principle of copyright.

- a. Identify the defining characteristics of copyright law.
- b. Determine the process to use copyrighted materials legally.
- c. Analyze material use for fair use.

C. Ethical Considerations of Media Law

1. Understand the ethical principles of journalism.

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a. Apply common ethical principles to a situation (e.g., seek truth and report it, minimize harm, act independently, be accountable and transparent).

b. Apply common ethical principles to photojournalism (e.g., resist manipulation).

2. Identify unethical behavior.

a. Define common ethical pitfalls (e.g., conflict of interest, bias, fabrication, plagiarism, misrepresentation, deception).

b. Evaluate situations with potential breaches of ethics.

II. Information Gathering

A. News Judgment

1. Identify and evaluate story topics.

a. Identify news values (e.g., timeliness, conflict, proximity, prominence, impact, human interest).

b. Evaluate the newsworthiness of a story by applying news values.

c. Formulate an appropriate story angle.

2. Identify and evaluate the audience.

a. Analyze the importance of a target audience in story selection.

b. Use appropriate media for different target audiences.

B. Sources

1. Identify and analyze sources.

a. Identify primary and secondary sources needed for a story (e.g., newsmaker, eyewitness, expert).

b. Evaluate the appropriateness of different types of interviewees for a story.

c. Evaluate the appropriateness of using anonymous or off-the-record sources in different situations.

2. Gather background information.

a. Identify the need for research prior to interviewing.

b. Evaluate the appropriateness of reference sources and tools (e.g., books, websites, online search engines, related articles) for a story.

C. Interviewing

1. Prepare for an interview.

a. Identify types of questions (i.e., open-ended versus closed).

b. Determine the appropriate sequence of questions.

c. Recognize appropriate steps for scheduling an interview.

2. Conduct an interview.

a. Compare types of interviews (e.g., face-to-face, e-mail, social media, phone).

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- b. Evaluate note-taking strategies (e.g., handwritten, typed, audio recorded, video recorded).
- c. Identify the importance of observation (e.g., of interviewee, of environment) during an interview.
- d. Identify the importance of and opportunity for asking follow-up questions.
- e. Recognize the importance of transcribing and securing interview materials (e.g., notes, recordings).

III. Writing and Editing

A. Story Structure

1. Incorporate quotes into a journalistic story.
 - a. Identify types of quotes (i.e., direct, partial, paraphrased).
 - b. Use proper punctuation, format, and attribution when quoting sources.
 - c. Judge the value of information gathered from interviews.
2. Use effective lede writing in a story.
 - a. Distinguish types of ledes (e.g., summary, feature, scene-setter).
 - b. Analyze strong ledes.
 - c. Identify the importance of nut grafs.
3. Use appropriate story structure.
 - a. Identify types of stories (e.g., feature, hard news, sports, opinion).
 - b. Use appropriate structure for different types of stories (e.g., inverted pyramid, hourglass feature, narrative).
 - c. Use effective transitions.
 - d. Use the correct tense and person (e.g., past versus present, first-person versus third-person).
 - e. Identify the qualities of effective broadcast writing (e.g., conversational, short sentences, use of repetition).
 - f. Recognize the structure of an effective broadcast script (e.g., writing to the visuals, two-column format).

B. Headlines and Cutlines/Captions

1. Use effective headlines.
 - a. Recognize the purposes of headlines.
 - b. Follow established headline-writing guidelines (e.g., subject-verb, present tense, downstyle, tone).
 - c. Recognize forms of headline writing (e.g., primary, secondary, teaser, teller, subheads).
2. Use effective cutlines/captions.

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a. Follow established guidelines for cutlines/captions (e.g., first sentence is present tense, and all other sentences are past tense; do not state the obvious; do not make assumptions).

b. Gather appropriate information for cutlines/captions.

C. Editing and Proofreading

1. Recognize the qualities of proper journalistic writing.

a. Demonstrate the use of a style manual.

b. Follow the established journalistic story format (e.g., short paragraphs, isolation of direct quotes).

c. Revise copy for accuracy (e.g., fact-checking).

d. Revise copy for brevity and clarity.

2. Understand the importance of tone in journalistic writing.

a. Use an appropriate tone for a story topic.

b. Revise for inconsistencies in tone (e.g., editorializing in a news story).

IV. Audio/Visual Communication

A. Theory and Terminology

1. Understand the principles and practice of effective visual design.

a. Identify basic principles of design (e.g., proximity, alignment, repetition, contrast).

b. Assess the impact of the use of color.

c. Assess the impact of negative space (i.e., white space).

