

# DEFENSE INFORMATION SCHOOL

6500 Mapes Road, Fort Meade, Maryland 20755



## **Mass Communication Foundations Training Program of Instruction**

Training Effective Date: 01 October 2019

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Colonel, U. S. Army  
Commandant



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## Course Description

**PURPOSE:** To provide entry-level knowledge and skills to all members of the U.S. Armed Forces needed to fulfill the duties of a multidisciplinary assignment in public affairs, visual information, and communication in support of the commander's intent.

**SPECIALTY AWARDED:** See individual Service documentation for specialty awarded.

**TRAINING METHODOLOGY:** Resident only

**COURSE DESCRIPTION:** Students in Mass Communication Foundations learn and apply the concepts and skills needed in both the public affairs and visual information specialties. They learn and apply design thinking principles to question effectively, identify problems and provide a solution-based approach within a communications framework, applying the fundamentals of journalistic writing, still photography, videography, digital graphic design, and interactive multimedia in their products. Students are introduced to and apply the fundamentals of English and journalism to news and narrative stories, captions, and video scripts for use in both internal and external communication products. Instruction includes public affairs internal and external communications, media and community engagement, and preparing information for public release in accordance with Department of Defense directives.

Students learn and apply basic photography fundamentals, including optics, light and color theory, composition, exposure and lighting, studio photography, and use a digital single-lens reflex camera to capture both still and motion imagery of both controlled and uncontrolled action for historical documentation and in support of DoD themes and messages. Students learn digital audio capture methods and editing techniques, then use recording tools to capture audio they integrate into video sequences and digital media products. Applying video and editing techniques, students create video products to support military operations, training, and public affairs missions.

Additionally, students study integrated multimedia best practices and apply design and layout fundamentals, including color theory and typography, in the creation of all products. Each student will create vector-based products and raster-based graphics, and incorporate these and other previously created projects into interactive multimedia products they will package for use in multiple print and browser-based platforms. The course culminates with both individual and group capstone exercises, where each student will demonstrate the ability to integrate and apply the diverse knowledge and multi-disciplinary skills attained throughout the entire integrated course.

**PREREQUISITES:** See Army Training Requirements & Resources System (ATRRS) site: <https://www.atrrs.army.mil/atrrsc/>. School code 212.

## Preface

**REASON FOR NEW TRAINING:** Supports tasks selected by the TTSB conducted on 30 August 2017.

**IMPLEMENTATION DATE:** Training for this course will begin on 1 October 2019, and will be submitted to the appropriate accreditation agencies upon TPI approval by the Commandant.

**COURSE DATA:** The annual Service input data is a projection for FY 2020.

Course	Length	Student Maximum	Student Minimum	Annual Course Cap	Number of Iterations
MCF (FY20)	108 days	24	12	768	32
MCF (FY21 +)	108 days	24	12	912	38

**MANPOWER:**

MCF FY20 Instructors required: 105

MCF FY21 Instructors required: 126

**EQUIPMENT:** See equipment list.

**FUNDING:** Any new resource and technology equipment requirements for this course, as identified in the development process, will be coordinated by the department through the Directorate of Training and the Directorate of Logistics, as well as the Chief Engineer and Chief of Information Technology (as appropriate) for development of the funding strategy to support this course.

**FACILITIES:** Resident MCF iterations will be conducted in available classrooms.

**BASE OPERATING SUPPORT:** There are no new billeting or messing requirements.

**POC:** The POC for this action is Ms. Mary O'Shea, DINFOS Provost, [mary.k.oshea3.civ@mail.mil](mailto:mary.k.oshea3.civ@mail.mil)

## Training Task Inventory

	Terminal Learning Objective	Discipline	Competency (K/P)	Training Importance (High – Medium - Low)					
	- Enabling Learning Objectives		Knowledge/ Performance	USA PA	USAF	USN	USMC	USCG	USA VI
<b>TLO 1</b>	<b>Apply conventions of written English IAW the Associated Press Stylebook</b>	<b>Writing</b>	<b>P</b>	<b>H</b>	<b>H</b>	<b>H</b>	<b>H</b>	<b>H</b>	<b>H</b>
1.1	- Use correct grammar								
1.2	- Apply rules of capitalization								
1.3	- Apply rules of punctuation								
1.4	- Use active voice								
1.5	- Use correct sentence structure								
1.6	- Use correct word usage								
1.7	- Use correct copy-editing symbols								
1.8	- Use correct spelling								
<b>TLO 2</b>	<b>Develop captions</b>	<b>Writing</b>	<b>P</b>	<b>H</b>	<b>H</b>	<b>H</b>	<b>H</b>	<b>H</b>	<b>H</b>
2.1	- Gather required caption information								
2.2	- Develop a caption using the 5Ws								
<b>TLO 3</b>	<b>Develop a script</b>	<b>Writing</b>	<b>P</b>	<b>H</b>	<b>H</b>	<b>H</b>	<b>H</b>	<b>L</b>	<b>H</b>
3.1	- Apply fundamentals of script writing								
3.2	- Use prescribed format & style for script timing								
<b>TLO 4</b>	<b>Compose an article</b>	<b>Writing</b>	<b>P</b>	<b>H</b>	<b>H</b>	<b>H</b>	<b>H</b>	<b>H</b>	<b>H</b>
4.1	- Identify the functions of a lead								
4.2	- Describe how to identify the lead emphasis								
4.3	- Describe the characteristics of a summary lead								
4.4	- Use a dateline								
4.5	- Write a summary lead								
4.6	- Identify the elements of a bridge								
4.7	- Construct a bridge								
4.8	- Write a body of an article								
4.9	- Identify functions of a headline								
4.10	- Apply headline writing rules								
4.11	- Construct a headline								
4.12	- Identify key principles for using Search Engine Optimization (SEO)								

4.13	- Construct a SEO Headline								
4.14	- Integrate a command message								
4.15	- Use the ABC's of journalism								
4.16	- Apply elements of attribution								
4.17	- Write an incident release								
4.18	- Identify the local angle								
4.19	- Consider audience & platform when crafting messages								
4.20	- Apply guidelines for release of information policy								
<b>TLO 5</b>	<b>Compose a narrative</b>	<b>Writing</b>	<b>P</b>	<b>H</b>	<b>H</b>	<b>L</b>	<b>H</b>	<b>H</b>	<b>H</b>
5.1	- Apply elements of mass appeal								
5.2	- Develop focus								
5.3	- Describe narrative structures								
5.4	- Apply storytelling techniques								
5.5	- Develop questions								
5.6	- Conduct an interview								
5.7	- Write a headline								
<b>TLO 6</b>	<b>Explain command information concepts</b>	<b>PA</b>	<b>K</b>	<b>H</b>	<b>H</b>	<b>H</b>	<b>H</b>	<b>H</b>	<b>H</b>
6.1	- Identify key publics								
6.2	- Define command information and its goals								
6.3	- Define public information and its goals								
6.4	- Explain how to direct a message to a specific audience								
6.5	- Explain audience feedback and its benefit to the PA mission								
6.6	- Explain distribution methods for communication products								
6.7	- Explain communication goals in-theater								
<b>TLO 7</b>	<b>Explain communication laws and ethics</b>	<b>PA</b>	<b>K</b>	<b>H</b>	<b>H</b>	<b>H</b>	<b>H</b>	<b>H</b>	<b>H</b>
7.1	- Explain the differences between the military and media cultures								
7.2	- Explain attribution and plagiarism								
7.3	- Explain libel, slander, and defamation								
7.4	- Explain professional ethics								
7.5	- Explain how to avoid conflicts of interest								
7.6	- Identify the joint ethics regulation (gifts)								
7.7	- Identify HIPAA, Privacy Act, FOIA and Section 508 of the Rehabilitation Act								
7.8	- Explain imagery ethics								
7.9	- Explain copyright								



