NOCTI ®

CUSTOMIZED TEACHER ASSESSMENT BLUEPRINT

COMMUNICATION TECHNOLOGIES

Test Code: 5964
Version: 01

Specific competencies and skills tested in this assessment:

Communication Technology and Safety Procedures
Explain communication technology and why it is important

Professional Practices
Demonstrate creative thinking, construct knowledge, and develop innovative products and processes using
	technology (e.g., presentations, podcasts, blogs, wiki's, and forums)
Use critical thinking skills to plan and conduct research, manage projects, solve problems, and make
	informed decisions using appropriate digital tools and resources collaboratively
Produce media for an intended target audience, including those with disabilities
Demonstrate an understanding of and observe copyright laws when producing media
Describe ethics in relation to communication technology

Basic Computer Operations
Define encryption and explain why it is necessary
Define and illustrate current terminology associated with computers
Research accessibility issues related to information technology
Identify file formats for use in multimedia productions
Demonstrate a mastery of terminology related to computer applications
Create a file management system
Identify different types of software, general concepts related to software categories

Electronic Communications and Collaborations
Define terminology associated with electronic communications
Identify different types of information sources on the Internet
Use a web browser
Identify the appropriate use of electronic mail and "netiquette"
Demonstrate basic terminology related to locating, evaluating, and collecting information from a variety of
	sources

Word Processing
Use basic word processing commands to create, format, and edit documents
Identify common on-screen elements of a word processing application

<u>Design and Layout</u>
Identify and describe the basic components of a design application
Identify, describe, and demonstrate the principles of typography
Understand design principles including color theory, composition and layout, perspective, and typography
Evaluate and apply the principles of design in various visual media
Demonstrate interconnections between different software applications
Develop, publish, and present an advertising campaign
Use a vector-based application
Use a bitmap-based application

<u>Multimedia</u>
Use proper terminology related to presentation applications
Format a multimedia presentation
Identify the appropriate use of presentation hardware tools, such as an LCD projector, interactive white
        board
Compose a presentation that includes a script, text, sound, images, animation, and video
Create media for multi-platform distribution (e.g., cell, web, mobile devices, television)

<u>Photography, Cinematography, and Image Capture</u>
Demonstrate proper operation of the digital still and video cameras
Import, capture, and/or transfer image/video from cameras
Identify the parts of a digital camera
Apply basic principles of exposure
Apply basic principles of focus
Apply white balance procedures to the production environment
Apply basic principles of composition/field of view
Demonstrate the proper use of support systems (e.g., monopod, tripods)
Monitor and record proper audio levels
Identify types of recording codecs and formats
Identify various video recording media

<u>Communication Networking</u>
Use proper terminology and components of a communication network
Identify the types of communication networks, (e.g., wifi, Bluetooth®, LAN)
Describe the various network protocol (e.g., FTP, SMTP, HTTP)

<u>Web Design</u>
Identify and describe the properties of HTML, CSS, and various scripting languages (e.g., JavaScript™,
        PHP)
Identify and describe the properties of different types of image compression formats for the web (e.g.,
        .jpeg, .tiff, .png)
Identify and apply basic HTML elements to construct a web page
Integrate graphics and links to an HTML page
Demonstrate the properties of typography in HTML and CSS
Evaluate page design

Communication Technologies (continued)

Video and Audio Production
Identify appropriate target audience
Identify and use various script formats (e.g., radio, television, 2-column, screen play)
Develop a storyboard
Import, capture, and/or transfer media into non-linear editor
Demonstrate use of video and audio effects and transitions
Add titles to a video production
Export finished project for distribution
Identify types of microphones and pickup patterns

Project Management
Create and manage a production schedule
Create a project budget using spreadsheet software
Given a budget, design a workstation for a specific multimedia application

<u>Written Assessment:</u>

Administration Time: 3 hours
Number of Questions: 194

Areas covered:

1%	Communication Technology and Safety Procedures
5%	Professional Practices
8%	Basic Computer Operations
5%	Electronic Communications and Collaborations
2%	Word Processing
15%	Design and Layout
10%	Multimedia
18%	Photography, Cinematography, and Image Capture
3%	Communication Networking
15%	Web Design
15%	Video and Audio Production
3%	Project Management

Sample Questions:

The designer needs to know the _____ before beginning a media project.
   A.   history
   B.   purpose
   C.   texture
   D.   balance

A designer should complete the design process using the standardized sequence of
   A.   thumbnails, roughs, then illustration
   B.   roughs, comprehensives, thumbnails, then final product
   C.   comprehensives, thumbnails, roughs, then final product
   D.   thumbnails, roughs, comprehensives, then final product

Image resolution of an LCD projector is measured in
   A.   points
   B.   pixels
   C.   inches
   D.   picas

An off-camera narration performed by talent during a video commercial is known as a/an
   A.   overdub
   B.   voice-over
   C.   script
   D.   talkback

What technology is used to specify different web layouts?
  A.   JavaScript™
  B.   CSS
  C.   HTML
  D.   Perl

Performance Assessment:

Administration Time: 3 hours
Number of Jobs: 4

Areas Covered:

37%	**Image Composition**	

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           Participant will follow instructions for several still or video shots, demonstrating correct composition, proper focus, and white balance.

23%   **Image Editing/Manipulation**
           Participant will choose either still photography or video option and edit the images, correct color, and create sizes (photograph option), using files provided on the Client Services Center.

20%   ***Design***
           Participant will use typography and graphic shapes, graphic size, thumbnails, roughs, and comprehensives to create a design as described.

20%   ***Digital Presentation***
           Participant will create either a website or presentation format according to the scenario, with background, images, formatting, and navigation or transitions included in a specific length of presentation.

Sample Job: Image Composition

Maximum Job Time: 45 minutes

Participant Activity: Using a still or video camera, the participant will demonstrate the ability to shoot various types of shots; ensure appropriate composition of shots; and each shot must be properly exposed and demonstrate correct focus.