



## Butler Tech Digital Media Essential Skills Profile

This profile provides an outline of the skills required for the successful completion of this career program. Additional information is located on the Butler Tech website at: <https://www.butlertech.org/high-school/> and selecting the corresponding career program.

### **Recommended WorkKeys® Scores for Digital Media**

Applied Mathematics - 5	Graphic Literacy - 4
Workplace Documents - 5	

\*Practice tests and more information at: [www.act.org/workkeys](http://www.act.org/workkeys)

### **Skills**

Active Listening	Giving full attention to what other people are saying, taking time to understand the points being made, asking questions as appropriate, and not interrupting at inappropriate times.
Critical Thinking	Using logic and reasoning to identify the strengths and weaknesses of alternative solutions, conclusions or approaches to problems.
Speaking	Talking to others to convey information effectively.

### **Abilities Required**

Near Vision	The ability to see details at close range (within a few feet of the observer).
Originality	The ability to come up with unusual or clever ideas about a given topic or situation, or to develop creative ways to solve a problem.
Fluency of Ideas	The ability to come up with a number of ideas about a topic (the number of ideas is important, not their quality, correctness, or creativity).

### **Knowledge Required in Digital Media**

Design	Knowledge of design techniques, tools, and principles involved in production of precision technical plans, blueprints, drawings, and models.
Communications and Media	Knowledge of media production, communication, and dissemination techniques and methods. This includes alternative ways to inform and entertain via written, oral, and visual media.
English Language	Knowledge of the structure and content of the English language including the meaning and spelling of words, rules of composition, and grammar.

## **Digital Media Activities**

- Concept, create and produce video productions from start to finish.
- Script writing for video and audio productions
- Create and produce audio productions
- Produce and edit all elements of video creation including idea generation, competitive patterning, storyboarding, location and talent scouting, filming, re-shooting and editing
- Research and develop new production and editing techniques to ensure videos have a modern and original feel
- Organize and maintain a video archive
- Collaborate with students to manage, evolve and analyze video content.
- Create a breadth of video forms including b-roll, long-form narrative, sizzle reels, business and brand videos
- Help maintain the system for storing, organizing and tagging all gathered raw and edited visual assets in a consistent way that enables easy identification and access.
- Collaborate with video producers and/or instructional designers during video post-production including the selection of scenes, transitions, special effects, graphics, narration, voiceover, background music, and brand each video consistently in accordance with quality standards.
- Support the creation and development of effective, engaging, and high-quality video and multimedia learning resources.
- Manage and complete post-production of learning media and other special media projects.
- Coordinate with video team and instructional designers to complete eLearning projects.
- Edit video in a variety of voices and styles, such as: narrative, sizzle reels, explainer videos, social content, promos or other content that aligns with department needs.
- Create animated and/or graphical elements.
- Working knowledge of industry best practices, codecs, camera types, media management.
- Consult with members of the video production team to maintain a fluid post-production workflow.
- Comfortable working with a wide variety of technological skill levels, whether early adopters of emerging technologies or late adopters of established tech.
- Collaborate on various aspects of video production, including concept and storyboard development, location scouting, lighting, filming, organizing, and archiving all video assets.
- Be comfortable shooting a variety of video styles - from marketing promos to instructional videos, to short documentary projects, to leading a small production team.
- Work on multiple projects simultaneously, maintain deadlines, communicate consistently with producers and learning designers to meet tight deadlines while maintaining the highest quality control standards.
- Manage, maintain and organize all video equipment, including, but not limited to, cameras, lenses, lighting, and audio equipment.
- Ability to lift 50-60 pounds.
- Ability to stay engaged during long shoots while paying attention to details.
- Must be able to interact and communicate with dynamic personalities.

## Technology

Graphics or Photo Imaging software	Video Creation and Editing software
Desktop Publishing software	

## Personality

Artistic: People interested in this work like activities that include creating, designing and making your own rules. They do well at jobs that need:	
Attention to Detail	Initiative
Innovation	Achievement / Effort
Dependability	Adaptability / Flexibility

## Available Certifications

Adobe Certified Associate (ACA) – Animate (4 points)	Adobe Certified Associate (ACA) – Photoshop (4 Points)
Adobe Certified Associate (ACA) – Premier Pro (4 points)	Adobe Certified Associate (ACA) – Dreamweaver (4 points)
Adobe Certified Associate (ACA) – Illustrator (4 Points)	Adobe Certified Associate (ACA) InDesign (4 Points)

## Possible College Credits

College Credit Plus in English, Math, Social Studies, or Science	Must be preapproved. Must pass a college course at an Ohio college or College Credit Plus class at Butler Tech.
Career Technical Credit Transfer	<p>The Ohio Transfer to Degree Guarantee helps career and technical students transfer credits earned in high school to community college or four-year degree programs. The credit can be used at any Ohio public college or university:</p> <ul style="list-style-type: none"> <li>• If you successfully completed your career-technical program and passed certain required assessments.</li> <li>• If you attend a similar program at a public Ohio college or university.</li> </ul> <p>For more information, go to <a href="http://www.transfercredit.ohio.gov">www.transfercredit.ohio.gov</a></p>
Articulated Credit	Butler Tech has agreements with certain colleges; if you attend one of those colleges you can get credit toward a specific degree.

\*Additional college or post-secondary education may be required in this field

## Possible Career Pathways

Production Designer	Graphic Designer
Web Designer	Animator
Video Produce/Editor	