<b>TLO 8</b>	<b>Explain guidelines for release of information</b>	<b>PA</b>	<b>K</b>	<b>H</b>	<b>H</b>	<b>H</b>	<b>H</b>	<b>H</b>	<b>H</b>
8.1	- Explain why the military needs guidelines								
8.2	- Explain public's right to know versus need to know								
8.3	- Explain SAPP								
8.4	- Explain OPSEC								
8.5	- Explain principles of information								
8.6	- Define DoD policy on releasing information								
8.7	- Define public affairs guidance								
8.8	- Identify DoD principles for media coverage								
8.9	- Identify VI policies, regulations, instructions, and directives								
8.10	- Explain disposition of records								
<b>TLO 9</b>	<b>Explain community engagement</b>	<b>PA</b>	<b>K</b>	<b>H</b>	<b>H</b>	<b>H</b>	<b>H</b>	<b>H</b>	<b>H</b>
9.1	- Explain why the military needs community engagement								
9.2	- Explain types of local community engagement programs								
9.3	- Explain how to handle community engagement requests from national organizations								
9.4	- Explain DoD policy restrictions on the conduct of community engagement programs								
9.5	- Explain how military installations impact the local community								
9.5a	- Explain methods for dealing with community concerns								
9.5b	- Explain joint-basing considerations								
9.6	- Explain special service demonstration teams request								
<b>TLO 10</b>	<b>Demonstrate media engagement</b>	<b>PA</b>	<b>P</b>	<b>H</b>	<b>H</b>	<b>L</b>	<b>H</b>	<b>H</b>	<b>L</b>
10.1	- Identify the guidelines for arranging media pools and embedded media								
10.2	- Use effective responses (command messages)								
10.3	- Document a media query								
10.4	- Respond to a query								
10.5	- Prepare a subject matter expert								
10.6	- Compose a media advisory								
10.7	- Conduct on-camera interview								
10.8	- Demonstrate media escort								
10.9	- Identify the types & uses of media engagement files								

<b>TLO 11</b>	<b>Perform camera operations</b>	<b>Photo &amp; Video</b>	<b>P</b>	<b>H</b>	<b>H</b>	<b>H</b>	<b>H</b>	<b>H</b>	<b>H</b>
11.1	- Use and maintain camera in a safe manner								
11.2	- Demonstrate proper use of camera								
11.3	- Demonstrate proper lens selection								
11.4	- Demonstrate stabilization techniques								
11.5	- Demonstrate camera movements								
<b>TLO 12</b>	<b>Input metadata</b>	<b>Photo</b>	<b>P</b>	<b>H</b>	<b>H</b>	<b>H</b>	<b>H</b>	<b>H</b>	<b>H</b>
12.1	- Identify keywords								
12.2	- Gather required metadata information								
<b>TLO 13</b>	<b>Edit Photos</b>	<b>Photo</b>	<b>P</b>	<b>H</b>	<b>H</b>	<b>H</b>	<b>H</b>	<b>H</b>	<b>H</b>
13.1	- Evaluate images for selection								
13.2	- Apply policies that govern photo editing								
13.3	- Use ethical enhancements with photo editing software								
<b>TLO 14</b>	<b>Apply the fundamentals of photography</b>	<b>Photo</b>	<b>P</b>	<b>H</b>	<b>H</b>	<b>H</b>	<b>H</b>	<b>H</b>	<b>H</b>
14.1	- Demonstrate proper photo composition								
14.2	- Demonstrate proper exposure								
14.3	- Demonstrate proper focus								
14.4	- Demonstrate protocol photography								
14.5	- Demonstrate uncontrolled action photography								
<b>TLO 15</b>	<b>Perform sensitive area documentation</b>	<b>Photo</b>	<b>P</b>	<b>H</b>	<b>H</b>	<b>H</b>	<b>H</b>	<b>L</b>	<b>H</b>
15.1	- Demonstrate macro photography								
<b>TLO 16</b>	<b>Apply visual storytelling techniques</b>	<b>Photo &amp; Video</b>	<b>P</b>	<b>H</b>	<b>H</b>	<b>H</b>	<b>H</b>	<b>H</b>	<b>H</b>
16.1	- Apply photo storytelling techniques								
16.2	- Apply video storytelling techniques								
16.3	- Create a storyboard								
16.4	- Create a shot list								
<b>TLO 17</b>	<b>Apply fundamentals of videography</b>	<b>Video</b>							
17.1	- Demonstrate proper video composition								
17.2	- Demonstrate proper exposure								
17.3	- Demonstrate proper focus								
17.4	- Set shutter speed for frame rate								

<b>TLO 18</b>	<b>Prepare an interview environment</b>	<b>Video</b>	<b>P</b>	<b>H</b>	<b>H</b>	<b>H</b>	<b>H</b>	<b>M</b>	<b>H</b>
18.1	- Determine interview location								
18.2	- Identify required equipment								
18.3	- Identify lighting options								
18.4	- Apply lighting principles								
18.5	- Apply correct microphone placement								
18.6	- Apply correct camera placement								
<b>TLO 19</b>	<b>Demonstrate audio techniques</b>	<b>Video</b>	<b>P</b>	<b>H</b>	<b>H</b>	<b>H</b>	<b>H</b>	<b>M</b>	<b>H</b>
19.1	- Use microphones to collect audio								
19.2	- Collect audio								
19.3	- Adjust audio levels								
19.4	- Demonstrate mixing audio sources								
19.5	- Perform audio weaving								
19.6	- Demonstrate use of music and sound generating elements								
<b>TLO 20</b>	<b>Edit Video</b>	<b>Video</b>	<b>P</b>	<b>H</b>	<b>H</b>	<b>H</b>	<b>H</b>	<b>H</b>	<b>H</b>
20.1	- Use video-editing software								
20.2	- Create text graphics in video-editing software								
<b>TLO 21</b>	<b>Apply fundamentals of light theory</b>	<b>Photo &amp; Video</b>	<b>P</b>	<b>H</b>	<b>H</b>	<b>H</b>	<b>H</b>	<b>H</b>	<b>H</b>
21.1	- Identify lighting options								
21.2	- Apply appropriate lighting techniques								
<b>TLO 22</b>	<b>Demonstrate product publication workflow</b>	<b>Photo &amp; Video</b>	<b>P</b>	<b>H</b>	<b>H</b>	<b>H</b>	<b>H</b>	<b>H</b>	<b>H</b>
22.1	- Demonstrate download of imagery								
22.2	- Demonstrate file management								
22.3	- Evaluate images for selection								
22.3a	- Apply copyright law								
22.3b	- Apply SAPP and OPSEC								
22.4	- Use VIRIN and Vision ID								
22.5	- Apply imagery ethics								
22.6	- Demonstrate download of video								
22.7	- Evaluate video clips for selection								
22.7a	- Apply copyright law								
22.7b	- Apply SAPP and OPSEC								

<b>TLO 23</b>	<b>Establish lighting environment</b>	<b>Photo &amp; Video</b>	<b>P</b>	<b>H</b>	<b>H</b>	<b>H</b>	<b>H</b>	<b>M</b>	<b>H</b>
23.1	- Demonstrate posing techniques								
23.2	- Apply lighting ratios								
23.3	- Demonstrate controlled lighting techniques								
23.4	- Demonstrate uncontrolled lighting techniques								
<b>TLO 24</b>	<b>Perform digital graphic design</b>	<b>Multimedia</b>	<b>P</b>	<b>H</b>	<b>M</b>	<b>H</b>	<b>H</b>	<b>M</b>	<b>H</b>
24.1	- Identify elements of graphic design								
24.2	- Use gesture drawing to build a storyboard								
24.3	- Create vector graphics								
24.4	- Create raster graphics								
24.5	- Perform layout and design								
24.6	- Use graphics to display information on screen								
<b>TLO 25</b>	<b>Create a multimedia product</b>	<b>Multimedia</b>	<b>P</b>	<b>H</b>	<b>H</b>	<b>H</b>	<b>H</b>	<b>H</b>	<b>H</b>
25.1	- Identify elements of multimedia products								
25.2	- Produce multimedia products								
25.3	- Package multimedia products for distribution to multiple platforms								
<b>TLO 26</b>	<b>Demonstrate public speaking</b>	<b>Comm</b>	<b>P</b>	<b>H</b>	<b>H</b>	<b>M</b>	<b>H</b>	<b>H</b>	<b>M</b>
26.1	- Exhibit verbal communication skills								
26.2	- Exhibit non-verbal communication skills								
26.3	- Produce narration								
<b>TLO 27</b>	<b>Apply communication fundamentals</b>	<b>Comm</b>	<b>P</b>	<b>H</b>	<b>H</b>	<b>H</b>	<b>H</b>	<b>H</b>	<b>H</b>
27.1	- Identify target audience								
27.2	- Identify elements of mass appeal								
27.3	- Perform the role of military communicator								
27.4	- Communicate ideas clearly								
27.5	- Use elements of the communication framework								
27.6	- Construct a story using the 5Ws								
27.7	- Apply service policies that govern social media use								
27.8	- Identify social media best practices								
<b>TLO 28</b>	<b>Demonstrate interviewing techniques</b>	<b>Comm</b>	<b>P</b>	<b>H</b>	<b>H</b>	<b>H</b>	<b>H</b>	<b>H</b>	<b>H</b>
28.1	- Demonstrate interpersonal communication skills								
28.2	- Demonstrate the steps of the interview process								

## Course Training Standard

1. This Course Training Standard applies to tasks selected and mandated by the uniformed services as listed in the TTI signed in January 2017.
2. A thorough learning analysis of these changes and the impact on the delivery of instruction has been conducted. The CDRE reflects required manpower or equipment resources.
3. This task listing provides for the development of lesson plans, training materials, student performance and progress measurements, and the TPI. It has been organized and sequenced and reflects the levels of student competency and projected instructional hours to complete task training.
4. Projected hours have been determined by each unit.

