

Work-Based Learning - CFVP

Level: 4

Career Cluster: Media Arts

Program: Media Production and Broadcasting

Pathway(s): Cinematography and Film/Video Production

Course Catalog Description

This advanced course allows students to apply cinematography and film/video production skills in authentic industry and client-based settings. Students develop technical proficiency, professional workplace habits, and a polished portfolio through real-world production experiences.

Summary

This advanced course provides students with structured opportunities to apply technical and professional skills in authentic production settings. As a Level 4 experience within the Media Production and Broadcasting program, the course emphasizes the transition from classroom-based learning to real-world practice through client projects, school-based enterprises, internships, mentorships, and other supervised industry experiences. Students strengthen their abilities in pre-production planning, cinematography, audio capture, editing, collaboration, and project management while working with greater independence and accountability. In addition to producing high-quality media content for defined audiences and purposes, students develop career-ready habits such as communication, time management, problem-solving, adaptability, and professionalism. The course also supports postsecondary and workforce preparation by guiding students in portfolio development, demo reel refinement, reflection on workplace performance, and exploration of careers in film, video, broadcasting, and digital media production. This capstone-style experience is designed to help students demonstrate technical proficiency, creative decision-making, and readiness for continued education, training, or employment in the media arts industry.

Notes

Compared with the previous general course document, this updated course is more pathway-specific, detailed, and aligned to the Cinematography and Film/Video Production program of study. The earlier version provided a broad Level 4 framework centered on career goals, training plans, safety agreements, required industry contact hours, employer evaluations, and reflection across any pathway, while this revised course expands those expectations into a clearly sequenced media production experience with defined content in career preparation, professional workflow, pre-production, cinematography, post-production, client-based work, advanced readiness, and portfolio development. The new version also strengthens the connection between technical production skills and employability skills by emphasizing authentic media projects, collaboration, creative decision-making, portfolio and demo reel development, and real-world production roles.

Student Learning Outcomes

1. Career Launch & Industry Preparation

Objective: *Explore career pathways and prepare for work-based learning placement*

- Analyze careers in cinematography, video production, broadcasting, and media
- Identify personal interests (camera, editing, directing, producing, etc.)
- Develop resume, demo reel, and portfolio draft
- Create a Work-Based Learning Plan
- Demonstrate understanding of production industry expectations

Real-World Experience Ideas

- Interview media professionals
- Job shadow a production team
- Tour a college or studio program
- Review a resume and demo reel

2. Professional Practice & Production Workflow

Objective: *Build professional habits and apply industry workflow practices*

- Demonstrate professional communication in production environments
- Apply time management to meet deadlines
- Follow structured production workflows (pre, production, post)
- Analyze roles and responsibilities within a production team

Real-World Experience Ideas

- Work on a student production team
- Use call sheets and calendars
- Practice client and crew communication
- Reflect on workplace habits

3. Pre-Production Planning & Story Development

Objective: *Plan media projects with purpose, structure, and clear logistics*

- Develop project concepts, scripts, and storyboards
- Identify purpose, audience, and distribution platforms
- Plan production logistics (locations, equipment, roles)
- Create schedules and production plans

Real-World Experience Ideas

- Write a client production proposal
- Create scripts and storyboards
- Scout locations and gear
- Pitch ideas for feedback

4. Cinematography & Production

Objective: Capture high-quality media using professional production techniques

- Operate cameras and production equipment
- Apply composition, lighting, and cinematography techniques
- Capture high-quality video and audio
- Work effectively in production roles (camera, director, crew, etc.)

Real-World Experience Ideas

- Film school or community events
- Rotate through crew roles
- Capture interviews and b-roll
- Follow field production safety

5. Post-Production & Editing

Objective: Edit and refine media projects for polished final delivery

- Edit video using industry tools and workflows
- Integrate audio, effects, and graphics
- Apply pacing, transitions, and storytelling techniques
- Export and deliver final video products

Real-World Experience Ideas

- Edit client or school footage
- Sync audio and add graphics
- Export media for delivery
- Revise based on feedback

6. Client-Based Production & Collaboration

Objective: Apply learning through client-based production and collaboration

- Complete client-based or real-world production projects
- Collaborate with teams or external stakeholders
- Interpret and meet client requirements
- Present and justify creative decisions

Real-World Experience Ideas

- Create media for a real client
- Meet with clients
- Present drafts and revisions
- Document work for a portfolio

7. Advanced Work-Based Learning (Toward Industry Readiness)

Objective: Strengthen independence and readiness for workplace learning

- Demonstrate independence and leadership in production environments
- Meet professional standards for quality and deadlines
- Apply problem-solving during production challenges
- Evaluate career readiness based on workplace feedback

Real-World Experience Ideas

- Complete an internship or mentorship
- Lead a student crew
- Solve production problems
- Use mentor feedback to set goals

8. Portfolio Development & Production

***Objective:** Demonstrate learning through a final portfolio and production project*

- Curate a professional demo reel/portfolio
- Select projects showcasing technical and creative skills
- Complete a production project
- Present and defend production decisions
- Reflect on growth and career goals

Real-World Experience Ideas

- Short film (narrative or documentary)
- Commercial or promotional video for a client
- School or community media campaign
- Broadcast segment or series
- Music video production

Additional Information

WBL Experience Options (Learning THROUGH → AT Work)

- Client-based video productions
- Internship with production company, school/district media team, or marketing dept
- Broadcast or school media production (announcements, events, etc.)
- Industry mentorship or collaboration
- School-based enterprise (media production team, video services)
- Freelance or supervised entrepreneurship (videography services)

End-of-Course Outcomes

- Apply advanced cinematography and film/video production skills in real-world contexts
- Plan, produce, and deliver media content using industry-standard workflows
- Demonstrate proficiency in camera operation, lighting, audio, and editing
- Collaborate effectively in team-based production environments
- Apply storytelling techniques to communicate purpose and audience impact
- Demonstrate professional workplace behaviors including communication, time management, and accountability
- Develop a professional portfolio of film/video production work
- Evaluate postsecondary and career pathways in media production

Assessment Structure

- Work-Based Learning Plan
- Client Production Deliverables
- Weekly Reflection Logs
- Mentor / Employer Feedback
- Demo Reel / Portfolio
- Film/Video Project
- Presentation / Defense