

Identifier	Poplar - Apprentice - Media Production		Introduced	Completed
A MP 1	<b>HISTORY</b>			
A MP 1.1.01	Communications	Identify key industry terms related to communication.		
A MP 1.1.02	Communications	Identify significant developments in communication technology throughout history.		
A MP 1.2.01	Terminology	Identify parts of standard industry equipment.		
A MP 1.2.02	Terminology	List industry abbreviations, acronyms, and terminology.		
A MP 1.3.01	Ethics and Law	Define plagiarism, copyright law, and their implications.		
A MP 1.3.02	Ethics and Law	Find source materials for applicable copyright and media law.		
A MP 2	<b>SAFETY AND PERSONAL RESPONSIBILITY</b>			
A MP 2.1.01	Work Habits	Maintain an orderly and safe work-station within total production area.		
A MP 2.1.02	Work Habits	Identify and locate all safety equipment in the media lab.		
A MP 2.2.01	Professionalism	Identify acceptable work habits, ethics, and behavior.		
A MP 2.2.02	Professionalism	Sign out and return equipment in a timely manner.		
A MP 2.2.03	Professionalism	Function as a team member.		
A MP 3	<b>COMMUNICATIONS</b>			
A MP 3.1.01	Methods	Proofread copy work.		
A MP 3.1.02	Methods	Distinguish fact from opinion.		
A MP 3.1.03	Methods	Ask and answer questions coherently and concisely.		
A MP 3.2.01	Performance Skills	Describe technically acceptable visual components (i.e. makeup, clothing, color, set dressing).		
A MP 3.2.02	Performance Skills	Practice speaking for on-camera performances.		
A MP 3.3.01	Scripting	Identify the elements of a storyboard.		
A MP 3.3.02	Scripting	Identify scripts by format such as: divided page, movie script or storyboard.		
A MP 3.3.03	Scripting	Identify effective story openings (attention getter)		
A MP 3.3.04	Scripting	Write open-ended interview questions.		
A MP 4	<b>PRE-PRODUCTION PRACTICES</b>			
A MP 4.1.01	Target Audience	Identify the target audience.		
A MP 4.1.02	Target Audience	Identify project goals.		
A MP 4.1.03	Target Audience	Identify the basic elements of a budget.		
A MP 4.2.01	Research	Identify resources to conduct research.		
A MP 4.3.01	Time Management	Complete tasks by assigned deadlines.		
A MP 4.3.02	Time Management	Define a prioritized task list.		
A MP 4.3.03	Time Management	Perform as a team member.		
A MP 4.4.01	Script Applications	List basic components of scripting formats.		
A MP 4.4.02	Script Applications	Utilize appropriate components of scripting formats.		
A MP 4.5.01	Interviewing	List the correct steps to do an interview.		
A MP 4.5.02	Interviewing	Practice a mock interview.		
A MP 4.5.03	Interviewing	Explain the differences between biased and unbiased questions.		
A MP 4.6.01	Practices	List job functions of production and news teams.		
A MP 5	<b>PRODUCTION PRACTICES</b>			
A MP 5.1.01	Operations	Identify types of equipment use and movements.		
A MP 5.1.02	Operations	Identify the functions and uses of a auxilliary equipment.		
A MP 5.1.03	Operations	Identify and create different compositions available from different equipment.		
A MP 5.1.04	Operations	Identify and utilize appropriate equipment for projects.		
A MP 5.1.05	Operations	Identify and utilize correct resources for production.		
A MP 5.1.06	Operations	Explain the rule of thirds.		
A MP 5.2.01	Interview Techniques	Identify the elements for completion of an interview including, interviewee's name, title, spelling, and location.		
A MP 5.2.02	Interview Techniques	Identify a proper closing: example "Reporting for ... I am ..."		
A MP 5.3.01	Performances	Identify the purpose for makeup, wardrobe, environment, effects.		
A MP 5.3.02	Performances	Identify proper eye contact.		
A MP 5.3.03	Performances	Rehearse appropriate performance techniques: examples posture, body language, reactions, voice, and volume, depended on product format.		
A MP 5.3.04	Performances	Rehearse proper closing (example - Reporting for ...).		
A MP 5.3.05	Performances	Practice speaking coherently on camera.		
A MP 5.4.01	Equipment	Identify the types of sound equipment used in field and studio formats.		
A MP 5.5.01	Procedures	Identify basic studio camera operation.		
A MP 5.5.02	Procedures	Identify the equipment for studio broadcast production.		
A MP 5.5.03	Procedures	Identify the need for sound, graphics, and lighting.		
