



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

Communication Technologies (continued)

Design and Layout

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

Multimedia

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)

Photography, Cinematography, and Image Capture

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

Communication Networking

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)

Web Design

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

Communication Technologies (continued)

Written Assessment:

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