FUNCTIONAL AREA 1 COMMUNICATION FUNDAMENTALS	COMPETENCY LEVEL
<b>UNIT 1 Communication Fundamentals</b>	
<b>TLO 6 Explain command information concepts</b>	K
<ul style="list-style-type: none"> <li>ELO 6.1 Identify key publics</li> <li>ELO 6.2 Define “command information” and its goals</li> <li>ELO 6.3 Define “public information” and its goals</li> <li>ELO 6.4 Explain how to direct a message to a specific audience</li> <li>ELO 6.5 Explain audience feedback and its benefit to the public affairs mission</li> <li>ELO 6.6 Explain distribution methods for communication products</li> <li>ELO 6.7 Explain communication goals in-theater</li> </ul>	
<b>TLO 7 Explain communication laws and ethics</b>	K
<ul style="list-style-type: none"> <li>ELO 7.1 Explain the differences between the military and media cultures</li> <li>ELO 7.2 Explain attribution and plagiarism</li> <li>ELO 7.3 Explain libel, slander and defamation</li> <li>ELO 7.4 Explain professional ethics</li> <li>ELO 7.5 Explain how to avoid conflicts of interest</li> <li>ELO 7.6 Identify the joint ethics regulations (gifts)</li> <li>ELO 7.7 Identify HIPAA, the Privacy Act, FOIA and Section 508 of the Rehabilitation Act</li> <li>ELO 7.9 Explain copyright policy</li> </ul>	
<b>TLO 8 Explain guidelines for release of information</b>	K
<ul style="list-style-type: none"> <li>ELO 8.1 Explain why the military needs guidelines</li> <li>ELO 8.2 Explain the public’s right to know vs. need to know</li> <li>ELO 8.3 Explain security, accuracy, propriety and policy (SAPP)</li> <li>ELO 8.4 Explain OPSEC</li> <li>ELO 8.5 Explain the Principles of Information</li> <li>ELO 8.6 Define DOD’s policy on releasing information</li> <li>ELO 8.7 Identify public affairs guidance (PAG)</li> <li>ELO 8.8 Identify DOD’s principles for media coverage</li> <li>ELO 8.9 Identify visual information (VI) policies, regulations, instructions and directives</li> <li>ELO 8.10 Explain the Disposition of Records Policy</li> </ul>	
<b>Unit 1 Hours: 8</b>	
<b>UNIT 2 Applied Writing</b>	
<b>TLO 1 Apply conventions of written English IAW the Associated Press Stylebook</b>	P
<ul style="list-style-type: none"> <li>ELO 1.1 Use correct grammar</li> <li>ELO 1.2 Apply rules of capitalization</li> <li>ELO 1.3 Apply rules of punctuation</li> <li>ELO 1.4 Use active voice</li> <li>ELO 1.5 Use correct sentence structure</li> <li>ELO 1.6 Use correct word usage</li> </ul>	

ELO 1.7 Use correct copy-editing symbols		
ELO 1.8 Use correct spelling		
<b>TLO 2 Develop captions</b>		<b>P</b>
ELO 2.1 Gather required caption information		
ELO 2.2 Develop a caption using the 5W's		
<b>TLO 4 Compose an article</b>		<b>P</b>
ELO 4.1 Identify the functions of a lead		
ELO 4.2 Describe how to identify a person in a lead		
ELO 4.3 Describe the characteristics of a summary lead		
ELO 4.4 Use a dateline		
ELO 4.5 Write a summary lead		
ELO 4.6 Identify the elements of a bridge		
ELO 4.7 Construct a bridge		
ELO 4.8 Write a body of an article		
ELO 4.9 Identify functions of a headline		
ELO 4.10 Apply headline writing rules		
ELO 4.11 Construct a headline		
ELO 4.12 Identify key principles for using Search Engine Optimization (SEO)		
ELO 4.13 Construct a SEO headline		
ELO 4.14 Integrate a command message		
ELO 4.15 Use accuracy, brevity and clarity, known as the ABC's of journalism		
ELO 4.16 Apply elements of attribution		
ELO 4.17 Write an incident release		
ELO 4.18 Identify the local angle		
ELO 4.19 Consider audience and platform when crafting messages		
ELO 4.20 Apply guidelines for release of information policy		
		<b>Unit 2 Hours: 54</b>
<b><u>UNIT 3 Applied Communication</u></b>		
<b>TLO 26 Demonstrate public speaking</b>		<b>P</b>
ELO 26.1 Exhibit verbal communication skills		
ELO 26.2 Exhibit nonverbal communication skills		
<b>TLO 27 Apply communication fundamentals</b>		<b>P</b>
ELO 27.1 Identify target audience		
ELO 27.2 Identify elements of mass appeal		
ELO 27.4 Communicate ideas clearly		
ELO 27.5 Use the elements of the communication framework		
ELO 27.6 Construct a story using the 5W's		
<b>TLO 28 Demonstrate interviewing techniques</b>		<b>P</b>
ELO 28.1 Demonstrate interpersonal communication skills		
ELO 28.2 Demonstrate the steps of the interview process		
		<b>Unit 3 Hours: 20</b>
<b><u>UNIT 4 Photography Fundamentals</u></b>		
<b>TLO 11 Perform camera operations</b>		<b>P</b>
ELO 11.1 Use and maintain the camera safely		
ELO 11.2 Demonstrate proper camera use		
ELO 11.3 Demonstrate proper lens selection		
ELO 11.4 Demonstrate stabilization techniques		
		<b>Unit 4 Hours: 29</b>
		<b>Total Functional Area 1 Academic Hours: 111</b>

**FUNCTIONAL AREA 2 PHOTOGRAPHY FUNDAMENTALS****COMPETENCY LEVEL****UNIT 1 Photography Fundamentals****TLO 11 Perform camera operations**

- ELO 11.1 Use and maintain the camera safely
- ELO 11.2 Demonstrate proper camera use
- ELO 11.3 Demonstrate proper lens selection
- ELO 11.4 Demonstrate stabilization techniques
- ELO 11.5 Demonstrate camera movements

P

**TLO 12 Input metadata**

- ELO 12.1 Identify keywords
- ELO 12.2 Gather required metadata information

P

**TLO 13 Edit photos**

- ELO 13.1 Evaluate images for selection
- ELO 13.2 Apply policies that govern photo editing
- ELO 13.3 Use ethical enhancements with photo editing software

P

**TLO 14 Apply the fundamentals of photography**

- ELO 14.1 Demonstrate proper photo composition
- ELO 14.2 Demonstrate proper exposure
- ELO 14.3 Demonstrate proper focus
- ELO 14.4 Demonstrate protocol photography
- ELO 14.5 Demonstrate uncontrolled action photography

P

**TLO 16 Apply visual storytelling techniques**

- ELO 16.1 Apply photo storytelling techniques
- ELO 16.3 Create a storyboard
- ELO 16.4 Create a shot list

P

**TLO 21 Apply fundamentals of light theory**

- ELO 21.1 Identify lighting options
- ELO 21.2 Apply appropriate lighting techniques

P

**TLO 22 Demonstrate product publication workflow**

- ELO 22.1 Demonstrate download of imagery
- ELO 22.2 Demonstrate good file management
- ELO 22.3 Evaluate images for selection
- ELO 22.4 Use VIRIN and Vision ID
- ELO 22.5 Apply imagery ethics

P

**Unit 1 Hours: 87****UNIT 2 Applied Writing****TLO 1 Apply conventions of written English IAW the Associated Press Stylebook**

- ELO 1.1 Use correct grammar
- ELO 1.2 Apply rules of capitalization
- ELO 1.3 Apply rules of punctuation
- ELO 1.4 Use active voice
- ELO 1.5 Use correct sentence structure
- ELO 1.6 Use correct word usage
- ELO 1.7 Use correct copy-editing symbols
- ELO 1.8 Use correct spelling

P

**TLO 2 Develop captions**

- ELO 2.1 Gather required caption information
- ELO 2.2 Develop a caption using the 5W's

P

**TLO 4 Compose an article**

- ELO 4.1 Identify the functions of a lead
- ELO 4.2 Describe how to identify a person in a lead

