

## **CATEGORY B**

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### **SUBJECT:**

### **VISUAL MEDIA**

### **OBJECTIVE(S)**

To develop knowledge, skills, experience and confidence required in cable television broadcasting, amateur videography or amateur photography.

### **PREREQUISITE(S)**

None.

### **INSTRUCTORS/EVALUATORS**

The source will depend on the type of visual media being studied.

- Professional/amateur videographers/photographers
- Cable Television Broadcast Engineer, Manager or Technician

### **REFERENCES AND MATERIALS**

References and materials will depend on the type of visual media being studied.

- Reference texts in local and school libraries
- Publications: video/photography magazines and books (e.g. *The Photographer's Handbook* by John Hedgecoe ISBN 0-679-74204-2)
- Local videographers/photographers
- Local camera dealers/clubs
- Photography museums
- National Film Board
- View new stories, serials and movies on television
- CRTC (Canadian Radio and Television Telecommunication Commission)
- CCTA (Canadian Cable Television Association)
- CCSA (Canadian Cable Systems Alliance)
- Local cable companies
- Internet

**CONTENT**

The content will depend on the type of visual media being studied.

Candidates must know and demonstrate:

**For VIDEOGRAPHY/PHOTOGRAPHY**

1. Camera parts and operation (as applicable)
    - a) load and unload cassette/film
    - b) lenses
    - c) control panel: on/off switch, record/pause, manual focus, date
    - d) view finder
    - e) microphone
    - f) DC (battery) power/AC adapter
    - g) filters (Polarizing, 81A, UV)
  
  2. Focusing (as applicable)
    - a) manual/automatic
    - b) macro/telephoto/wide angle /zoom
    - c) depth of field
  
  3. A) Types of videotape
    - a) 8 mm, Hi 8, Beta, VHS, Super VHS
    - b) maximum recording time, size, compatibility
    - c) tape over, erase, keep as a master
  - B) Types of film
    - a) composition and structure
    - b) types(black & white, colour negative/slide) and characteristics (speed ratings & colour sensitivity)
    - c) daylight vs Tungsten
  
  4. Technique (as applicable)
    - a) action:
      - minimum 15 second segment per scenario
      - steady camera; hand-held, tripod
      - close ups
      - zoom in, zoom out
      - shutter speed selection (S Speed=1/F)
  
    - b) camera angle:
      - side, above, below, behind, head on
  
    - c) panning:
      - subject in motion/landscape
      - motion techniques (freeze, selective motion, panning, time exposure
      - vertical/horizontal
  
    - d) lighting:
      - indoor, outdoor, mixed, studio, flash
      - determining exposure
      - determining aperture
      - light meters
      - using reflectors, direct and bounced light
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- characteristics (colour temperature, hard/soft, 3D modeling)

5.   A) Playback
  - a) review images and sound
  - b) copy onto standard VHS tape for general viewing
  - c) editing (in camera) : - copy segments from various master tapes, sound, titles, etc. (avoid 3rd generation copy or more)
- B) Composition
  - a) choosing subjects
  - b) filling the frame
  - c) basic composition (rule of ' /3's)
  - d) portraits
  
6.   Camera Supports (as applicable)
  - a) tripods
  - b) adjustable heads
  - c) clamps
  
7.   Filters
  - a) mounting filters
  - b) polarizing
  - c) UV

<p>For CABLE TELEVISION BROADCASTING</p>
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The candidate must demonstrate a high degree of skill and knowledge in *one* of the following systems of communication:

1.   Community Programming
  - a) Program Production
  - b) Community Announcement Program
  - c) Maintenance
  - d) Scheduling
  
2.   Technical Operations
  - a) Maintenance
  - b) Connection, Disconnection and Wiring
  - c) Reception Tests
  - d) Signal Retrieval
  
3.   Customer Service
  - a) Billing and Accounts
  - b) Public Relations
  - c) Reception

d) Relaying information to other departments

**DURATION**

For VIDEOGRAPHY/PHOTOGRAPHY

As required.

For CABLE TELEVISION BROADCASTING

Minimum of 14 to 16 hours.

**CERTIFICATION**

For VIDEOGRAPHY/PHOTOGRAPHY

The candidate must produce a two minute clip following a predetermined storyline.

For CABLE TELEVISION BROADCASTING

Shoot and produce twelve photographs on a theme of their choice and mount them in a loose leaf album for presentation.

The candidate must demonstrate to the satisfaction of the Instructor/Evaluator a proficiency in the Visual Media studied.

*Note:* In keeping with the spirit of serving others, it is hoped that some practical form of service for the candidate may be provided to make use of the skills learned during the course.

**CERTIFICATION OF SUCCESSFUL COMPLETION OF PROFICIENCY SUBJECT**

**VISUAL MEDIA**

Instructors/Evaluators should carefully consider the age, ability and accessibility to resource materials of each candidate.

The candidate has completed the above content and meets the requirements to the satisfaction of the Instructor/Evaluator.

Name of Instructor/Evaluator: \_\_\_\_\_

Agency: \_\_\_\_\_

Address: \_\_\_\_\_ Tel #: \_\_\_\_\_

Instructor qualifications: \_\_\_\_\_

I certify that

\_\_\_\_\_ of \_\_\_\_\_  
(candidate's name) (Division #)

meets the criteria of this proficiency subject, as laid out on the previous page(s).

\_\_\_\_\_  
Instructor/Evaluator (signature) Date

\_\_\_\_\_  
Divisional Superintendent (signature) Date