



# Job Ready Assessment Blueprint

## Audio-Visual Communications



Test Code: 3005 / Version: 01

Copyright © 2010. All Rights Reserved.

## General Assessment Information

### Blueprint Contents

General Assessment Information	Sample Written Items
Written Assessment Information	Performance Assessment Information
Specific Competencies Covered in the Test	Sample Performance Job

**Test Type:** The Audio-Visual Communications industry-based credential is included in NOCTI's Job Ready assessment battery. Job Ready assessments measure technical skills at the occupational level and include items which gauge factual and theoretical knowledge. Job Ready assessments typically offer both a written and performance component and can be used at the secondary and post-secondary levels. Job Ready assessments can be delivered in an online or paper/pencil format.

**Revision Team:** The assessment content is based on input from secondary, post-secondary, and business/industry representatives from the states of Connecticut, New Jersey, New York, and Pennsylvania.



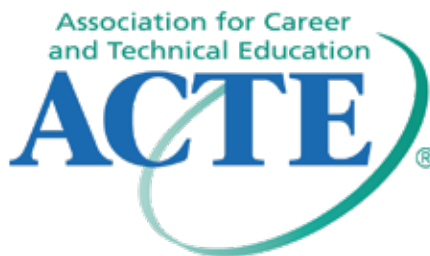
10.0201- Photographic and Film/Video Technology/Technician and Assistant



Career Cluster 3- Arts, A/V Technology, and Communications



27-4011.00- Audio and Visual Equipment Technicians



The Association for Career and Technical Education (ACTE), the leading professional organization for career and technical educators, commends all students who participate in career and technical education programs and choose to validate their educational attainment through rigorous technical assessments. In taking this assessment you demonstrate to your school, your parents and guardians, your future employers and yourself that you understand the concepts and knowledge needed to succeed in the workplace. Good Luck!



NATIONAL COLLEGE CREDIT RECOMMENDATION SERVICE  
University of the State of New York - Regents Research Fund

In the lower division baccalaureate/associate degree category, 6 semester hours in Photography, Audio-Video Production, Audio-Video Communications, Scriptwriting, Video Production, or Audio Production

## Written Assessment

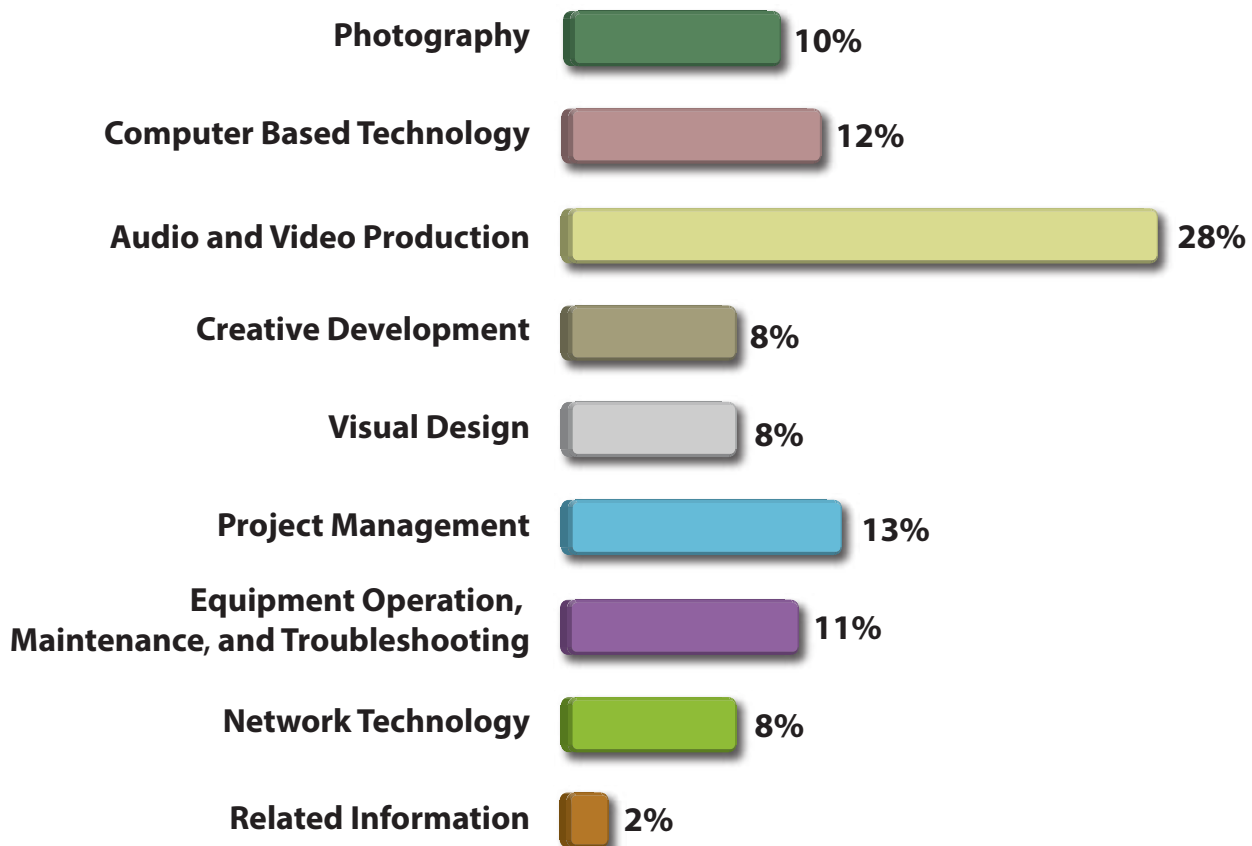
NOCTI written assessments consist of questions to measure an individual's factual theoretical knowledge.