P

- ELO 4.3 Describe the characteristics of a summary lead
- ELO 4.4 Use a dateline
- ELO 4.5 Write a summary lead
- ELO 4.6 Identify the elements of a bridge
- ELO 4.7 Construct a bridge
- ELO 4.8 Write a body of an article
- ELO 4.9 Identify functions of a headline
- ELO 4.10 Apply headline writing rules
- ELO 4.11 Construct a headline
- ELO 4.12 Identify key principles for using Search Engine Optimization (SEO)
- ELO 4.13 Construct a SEO headline
- ELO 4.14 Integrate a command message
- ELO 4.15 Use accuracy, brevity and clarity, known as the ABC's of journalism
- ELO 4.16 Apply elements of attribution
- ELO 4.17 Write an incident release
- ELO 4.18 Identify the local angle
- ELO 4.19 Consider audience and platform when crafting messages
- ELO 4.20 Apply guidelines for release of information policy

**Unit 2 Hours: 18**

**UNIT 3 Applied Communication**

**TLO 27 Apply communication fundamentals**

- ELO 27.7 Apply service policies that govern social media use
- ELO 27.8 Identify social media best practices

**Unit 3 Hours: 15**

**Total Functional Area 2 Academic Hours: 120**

<b>FUNCTIONAL AREA 3 MULTIMEDIA FUNDAMENTALS</b>	<b>COMPETENCY LEVEL</b>
<b><u>UNIT 1 Multimedia Fundamentals</u></b>	
<b>TLO 24 Perform digital graphic design</b>	<b>P</b>
ELO 24.1 Identify elements of graphic design	
ELO 24.2 Use gesture drawing to build a storyboard	
ELO 24.3 Create vector graphics	
ELO 24.4 Create raster graphics	
ELO 24.5 Perform layout and design	
ELO 24.6 Use graphics to display information on screen	
	<b>Unit 1 Hours: 68</b>
<b><u>UNIT 2 Communications</u></b>	
<b>TLO 26 Demonstrate public speaking</b>	<b>P</b>
ELO 26.3 Produce narration	
	<b>Unit 2 Hours: 4</b>
<b><u>UNIT 3 Video Fundamentals</u></b>	
<b>TLO 11 Perform camera operations</b>	<b>P</b>
ELO 11.1 Use and maintain the camera safely	
ELO 11.2 Demonstrate proper camera use	
ELO 11.3 Demonstrate proper lens selection	
ELO 11.4 Demonstrate stabilization techniques	
ELO 11.5 Demonstrate camera movements	
<b>TLO 16 Apply visual storytelling techniques</b>	<b>P</b>
ELO 16.2 Apply video storytelling techniques	
ELO 16.3 Create a storyboard	
ELO 16.4 Create a shot list	
<b>TLO 17 Apply the fundamentals of videography</b>	<b>P</b>
ELO 17.1 Demonstrate proper video composition	
ELO 17.2 Demonstrate proper exposure	
ELO 17.3 Demonstrate proper focus	
ELO 17.4 Set shutter speed for frame rate	



<b>TLO 18 Prepare an interview environment</b>	P
ELO 18.1 Determine interview location	
ELO 18.2 Identify required equipment	
ELO 18.3 Identify lighting options	
ELO 18.4 Apply lighting principles	
ELO 18.5 Apply correct microphone placement	
ELO 18.6 Apply correct camera placement	
<b>TLO 19 Demonstrate audio techniques</b>	P
ELO 19.1 Use microphones to collect audio	
ELO 19.2 Collect audio	
ELO 19.3 Adjust audio levels	
ELO 19.5 Perform audio weaving	
<b>TLO 20 Edit video</b>	P
ELO 20.1 Use video-editing software	
ELO 20.2 Create text graphics in video-editing software	
<b>TLO 21 Apply the fundamentals of light theory</b>	P
ELO 21.1 Identify lighting options	
ELO 21.2 Apply appropriate lighting techniques	
<b>TLO 22 Demonstrate product publication workflow</b>	P
ELO 22.6 Demonstrate download of video	
ELO 22.2 Demonstrate file management	
ELO 22.7 Evaluate video clips for selection	
<b>TLO 23 Establish a lighting environment</b>	P
ELO 23.2 Apply lighting ratios	
ELO 23.3 Demonstrate controlled lighting techniques	
ELO 23.4 Demonstrate uncontrolled lighting techniques	
<b>TLO 24 Perform digital graphic design</b>	P
ELO 24.2 Use gesture drawing to build a storyboard	
ELO 24.5 Perform layout and design	
	<b>Unit 3 Hours: 42</b>
<b><u>UNIT 4 Writing Fundamentals</u></b>	
<b>TLO 1 Apply conventions of written English IAW the AP stylebook</b>	P
ELO 1.1 Use correct grammar	
ELO 1.2 Apply rules of capitalization	
ELO 1.3 Apply rules of punctuation	
ELO 1.4 Use active voice	
ELO 1.5 Use correct sentence structure	
ELO 1.6 Use correct word usage	
ELO 1.8 Use correct spelling	
<b>TLO 2 Develop captions</b>	P
ELO 2.1 Gather required caption information	
ELO 2.2 Develop a caption using the 5W's	
<b>TLO 3 Develop a script</b>	P
ELO 3.1 Apply fundamentals of script writing	
ELO 3.2 Use prescribed format and style for script timing	
	<b>Unit 4 Hours: 6</b>
	<b>Total Functional Area 3 Academic Hours: 120</b>

<b>FUNCTIONAL AREA 4: VIDEO FUNDAMENTALS</b>	<b>COMPETENCY LEVEL</b>
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**UNIT 1 Video Fundamentals**

<b>TLO 1 Apply conventions of written English IAW the Associated Press Stylebook</b>	P
ELO 1.1 Use correct grammar	
ELO 1.2 Apply rules of capitalization	
ELO 1.3 Apply rules of punctuation	

ELO 1.4 Use active voice	
ELO 1.5 Use correct sentence structure	
ELO 1.6 Use correct word usage	
ELO 1.7 Use correct copy-editing symbols	
ELO 1.8 Use correct spelling	
<b>TLO 2 Develop captions</b>	<b>P</b>
ELO 2.1 Gather required caption information	
ELO 2.2 Develop a caption using the 5W's	
<b>TLO 3 Develop a script</b>	<b>P</b>
ELO 3.1 Apply fundamentals of script writing	
ELO 3.2 Use prescribed format and style for script timing	
<b>TLO 11 Perform camera operations</b>	<b>P</b>
ELO 11.1 Use and maintain the camera safely	
ELO 11.2 Demonstrate proper camera use	
ELO 11.3 Demonstrate proper lens selection	
ELO 11.4 Demonstrate stabilization techniques	
ELO 11.5 Demonstrate camera movements	
<b>TLO 16 Apply visual storytelling techniques</b>	<b>P</b>
ELO 16.2 Apply video storytelling techniques	
ELO 16.3 Create a storyboard	
ELO 16.4 Create a shot list	
<b>TLO 17 Apply the fundamentals of videography</b>	<b>P</b>
ELO 17.1 Demonstrate proper video composition	
ELO 17.2 Demonstrate proper exposure	
ELO 17.3 Demonstrate proper focus	
ELO 17.4 Set shutter speed for frame rate	
<b>TLO 18 Prepare an interview environment</b>	<b>P</b>
ELO 18.1 Determine interview location	
ELO 18.2 Identify required equipment	
ELO 18.3 Identify lighting options	
ELO 18.4 Apply lighting principles	
ELO 18.5 Apply correct microphone placement	
ELO 18.6 Apply correct camera placement	
<b>TLO 19 Demonstrate audio techniques</b>	<b>P</b>
ELO 19.1 Use microphones to collect audio	
ELO 19.2 Collect audio	
ELO 19.3 Adjust audio levels	
ELO 19.4 Demonstrate mixing audio sources	
ELO 19.5 Perform audio weaving	
ELO 19.6 Demonstrate use of music and sound generating elements	
<b>TLO 20 Edit video</b>	<b>P</b>
ELO 20.1 Use video-editing software	
ELO 20.2 Create text graphics in video-editing software	
<b>TLO 21 Apply the fundamentals of light theory</b>	<b>P</b>
ELO 21.1 Identify lighting options	
ELO 21.2 Apply appropriate lighting techniques	
<b>TLO 22 Demonstrate product publication workflow</b>	<b>P</b>
ELO 22.2 Demonstrate file management	
ELO 22.6 Demonstrate download of video	
ELO 22.7 Evaluate video clips for selection	
ELO 22.7a Apply copyright law	
ELO 22.7b Apply SAPP and OPSEC	