A MP 5.5.04	Procedures	List the jobs necessary for studio production.		
A MP 5.6.01	Field Production	Identify the equipment for field production.		
A MP 5.6.02	Field Production	Identify and demonstrate basic field camera operation.		
A MP 5.6.03	Field Production	Identify the need for sound and lighting.		
A MP 5.6.04	Field Production	List the jobs necessary for field production.		
A MP 5.7.01	Industry Standards	Identify privacy laws.		
A MP 5.7.02	Industry Standards	Explain the purpose of release forms with respect to businesses and private citizens.		
A MP 6	<b>POST-PRODUCTION PRACTICES</b>			

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A MP 6.1.01	Process	List steps in the post production.		
A MP 6.1.02	Process	Generate a shot log.		
A MP 6.2.01	Project Skills	List commonly used software.		
A MP 6.2.02	Project Skills	Explore various software programs for completion of a project.		
A MP 6.2.03	Project Skills	Identify steps in the post production process.		
A MP 6.3.01	Ethics	Explore codes of ethics from different news/legal sources.		
A MP 6.4.01	Evaluation	Discuss prerecorded video examples/samples.		
A MP 7	<b>EMPLOYABILITY SKILLS</b>			
A MP 7.1.01	Problem Solving	Identify the basic steps in the problem-solving process.		
A MP 7.1.02	Problem Solving	Identify alternative solutions to a problem.		
A MP 7.1.03	Problem Solving	Identify the basic components of an action plan.		
A MP 7.2.01	Critical Skills	State the importance of critical thinking in identifying, analyzing, and solving a video production problem.		
A MP 7.2.02	Critical Skills	Identify the essential steps of critical thinking.		
A MP 7.2.03	Critical Skills	Define emotional and logical thinking.		
A MP 7.2.04	Critical Skills	Identify the difference between opinions and statements of fact.		
A MP 7.3.01	Speak, Write, Listen	Define forms communication.		
A MP 7.3.02	Speak, Write, Listen	Explain the benefits of effective communication in video production.		
A MP 7.3.03	Speak, Write, Listen	Explain how cultural and physical diversity effect communication.		
A MP 7.3.04	Speak, Write, Listen	Identify applicable medium for conveying messages.		
A MP 7.4.01	Technology	Recognize technology used in the industry.		
A MP 7.4.02	Technology	Use an Internet browser to locate specific Websites related to the industry.		
A MP 7.5.01	Workplace	Explain the importance of groups.		
A MP 7.5.02	Workplace	Explain how to organize groups.		
A MP 7.5.03	Workplace	Describe the importance of a proper dress code.		
A MP 7.6.01	Career Development	Discuss the importance of ethics in the workplace.		
A MP 7.6.02	Career Development	Meet attendance standards.		
A MP 7.6.03	Career Development	Describe an organized workplace.		
A MP 7.6.04	Career Development	Identify the appropriate response to an unethical action.		
A MP 7.7.01	Resources	List effective time management skills.		
A MP 7.7.02	Resources	Use technology to complete assignments.		
A MP 7.7.03	Resources	Utilize materials, tools, and processes to complete a task related to a career selection.		
A MP 7.7.04	Resources	Read and follow instructions from manuals on the use and care of materials, tools, and equipment.		
A MP 7.7.05	Resources	Maintain a clean, organized, and safe job site.		
A MP 7.7.06	Resources	Identify traits needed for cooperation and leadership in a team at school or in a workplace setting.		
A MP 7.7.07	Resources	Identify the material resources and space requirements needed to complete an assignment.		
A MP 7.8.01	Career Planning	Locate employment opportunities.		
A MP 7.8.02	Career Planning	Identify job requirements for entry-level positions in the industry.		
A MP 7.8.03	Career Planning	Identify general conditions for employment.		
A MP 7.8.04	Career Planning	Identify educational/training requirements for related fields.		
A MP 7.8.05	Career Planning	Identify the elements of goal setting.		
A MP 7.8.06	Career Planning	Identify related careers.		
A MP 7.8.07	Career Planning	Describe essential job interview skills.		
A MP 7.8.08	Career Planning	Identify the components of a career portfolio.		
A MP 7.9.01	Retention Skills	Describe the importance of a portfolio.		
A MP 7.9.02	Retention Skills	Identify options for lifelong learning.		
A MP 7.9.03	Retention Skills	Identify interpersonal skills needed for job retention.		
A MP 7.9.04	Retention Skills	Identify jobs with opportunity for advancement.		
A MP 7.9.05	Retention Skills	Describe the importance of career planning.		