2. Understand terms used to describe visual design.

a. Evaluate compositions for the rule of thirds.

b. Analyze media for dominance (e.g., dominant photo, center of visual interest).

c. Identify negative space.

d. Use CMYK, RGB, or lab color modes appropriately.

3. Understand the principles and practice of effective audio communication.

a. Describe the characteristics of quality audio (e.g., levels, mixing).

b. Define audio communication terms (e.g., podcasting, pick-up pattern, distortion, feedback, monitoring, equalization).

4. Understand effective file management.

a. Manage digital assets to be exported or packaged for postproduction.

b. Catalog digital assets for archival purposes.

c. Use appropriate file names for personal and professional purposes.

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B. Multimedia

1. Understand the principles and practices of photography and videography.
 - a. Apply the elements of exposure (i.e., aperture, shutter speed, ISO).
 - b. Evaluate the effect of equipment choices.
 - c. Assess the use of depth of field.
 - d. Classify image resolutions for different media uses.
 - e. Apply the basic rules of composition (e.g., leading lines, framing, repetition).
 - f. Explain the need for correct white balance.
 - g. Critique photographs and video for appropriate cropping and framing.
 - h. Assess the impact of the direction and intensity of light.
 - i. Recognize the different "shots" involved in creating a visual story (e.g., wide, medium, tight).
 - j. Create a broadcast storyboard.
 - k. Identify broadcast terminology (e.g., soundbite, b-roll, jumpcut, stand-up, transitions, effects).
2. Understand the principles and practices of audio production.
 - a. Identify the effect of equipment choices.
 - b. Compare common audio formats (e.g., WAV and MP3).
 - c. Identify quality audio presentation skills (e.g., articulation, enunciation, modulation, projection, breathing, volume).
 - d. Compare the effects of different pick-up patterns of microphones.
3. Understand the principles of digital editing.
 - a. Compare the advantages and disadvantages of different file types (e.g., file size, loading speed, compression).
 - b. Differentiate among common file types (e.g., GIF, MOV, RAW, AVI, JPG, TIFF).

C. Design

1. Understand the principles and practices of publication and web design.
 - a. Identify key parts of page design (e.g., headlines, cutline/caption, body copy).
 - b. Develop reader entry points using common design elements (e.g., drop caps, dominant images, display headlines, alternative copy).
 - c. Compare modular and nonmodular design.
 - d. Establish a visual hierarchy.
 - e. Identify key parts of multimedia storytelling (e.g., interactive graphics, photo galleries, navigation, links, web videos, social media).
2. Understand the principles and practices of graphic design.

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- a. Identify the four most common type classifications (i.e., serif, sans serif, novelty or decorative, script).
- b. Define typography terms (e.g., tracking, kerning, leading, x-height, ascender, descender).
- c. Measure using standard design units (e.g., points, picas, pixels).
- d. Compare the use of vector versus raster file formats.

V. Project Management

A. Business

- 1. Evaluate opportunities for media careers and entrepreneurship.
 - a. Recognize industry staff roles (e.g., producer, editor, director, reporter, publisher, photographer, engineer).
 - b. Diagram the hierarchical structure of a media organization.
 - c. Identify the career opportunities in media created by advancing technology.
 - d. Recognize opportunities for creating media projects.
- 2. Understand the principles of strategic communication.
 - a. Assess strategies for branding media.
 - b. Recognize ways to meet client needs through advertising.
 - c. Evaluate effective methods for market research.
 - d. Promote products and services through effective messages.
 - e. Use social media appropriately to communicate effectively with an audience.
- 3. Understand the principles of financing media organizations.
 - a. Recognize the benefits that advertisers provide to media organizations.
 - b. Evaluate possible sources of funding for media organizations.
 - c. Create a budget.

B. Leadership

- 1. Understand the importance of internal and external communication for a media organization.
 - a. Identify different forms of evaluation (e.g., peer review, rubrics, copyediting, checklists, group critique, reflection).
 - b. Analyze situations to determine the most appropriate form of evaluation.
 - c. Differentiate between constructive and harmful criticism.
 - d. Advocate through media (e.g., editorials, investigative reporting, presentations, special projects, public service announcements).
 - e. Recognize strategies for communicating within a media organization and with its external community.
- 2. Understand organizational strategies within media organizations.

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- a. Evaluate a production cycle for effective time management.
- b. Use goal-setting strategies within media organizations (e.g., specific, measurable, attainable, relevant, and timely goals).
- c. Assess strategies for monitoring interconnected assignments (e.g., story budgets, ladders, project management tools).
- d. Identify key personnel and responsibilities for a project.
- e. Assign fiscal, physical, and human resources to a task.