<b>TLO 23 Establish a lighting environment</b>	P	
ELO 23.2 Apply lighting ratios		
ELO 23.3 Demonstrate controlled lighting techniques		
ELO 23.4 Demonstrate uncontrolled lighting techniques		
<b>TLO 24 Perform digital graphic design</b>	P	
ELO 24.2 Use gesture drawing to build a storyboard		
ELO 24.5 Perform layout and design		
<b>TLO 25 Create a multimedia product</b>	P	
ELO 25.1 Identify elements of multimedia products		
ELO 25.2 Produce multimedia products		
ELO 25.3 Package multimedia products for distribution to multiple platforms		
<b>TLO 26 Demonstrate public speaking</b>	P	
ELO 26.1 Exhibit verbal communication skills		
ELO 26.2 Exhibit non-verbal communication skills		
ELO 26.3 Produce narration		
		<b>Unit 1 Hours: 39</b>

**UNIT 2 Communications**

<b>TLO 26 Demonstrate public speaking</b>	P	
ELO 26.3 Produce narration		
		<b>Unit 2 Hours: 1</b>

*Total Functional Area 4 Academic Hours: 40*

<b>FUNCTIONAL AREA 5: APPLIED PHOTOGRAPHY</b>	<b>COMPETENCY LEVEL</b>
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**UNIT 1 Photography**

<b>TLO 14 Apply the fundamentals of photography</b>	P	
ELO 14.1 Demonstrate proper photo composition		
ELO 14.2 Demonstrate proper exposure		
ELO 14.3 Demonstrate proper focus		
ELO 14.5 Demonstrate uncontrolled action photography		
<b>TLO 15 Perform sensitive area documentation</b>	P	
ELO 15.1 Demonstrate macro photography		
<b>TLO 16 Apply visual storytelling techniques</b>	P	
ELO 16.1 Apply photo storytelling techniques		
ELO 16.3 Create a storyboard		
ELO 16.4 Create a shot list		
<b>TLO 21 Apply the fundamentals of light theory</b>	P	
ELO 21.1 Identify lighting options		
ELO 21.2 Apply appropriate lighting techniques		
<b>TLO 23 Establish lighting environment</b>	P	
ELO 23.1 Demonstrate posing techniques		
ELO 23.2 Apply lighting ratios		
ELO 23.3 Demonstrate controlled lighting techniques		
		<b>Unit 1 Hours: 66</b>

**UNIT 2 Media Techniques**

<b>TLO 10 Demonstrate media engagement</b>	P	
ELO 10.1 Identify the guidelines for arranging media pools and embedded media		
ELO 10.2 Use effective responses (command messages)		
ELO 10.3 Document a media query		
ELO 10.4 Respond to a query		
ELO 10.5 Prepare a subject matter expert		
ELO 10.6 Compose a media advisory		
ELO 10.7 Respond to on-camera interview		
		<b>Unit 2 Hours: 11</b>

**UNIT 2 Applied Writing**

**TLO 1 Apply conventions of written English IAW the Associated Press Stylebook**

P

- ELO 1.1 Use correct grammar
- ELO 1.2 Apply rules of capitalization
- ELO 1.3 Apply rules of punctuation
- ELO 1.4 Use active voice
- ELO 1.5 Use correct sentence structure
- ELO 1.6 Use correct word usage
- ELO 1.7 Use correct copy-editing symbols
- ELO 1.8 Use correct spelling

**TLO 2 Develop captions**

P

- ELO 2.1 Gather required caption information
- ELO 2.2 Develop a caption using the 5W's

**Unit 2 Hours: 3**

**Total Functional Area 5 Academic Hours: 80**

**FUNCTIONAL AREA 6: APPLIED STRATEGIC COMMUNICATION**

**COMPETENCY LEVEL**

**UNIT 1 Applied Strategic Communication**

**TLO 9 Explain community engagement**

P

- ELO 9.1 Explain why the military needs community engagement
- ELO 9.2 Explain types of local community engagement programs
- ELO 9.3 Explain how to handle community engagement requests from national organizations
- ELO 9.4 Explain DOD policy restrictions on the conduct of community engagement programs
- ELO 9.5 Explain how military installations impact the local community
- ELO 9.5a Explain methods for dealing with community concerns
- ELO 9.5b Explain joint-basing considerations
- ELO 9.6 Explain special service demonstration teams request

**TLO 10 Demonstrate media engagement**

P

- ELO 10.1 Identify the guidelines for arranging media pools and embedded media
- ELO 10.2 Use effective responses (command messages)
- ELO 10.3 Document a media query
- ELO 10.4 Respond to a query
- ELO 10.5 Prepare a subject matter expert
- ELO 10.6 Compose a media advisory
- ELO 10.7 Respond to on-camera interview
- ELO 10.8 Demonstrate media escort
- ELO 10.9 Identify the types and uses of media engagement files

**TLO 27 Apply communication fundamentals**

P

- ELO 27.1 Identify target audience
- ELO 27.2 Identify elements of mass appeal
- ELO 27.3 Perform the role of the military communicator
- ELO 27.4 Communicate ideas clearly
- ELO 27.5 Use the elements of the communication framework (RIDE)
- ELO 27.6 Construct a story using the 5W's

**Unit 1 Hours 44**

**UNIT 2 Applied Writing**

**TLO 1 Apply conventions of written English IAW the Associated Press Stylebook**

P

- ELO 1.1 Use correct grammar
- ELO 1.2 Apply rules of capitalization
- ELO 1.3 Apply rules of punctuation
- ELO 1.4 Use active voice
- ELO 1.5 Use correct sentence structure
- ELO 1.6 Use correct word usage
- ELO 1.7 Use correct copy-editing symbols

ELO 1.8 Use correct spelling		
<b>TLO 2 Develop captions</b>		P
ELO 2.1 Gather required caption information		
ELO 2.2 Develop a caption using the 5W's		
<b>TLO 5 Compose a narrative</b>	P	
ELO 5.1 Apply elements of mass appeal		
ELO 5.2 Develop focus		
ELO 5.3 Describe narrative structures (story arc)		
ELO 5.4 Apply storytelling techniques		
ELO 5.5 Develop questions		
ELO 5.6 Conduct an interview		
ELO 5.7 Write a headline		

**Unit 2 Hours: 36**  
**Total Functional Area 6 Academic Hours 80**

<b>FUNCTIONAL AREA 7: MULTIMEDIA STORYTELLING</b>	<b>COMPETENCY LEVEL</b>
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**UNIT 1 Applied Writing**

<b>TLO 1 Apply conventions of written English IAW the AP stylebook</b>		P
ELO 1.1 Use correct grammar		
ELO 1.2 Apply rules of capitalization		
ELO 1.3 Apply rules of punctuation		
ELO 1.4 Use active voice		
ELO 1.5 Use correct sentence structure		
ELO 1.6 Use correct word usage		
ELO 1.7 Use correct copy-editing symbols		
ELO 1.8 Use correct spelling		
<b>TLO 2 Develop captions</b>		P
ELO 2.1 Gather required caption information		
ELO 2.2 Develop a caption using the 5W's		
<b>TLO 3 Develop a script</b>		P
ELO 3.1 Apply fundamentals of script writing		
ELO 3.2 Use prescribed format and style for script timing		
<b>TLO 5 Compose a narrative</b>		P
ELO 5.1 Apply elements of mass appeal		
ELO 5.2 Develop focus		
ELO 5.3 Describe narrative structures		
ELO 5.4 Apply storytelling techniques		
ELO 5.5 Develop questions		
ELO 5.6 Conduct an interview		
ELO 5.7 Write a headline		

**Unit 2 Hours: 52**

**UNIT 2 Applied Videography**

<b>TLO 11 Perform camera operations</b>		P
ELO 11.1 Use and maintain camera in a safe manner		
ELO 11.2 Demonstrate proper use of camera		
ELO 11.3 Demonstrate proper lens selection		
ELO 11.4 Demonstrate stabilization techniques		
ELO 11.5 Demonstrate camera movements		
<b>TLO 16 Apply visual storytelling techniques</b>		P
ELO 16.2 Apply video storytelling techniques		
ELO 16.3 Create a storyboard		
ELO 16.4 Create a shot list		