**Administration Time:** 3 hours

**Number of Questions:** 177

**Number of Sessions:** This assessment may be administered in one, two, or three sessions.

### Areas Covered



## Specific Standards and Competencies Included 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)



(Continued on the following page)

## Specific Standards and Competencies (continued)

### 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

(Continued on the following page)

## Specific Standards and Competencies (continued)

### **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

## 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

**Any 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

*(Continued on the following page)*

Sample Questions (continued)

**Software would be used to compress an audio file when**

- A. the audio file is distributed for the web
- B. the audio file is being transferred to another CD
- C. 100 percent of the fidelity of the original recording is needed
- D. the audio file is being backed up to another hard drive

**The term kerning refers to the amount of space between**

- A. letters
- B. words
- C. lines
- D. paragraphs

**A teleprompter scroll would include the**

- A. video and audio cues
- B. scripted dialogue only
- C. stage direction
- D. director's cues

**To request permission for using copyrighted music, the first step is to**

- A. contact the U.S. Office of Copyright
- B. receive permission by mail from the Library of Congress
- C. pay the royalties to the writer or composer
- D. contact the holder of the copyright

**To visualize participants during videoconferences, use a**

- A. scanner
- B. microphone
- C. webcam
- D. speaker



## Performance Assessment

NOCTI performance assessments allow individuals to demonstrate their acquired skills by completing actual jobs using the tools, materials, machines, and equipment related to the technical area.

**Administration Time:** 3 hours

**Number of Jobs:** 3

### Areas Covered:

#### 34% Audio-Visual Editing

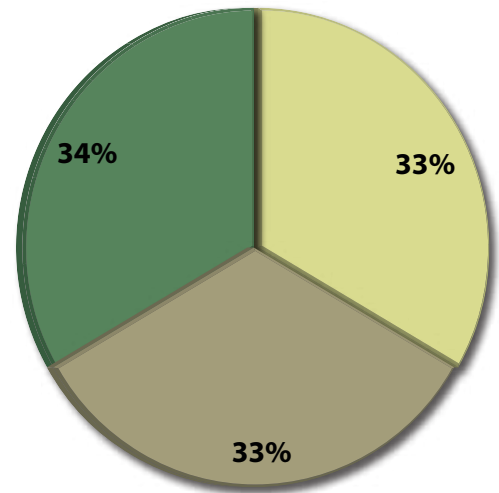
Participants will import footage to editing software, export it as a Quick Time Movie, and edit the scene correctly.

#### 33% Videography

Participants will prepare a master tape, set up the video equipment properly, and shoot a video according to the criteria.

#### 33% Engineering and Troubleshooting

Participants will check the cable for continuity, measure AC line voltage, set up the monitor and connect power and cables, and adjust the monitor controls.



## Sample Job

### Engineering and Troubleshooting

**Maximum 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 controls to produce the most accurate image possible.