<b>TLO 17 Apply fundamentals of videography</b>	P	
ELO 17.1 Demonstrate proper video composition		
ELO 17.2 Demonstrate proper exposure		
ELO 17.3 Demonstrate proper focus		
ELO 17.4 Set shutter speed for frame rate		
<b>TLO 19 Demonstrate audio techniques</b>	P	
ELO 19.1 Use microphones to collect audio		
ELO 19.2 Collect audio		
ELO 19.3 Adjust audio levels		
ELO 19.4 Demonstrate mixing audio sources		
ELO 19.5 Perform audio weaving		
ELO 19.6 Demonstrate use of music and sound generating elements		
<b>TLO 21 Apply fundamentals of light theory</b>	P	
ELO 21.1 Identify lighting options		
ELO 21.2 Apply appropriate lighting techniques		
<b>TLO 23 Establish lighting environment</b>	P	
ELO 23.2 Apply lighting ratios		
ELO 23.2 Demonstrate controlled lighting techniques		
		<b>Unit 2 Hours: 34</b>
<b><u>UNIT 3 Multimedia Storytelling</u></b>		
<b>TLO 24 Perform digital graphic design</b>	P	
ELO 24.1 Identify elements of graphic design		
ELO 24.2 Use gesture drawing to build a storyboard		
ELO 24.3 Create vector graphics		
ELO 24.4 Create raster graphics		
ELO 24.5 Perform layout and design		
ELO 24.6 Use graphics to display information on screen		
<b>TLO 25 Create a multimedia product</b>	P	
ELO 30.1 Identify elements of multimedia products		
ELO 30.2 Produce multimedia products		
ELO 30.3 Package multimedia products for distribution to multiple platforms		
<b>TLO 27 Apply communication fundamentals</b>	P	
ELO 27.1 Identify target audience		
ELO 27.2 Identify elements of mass appeal		
ELO 27.4 Communicate ideas clearly		
ELO 27.5 Use the elements of the communication framework (RIDE)		
ELO 27.6 Construct a story using the 5W's		
ELO 27.7 Apply service policies that govern social media use		
ELO 27.8 Identify social media best practices		
		<b>Unit 3 Hours 114</b>
		<b>Total Functional Area 7 Academic Hours 200</b>

<b>FUNCTIONAL AREA 8: COMMUNICATIONS CAPSTONE (INDIVIDUAL AND GROUP CAMPAIGN PROJECTS)</b>	<b>COMPETENCY LEVEL</b>
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<b><u>UNIT 1 Capstone</u></b>		
<b>TLO 27 Apply communication fundamentals</b>	P	
ELO 27.3 Perform the role of a military communicator		
<b>TLO All Public Affairs, Writing, Photo, Video and Communication disciplines TLOs</b>	P	
ELO All Public Affairs, Writing, Photo, Video and Communication disciplines ELOs		
<b>TLO All Multimedia TLOs</b>	P	
ELO All Multimedia ELOs		
		<b>Unit 1 Hours 95</b>
		<b>Total Functional Area 8 Academic Hours 95</b>

**FUNCTIONAL AREA 9: ADMINISTRATION**

**UNIT 1 COURSE OPENING**

- DINFOS In-processing
- Blackboard Introduction/English Diagnostic Test
- Gear Issue
- Information Assurance Exam
- Course Orientation

**Total Unit Hours: 9**

**UNIT 2 COURSE CLOSING**

- Gear turn-in
- Out-processing
- Graduation

**Total Unit Hours: 9**

***Total Functional Area 9 Administrative Hours: 18***

## Measurement Plan

1. This Measurement Plan establishes procedures for evaluating student achievement of objectives in the Media Communication Foundations (MCF) course as mandated by the Training Task Inventory (TTI) resulting from the Training Task Selection Board (TTSB) conducted in January 2017.
2. Evaluation methods. Knowledge-based tasks that support the planning or execution of a graded performance-based task may be assessed using formative assessments such as quizzes, homework, case studies, or small group exercises. For grading and reporting purposes, student progress is measured by the following evaluation devices:
  - a. Written (Knowledge) exams
  - b. Performance exams
3. Minimum standard. The minimum passing score for each evaluated item is 70 percent. The maximum score on a re-administered exam meeting the minimum standard is a score of 70 percent. Students must achieve a minimum passing score on each assignment before progressing in the course.
4. List of exams. All tasks will be evaluated.
5. Recycle. Students who are recommended for recycle will retain grades from all Functional Areas in which they have successfully met the minimum academic standard for every assessment in the Functional Area. Because of the integrated approach to training, it is possible the foundational training for the failed assessment begins earlier in the course than the Functional Area and unit that includes the assessment. They will be recommended for recycle back into the course on the day where the training supporting the failed assessment begins. As an example: The student successfully passes Functional Area 1, but fails the Uncontrolled Action performance exam in FA2 because of problems with exposure. In order for the student to receive the foundational training, practice and feedback in exposure which begins on training day 18, they may be recommended for recycle back in to the course on training day 18, but retain grades from Functional Area 1.

<b>Overall Course Weight</b>			
<b>Functional Area 1 – Communication Fundamentals</b>		<b>FA 001 Weight = 10 %</b>	
<b>Assessment</b>		<b>TLOs Tested</b>	<b>Prior Learning TLOs</b>
<b>Public Affairs 1</b>	<b>Written Exam 1</b> Students will demonstrate comprehension by completing a multiple-choice examination. Minimum passing grade is 70 percent.	Explain command information concepts	
		Explain communication laws and ethics	
		Explain guidelines for release of information	
<b>Writing 3</b>	<b>Article Writing</b> Given a data sheet, students will complete the CSW and write an article for external release. The article must include a lead and a bridge. Students will organize the story and attribute information as appropriate, and spell all names correctly on first reference. Students must demonstrate writing fundamentals, including grammar, punctuation, spelling, and adhere to AP and local style. The minimum passing score is 70 percent IAW the rubric.	Compose an article (Article Writing)	Apply communication fundamentals
			Apply conventions of written English IAW AP Stylebook
			Explain command information
			Explain guidelines for release of information
<b>Comm 3</b>	<b>Scenario-Based Social Media Mini-Capstone</b> Students will work in groups of 3-4 to use social media in a simulated emergency situation. They will create a social media campaign to effectively engage with and keep the target audience informed about the emergency. All group members will have an active role in the exercise. The minimum passing score is 70 percent IAW the rubric.	Apply communication fundamentals	Apply communication fundamentals
			Apply conventions of written English IAW AP Stylebook
			Compose an article
			Explain command information
			Explain guidelines for release



Functional Area 2 – Photography Fundamentals			FA 002 Weight = 10 %	
<b>Photo 3</b> <b>Uncontrolled Action</b> The student will demonstrate the fundamentals of uncontrolled action photography. All photos must demonstrate good focus, exposure, composition, technique and include a caption. Students will shoot, upload, select, caption and submit all required images with metadata. The minimum passing score is 70 percent IAW the rubric.	Apply fundamentals of photography	Apply communication fundamentals	5 %	
		Apply conventions of written English IAW AP Stylebook		
		Perform camera operations		
		Apply fundamentals of photography		
		Demonstrate product publication workflow		
		Develop captions		
		Input metadata		
		Apply fundamentals of light theory		
		Explain guidelines for release		
<b>Photo 4</b> <b>Awards &amp; Presentations Photography (Controlled Action)</b> The student will demonstrate the fundamentals of controlled action by photographing awards & presentations. All photos must demonstrate good focus, exposure and composition. Each student will shoot, upload, select, caption and submit all required images. The minimum passing score is 70 percent IAW the rubric.	Apply fundamentals of photography	Apply communication fundamentals	5 %	
		Apply conventions of written English IAW AP Stylebook		
		Perform camera operations		
		Apply fundamentals of photography		
		Demonstrate product publication workflow		
		Develop captions		
		Input metadata		
		Apply fundamentals of light theory		
		Apply visual storytelling techniques		
Explain guidelines for release				
Functional Area 3 – Multimedia Fundamentals			FA 003 Weight = 10 %	
<b>Multi Media 1</b> <b>Recreate a Logo</b> Students will re-create a given logo using vector-based software. They must demonstrate use of a required minimum set of vector tools, including vector shapes, gradients, and compound paths; type on a path and use of typography tools such as tracking, kerning and leading; object alignment; grouping multiple objects, use of strokes, and proper file saving to match intended output. The minimum passing score is 70 percent IAW the rubric.	Perform digital graphic design	Apply communication fundamentals	5 %	
		Apply conventions of written English IAW AP Stylebook		
		Explain command information		
		Explain communication law and ethics		
		Explain guidelines for release of information		
<b>Multi Media 2</b> <b>Raster Graphic</b> Students will create a raster-based poster for print production. They will create a composite layout using non-destructive image-editing techniques. Students must demonstrate non-destructive image editing; blending; clean select; ethical image adjustments and enhancements using adjustment layers; layer clipping; text hierarchy, text legibility and clarity; within the printable margins, and proper file saving to match intended output. The minimum passing score is 70 percent IAW the rubric.	Create a multimedia product	Perform digital graphic design	5 %	
		Create a multimedia product		
		Apply communication fundamentals		
		Apply conventions of written English IAW AP Stylebook		
		Explain command information		
		Explain communication law and ethics		
Explain guidelines for release of information				

Functional Area 4 – Video Fundamentals			FA 004 Weight = 5 %	
<b>Video 1</b> <b>Short Form Video with Matching Action, Script &amp; Audio</b> The student will produce a 90-second short-form video focusing on an aspect of the DINFOS mission. The video must include the minimum required elements of matching action, a soundbite, a script audio and a lower third. The minimum passing score is 70 percent IAW the rubric.	Develop a script Apply the fundamentals of videography Demonstrate audio techniques Prepare an interview environment Establish lighting environment Edit video	Demonstrate public speaking	<b>5 %</b>	
		Apply communication fundamentals		
		Demonstrate interviewing techniques		
		Develop captions		
		Perform camera operations		
		Apply fundamentals of light theory		
		Demonstrate product production workflow		
		Perform digital graphic design		
Apply visual storytelling techniques				
Input metadata				
Explain guidelines for release				
Functional Area 5 – Applied Photography			FA 005 Weight = 15 %	
<b>Photo 5</b> <b>Studio Portrait</b> The student will demonstrate the fundamentals of studio photography. Each student will submit one (1) photo from each listed category in accordance with minimum requirements. All photos must demonstrate good focus, exposure and composition. The minimum passing score is 70 percent IAW the rubric.	Establish lighting environment	Demonstrate public speaking	<b>7.5 %</b>	
		Apply communication fundamentals		
		Develop captions		
		Perform camera operations		
		Apply fundamentals of light theory		
		Demonstrate product production workflow		
		Input metadata		
		Explain guidelines for release		
<b>Photo 6</b> <b>Storytelling Package</b> Students will create a photo story covering a human interest, personality, or news feature. All photos must demonstrate good focus, exposure and composition. The minimum passing score is 70 percent IAW the rubric.	Apply visual storytelling techniques	Apply communication fundamentals	<b>7.5 %</b>	
		Develop captions		
		Perform camera operations		
		Apply fundamentals of light theory		
		Demonstrate product production workflow		
		Input metadata		
		Explain guidelines for release		
Functional Area 6 – Applied Communication			FA 006 Weight = 5 %	
<b>Public Affairs 2</b> <b>Media Exercise</b> In a simulated media exercise, students will record a media query; conduct research; prepare a subject matter expert (SME); develop a response to the query, including a minimum number of command messages; and escort & facilitate media. The minimum passing score is 70 percent IAW the rubric.	Demonstrate media engagement	Explain guidelines for release	<b>4 %</b>	
		Apply communication fundamentals		
		Compose an article		
		Demonstrate public speaking		
<b>Public Affairs 3</b> <b>Written Exam 2</b> Students will complete a written exam on community engagement. The minimum passing score is 70 percent.	Explain community engagement		<b>1 %</b>	

Functional Area 7 - Multimedia Storytelling		FA 007 Weight = 40%		
<b>Multi Media 4</b>	<b>Infographic</b> Students will create an infographic including minimum required elements and saved in a file according to assigned output. Students must demonstrate effective use of the fundamentals of design, and save files in the format for the intended output. The minimum passing score is 70 percent IAW the rubric.	Create a multimedia product	Perform digital graphic design	<b>6 %</b>
			Create a multimedia product	
			Apply communication fundamentals	
			Apply conventions of written English IAW AP Stylebook	
			Explain command information	
			Explain communication law and ethics	
			Explain guidelines for release of information	
<b>Writing 6</b>	<b>Narrative Writing</b> Students will write a 3- to 5-page human interest or personality narrative related to their campaign topic. The story must contain the necessary elements of a narrative, including a central focus, nut graph, story arc and at least one anecdote. Each student must interview at least two SMEs and complete a Focus Statement Worksheet (FSW). The minimum passing score is 70 percent IAW the rubric.	Compose an article	Apply communication fundamentals	<b>6 %</b>
			Apply conventions of written English IAW AP Stylebook	
			Compose an article	
			Explain command information	
			Explain guidelines for release of information	
<b>Video 2</b>	<b>Controlled Action Video</b> Each student will produce a 15-45 second controlled action video on a topic of their choice. Students must demonstrate fundamentals of videography and video editing, and prepare the video for dissemination via social media. The minimum passing score is 70 percent IAW the rubric.	Apply the fundamentals of videography	Apply communication fundamentals	<b>9 %</b>
			Develop captions	
			Perform camera operations	
			Apply fundamentals of light theory	
			Demonstrate product production workflow	
			Perform digital graphic design	
			Apply visual storytelling techniques	
			Input metadata	
			Explain guidelines for release	
			Develop a script	
			Apply the fundamentals of videography	
			Demonstrate audio techniques	
			Establish lighting environment	
Edit video				
Edit Photos				

<b>Multi Media 5</b>	<b>Multimedia Feature with social media video</b> Students will produce a 90-second to 3-minute multimedia feature on their campaign topic. Each student will also create a 15-45 second social media teaser video on the same topic and a social media post to accompany the social media video. The minimum passing score is 70 percent IAW the rubric.	Create a multimedia product	Apply communication fundamentals	<b>9 %</b>
			Demonstrate interviewing techniques	
			Develop captions	
			Perform camera operations	
			Apply fundamentals of light theory	
			Demonstrate product production workflow	
			Perform digital graphic design	
			Apply visual storytelling techniques	
			Input metadata	
			Explain guidelines for release	
			Develop a script	
			Apply the fundamentals of videography	
			Demonstrate audio techniques	
			Prepare an interview environment	
			Establish lighting environment	
Edit video				
Edit Photos				
<b>Functional Area 8 – COMMUNICATIONS CAPSTONE</b>			<b>FA 008 Weight = 10%</b>	
<b>All</b>	<b>Individual Capstone</b>	Perform the role of a communicator	All	<b>10 %</b>
<b>All</b>	<b>Group Capstone</b>	Perform the role of a communicator	All	<b>5 %</b>

## Course Design Resource Estimate

### COURSE DATA:

#### Programmed Annual Input (FY20)

USA – 264 (34.3%)    USMC – 122 (15.8%)  
 USCG – 12 (1.5%)    USN – 178 (23.1%)  
 USAF – 192 (25%)

Course Length – 108 days  
 Total TPI Hours - 864  
 Annual Iterations - 32  
 Max. Annual Output – 768

### Direct Instructional Activities

CURRICULUM BREAKOUT (FY20)						
Type of Training	Students	Instr Req	x	TPI Hours	=	ICH
Administration (AD)	24	2	x	18	=	36
Lecture (L) *	24	3 *	x	109	=	327
Demonstration (D)	24	4	x	44	=	176
Practice Exercise (PE)	24	4	x	292	=	1652
Performance Exam (EP)	24	4	x	239	=	1168
Knowledge Exam (EW)	24	2	x	2	=	4
<b>TOTALS</b>				864	=	3363
INSTRUCTOR COMPUTATION:						
Total Instructor Contact Hours					=	3363
Projected Iterations					=	32
<b>Annual Instructor Contact Hours (ICH)</b>					=	107616
Annual ICH					=	107616
Supervision, Preparation and related Duties Factor					=	1.26
<b>Factored Annual Instructor Hours</b>					=	135596.16
Factored Annual Instructor Hours					=	135596.16
<b>Monthly Instructor Hours</b>					=	11299.68
Monthly Instructor Hours					=	11299.68
Computational Value					=	145
Instructors Required					=	77.9288
<b>ITRO Rounding</b>					=	78

\* Instructor/student ratio of 1:8 for lecture required to support 55% active learning activities in non-traditional lecture methodology.

**Indirect Instructional Activities \*\***

<b>Indirect Instructional Activity (FY 20)</b>					
<b>Discipline</b>	<b>Events</b>	<b>x</b>	<b>Avg Grading Time per Event</b>	<b>=</b>	
Communication	12	x	0.5	=	6
Writing	32	x	1	=	32
Public Affairs	6	x	0.25	=	1.5
Photography	22	x	0.5	=	11
Video	14	x	0.5	=	7
Multimedia	18	x	0.75	=	13.5
Capstone	12	x	0.75	=	9
<b>Total events</b>				=	80
<b># of Students</b>				x	24
<b># of events per iteration</b>				=	1920
<b># of Iterations</b>				x	32
<b>Total events per year</b>				=	61440
<b>Full-Time Equivalent Hours (FTE)</b>				/	1940
<b>Additional Instructors Required</b>				=	31.6701
<b>ITRO Rounding</b>				=	32

\*\* Indirect Instructional Contact addresses grading activity outside the scope of and away from normal classroom activities.

**RECOMMENDED INSTRUCTOR REQUIREMENTS BY SERVICE:**

USA: 38      USMC: 17      USCG: 2      USN: 25      USAF: 28

**Programmed Annual Input (FY21)**

USA – 289 (31.6%)    USMC – 141 (15.4%)  
 USCG – 12 (1.3%)    USN – 256 (28%)  
 USAF – 214 (23.4%)

Course Length – 108 days  
 Total TPI Hours - 864  
 Annual Iterations - 38  
 Max. Annual Output – 912

**Direct Instructional Activities**

<b>CURRICULUM BREAKOUT (FY21)</b>						
<b>Type of Training</b>	<b>Students</b>	<b>Instr Req</b>	<b>x</b>	<b>TPI Hours</b>	<b>=</b>	<b>ICH</b>
Administration (AD)	24	2	x	18	=	36
Lecture (L) *	24	3 *	x	109	=	327
Demonstration (D)	24	4	x	44	=	176
Practice Exercise (PE)	24	4	x	292	=	1652
Performance Exam (EP)	24	4	x	239	=	1168
Knowledge Exam (EW)	24	2	x	2	=	4
<b>TOTALS</b>				864	=	3363
<b>INSTRUCTOR COMPUTATION:</b>						
Total Instructor Contact Hours					=	3363
Projected Iterations					=	38
<b>Annual Instructor Contact Hours (ICH)</b>					=	127794
Annual ICH					=	127794
Supervision, Preparation and related Duties Factor					=	1.26
<b>Factored Annual Instructor Hours</b>					=	161020.44
Factored Annual Instructor Hours					=	161020.44
<b>Monthly Instructor Hours</b>					=	13418.37
Monthly Instructor Hours					=	13418.37
Computational Value					=	145
Instructors Required					=	92.54
<b>ITRO Rounding</b>					=	93

\* Instructor/student ratio of 1:8 for lecture required to support 55% active learning activities in non-traditional lecture methodology.

**Indirect Instructional Activities \*\***

<b>Indirect Instructional Activity (FY 21)</b>					
<b>Discipline</b>	<b>Events</b>	<b>x</b>	<b>Avg Grading Time per Event</b>	<b>=</b>	
Communication	12	x	0.5	=	6
Writing	32	x	1	=	32
Public Affairs	6	x	0.25	=	1.5
Photography	22	x	0.5	=	11
Video	14	x	0.5	=	7
Multimedia	18	x	0.75	=	13.5
Capstone	12	x	0.75	=	9.
<b>Total Events</b>				<b>=</b>	<b>80</b>
# of Students				<b>x</b>	<b>24</b>
<b># of events per iteration</b>				<b>=</b>	<b>1920</b>
# of Iterations				<b>x</b>	<b>38</b>
<b>Total events per year</b>				<b>=</b>	<b>72960</b>
Full-Time Equivalent Hours (FTE)				<b>/</b>	<b>1940</b>
<b>Additional Instructors Required</b>				<b>=</b>	<b>37.608</b>
<b>ITRO Rounding</b>				<b>=</b>	<b>38</b>

\*\* Indirect Instructional Contact addresses grading activity outside the scope of and away from normal classroom activities.

**RECOMMENDED INSTRUCTOR REQUIREMENTS BY SERVICE:**

USA: 41      USMC: 20      USCG: 2      USN: 37      USAF: 31



## Classroom and Equipment Requirements

<b>Light Classroom Equipment</b>	<b># Per Classroom</b>	<b># Iterations</b>	<b># Concurrent Iterations</b>
Wireless Interface for Mobile Device (ie: Apple TV)	1		
Projector, Overhead w/remote	1		
Screen, Projection	1		
Keyboard and Mouse, Wireless (for overhead)	1		
Laser Printer, 8.5 x 11 Paper	1		
Student Desk/Chair, Ergonomic	24		
(I) Computer Workstation	1		
(I) Color Monitor 19" (dual) or equivalent large monitor	2		
(I) Table and Chair, Ergonomic	1		
Cart, rolling	1		
<b>Instructor Software Light Classroom</b>			
Google G-Suite	1		
Internet Browsers	1		
Microsoft Office	1		
Adobe Creative Suite CC	1		
<b>Heavy Classroom Equipment</b>	<b># Per Classroom</b>		
Wireless Interface for Mobile Device (ie: Apple TV)	1		
Projector, Overhead w/remote	2		
Screen, Overhead Projection	2		
Keyboard and Mouse, Wireless (for overhead)	1		
Photo Printer	2		
Computer Workstation, Graphics equivalent	24		
Color Monitor 19" (dual) or equivalent large monitor	48		
Pen Displays, 13" minimum (ie: Tablet, Wacom)	24		
Headphones w/microphone (for audio/video editing)	24		
Chair, Ergonomic	24		
(I) Computer Workstation, Graphics equivalent	2		
(I) Color Monitor 19" (dual) or equivalent large monitor	4		
(I) Pen Display, 20" minimum (ie: Tablet, Wacom)	1		
(I) Tablet or laptop w/approved Apps	2		
(I) Headphones w/microphone	2		
(I) Table and Chair, Ergonomic	2		
Cart, rolling	1		
<b>Heavy Classroom Software</b>	<b># Per Classroom</b>		
Google G-Suite	26		
Internet Browsers	26		
Adobe Creative Suite CC	26		
Microsoft Office	26		
<b>Student Hardware</b>	<b># Per Student</b>		
Tablet or laptop w/approved Apps	1		

<b>Student Camera Kits</b>	<b># Per Student</b>		
Bag, camera, shoulder carried (appropriate size)	1		
Digital SLR Camera, min 16.2 MP, capable of still and video capture	1		
Digital Camera battery and charger	2		
Lens, 16-35mm f/4g ED with caps & filter	1		
Lens 24-85mm with caps and filter	1		
Lens, 50mm f1.4D with caps and filter	1		
Lens, AF Micro 60mm f/2.8d	1		
EM-140 DG macro ring flash	1		
Lens, 24mm f/2.8D	1		
Lens, 24-70mm f2.8g ED	1		
Lens, 70-200mm f/2.8g ED VR II	1		
52mm UV (ultra violet) glass filter	2		
Variable neutral density filter 52mm	2		
77mm UV (ultra violet) glass filter	3		
Variable neutral density filter 77mm	2		
62mm clear filter	1		
Cordura six filter pouch	1		
Professional UHS-I SDXC memory card, 64GB (U1, 2-pk)	3		
4-slot bi-fold memory card holder	1		
Flash, hot shoe	1		
SC-28 TTL coiled remote cord	1		
EN-EL15 lithium-ion battery	2		
Dual smart charger with LCD screen for EN-EL15	1		
AA rechargeable batteries, 4 pack	4		
Pro Charger for AA and AAA NIMH batteries	1		
Hoodman live view kit for all DSLR cameras	1		
4-channel audio recorder	1		
DR-05 portable handheld digital audio recorder	1		
Lavalier microphone, bodypack TX & portable RX wireless system	1		
Shotgun microphone w/windshield	1		
Microphone cable	1		
1' right angle stereo 3.5mm mini male to 3 pin XLR male	1		
Noise canceling stereo closed dynamic headphones	1		
<b>Student Light Kits</b>	<b># per student</b>		
Transpac single kit case	1		
Metal Adjustable Shoe Mount Umbrella Bracket	2		
Convertible Umbrella - White Satin with Removable Black Backing - 32"	2		
Interview Bi-Color Kit w/ 2 x IB508- v2, 1 x ILED312-v2	1		
Savage collapsible stand kit (60 x 72", monsoon)	1		
Universal shock mount	1		
Aluminum camera shoe bar (9")	1		
MVH500AH fluid head & 755XB tripod with carrying bag	1		

<b>Studio</b>	<b># per bay</b>	<b># students per bay</b>	
Umbrella	2	4	
Light Stand	2		
Backdrop, White	1		
Backdrop, Black	1		
Curtains, Black	2		
<b>Transportation</b>	<b>Qty per iteration</b>	<b># students per vehicle</b>	<b># concurrent iterations</b>
Van, 12 passenger	3	12	2

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## Change Page:

Change 1: June 2019. Nine performance exams changed to practice exercises as a result of input from the Pilot iteration. Allows more practice time to prepare for exams, and reduces student stress and exam fatigue. Hours reallocated from EP to PE. New value template created.

