

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 and Resources System (ATRRS) site: <https://www.atrrs.army.mil/atrrscc/>. 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*

* FY2020 32 planned iterations; FY2021 38 iterations

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

Training Task Inventory

Terminal Learning Objective	Discipline	Competency (K/P)	Training Importance (High – Medium - Low)					
			USA PA	USAF	USN	USMC	USCG	USA VI
- Enabling Learning Objectives		Knowledge/ Performance						
Apply conventions of written English IAW the Associated Press Stylebook	Writing	P	H	H	H	H	H	H
- Use correct grammar								
- Apply rules of capitalization								
- Apply rules of punctuation								
- Use active voice								
- Use correct sentence structure								
- Use correct word usage								
- Use correct copy-editing symbols								
- Use correct spelling								
Develop captions	Writing	P	H	H	H	H	H	H
- Gather required caption information								
- Develop a caption using the 5Ws								
Develop a script	Writing	P	H	H	H	H	L	H
- Apply fundamentals of script writing								
- Use prescribed format & style for script timing								
Compose an article	Writing	P	H	H	H	H	H	H
- Identify the functions of a lead								
- Describe how to identify the lead emphasis								
- Describe the characteristics of a summary lead								
- Use a dateline								
- Write a summary lead								
- Identify the elements of a bridge								
- Construct a bridge								
- Write a body of an article								
- Identify functions of a headline								
- Apply headline writing rules								
- Construct a headline								
- Identify key principles for using Search Engine Optimization (SEO)								
- Construct a SEO Headline								

- Integrate a command message									
- Use the ABC's of journalism									
- Apply elements of attribution									
- Write an incident release									
- Identify the local angle									
- Consider audience & platform when crafting messages									
- Apply guidelines for release of information policy									
Compose a narrative	Writing	P	H	H	L	H	H	H	
- Apply elements of mass appeal									
- Develop focus									
- Describe narrative structures									
- Apply storytelling techniques									
- Develop questions									
- Conduct an interview									
- Write a headline									
Explain command information concepts	PA	K	H	H	H	H	H	H	
- Identify key publics									
- Define command information and its goals									
- Define public information and its goals									
- Explain how to direct a message to a specific audience									
- Explain audience feedback and its benefit to the PA mission									
- Explain distribution methods for communication products									
- Explain communication goals in-theater									
Explain communication laws and ethics	PA	K	H	H	H	H	H	H	
- Explain the differences between the military and media cultures									
- Explain attribution and plagiarism									
- Explain libel, slander, and defamation									
- Explain professional ethics									
- Explain how to avoid conflicts of interest									
- Identify the joint ethics regulation (gifts)									
- Identify HIPAA, Privacy Act, FOIA and Section 508 of the Rehabilitation Act									
- Explain imagery ethics									
- Explain copyright									

Explain guidelines for release of information	PA	K	H	H	H	H	H	H
- Explain why the military needs guidelines								
- Explain public's right to know versus need to know								
- Explain SAPP								
- Explain OPSEC								
- Explain principles of information								
- Define DoD policy on releasing information								
- Define public affairs guidance								
- Identify DoD principles for media coverage								
- Identify VI policies, regulations, instructions, and directives								
- Explain disposition of records								
Explain community engagement	PA	K	H	H	H	H	H	H
- Explain why the military needs community engagement								
- Explain types of local community engagement programs								
- Explain how to handle community engagement requests from national organizations								
- Explain DoD policy restrictions on the conduct of community engagement programs								
- Explain how military installations impact the local community								
o Explain methods for dealing with community concerns								
o Explain joint-basing considerations								
- Explain special service demonstration teams request								
Demonstrate media engagement	PA	P	H	H	L	H	H	L
- Identify the guidelines for arranging media pools and embedded media								
- Use effective responses (command messages)								
- Document a media query								
- Respond to a query								
- Prepare a subject matter expert								
- Compose a media advisory								
- Conduct on-camera interview								
- Demonstrate media escort								
- Identify the types & uses of media engagement files								

Perform camera operations	Photo & Video	P	H	H	H	H	H	H
- Use and maintain camera in a safe manner								
- Demonstrate proper use of camera								
- Demonstrate proper lens selection								
- Demonstrate stabilization techniques								
- Demonstrate camera movements								
Input metadata	Photo	P	H	H	H	H	H	H
- Identify keywords								
- Gather required metadata information								
Edit Photos	Photo	P	H	H	H	H	H	H
- Evaluate images for selection								
- Apply policies that govern photo editing								
- Use ethical enhancements with photo editing software								
Apply the fundamentals of photography	Photo	P	H	H	H	H	H	H
- Demonstrate proper photo composition								
- Demonstrate proper exposure								
- Demonstrate proper focus								
- Demonstrate protocol photography								
- Demonstrate uncontrolled action photography								
Perform sensitive area documentation	Photo	P	H	H	H	H	L	H
- Demonstrate macro photography								
Apply visual storytelling techniques	Photo & Video	P	H	H	H	H	H	H
- Apply photo storytelling techniques								
- Apply video storytelling techniques								
- Create a storyboard								
- Create a shot list								
Apply fundamentals of videography	Video							
- Demonstrate proper video composition								
- Demonstrate proper exposure								
- Demonstrate proper focus								
- Set shutter speed for frame rate								

Prepare an interview environment	Video	P	H	H	H	H	M	H
- Determine interview location								
- Identify required equipment								
- Identify lighting options								
- Apply lighting principles								
- Apply correct microphone placement								
- Apply correct camera placement								
Demonstrate audio techniques	Video	P	H	H	H	H	M	H
- Use microphones to collect audio								
- Collect audio								
- Adjust audio levels								
- Demonstrate mixing audio sources								
- Perform audio weaving								
- Demonstrate use of music and sound generating elements								
Edit Video	Video	P	H	H	H	H	H	H
- Use video-editing software								
- Create text graphics in video-editing software								
Apply fundamentals of light theory	Photo & Video	P	H	H	H	H	H	H
- Identify lighting options								
- Apply appropriate lighting techniques								
Demonstrate product publication workflow	Photo & Video	P	H	H	H	H	H	H
- Demonstrate download of imagery								
- Demonstrate file management								
- Evaluate images for selection								
o Apply copyright law								
o Apply SAPP and OPSEC								
- Use VIRIN and Vision ID								
- Apply imagery ethics								
- Demonstrate download of video								
- Evaluate video clips for selection								
o Apply copyright law								
o Apply SAPP and OPSEC								

Establish lighting environment	Photo & Video	P	H	H	H	H	M	H
- Demonstrate posing techniques								
- Apply lighting ratios								
- Demonstrate controlled lighting techniques								
- Demonstrate uncontrolled lighting techniques								
Perform digital graphic design	Multimedia	P	H	M	H	H	M	H
- Identify elements of graphic design								
- Use gesture drawing to build a storyboard								
- Create vector graphics								
- Create raster graphics								
- Perform layout and design								
- Create title slide								
- Use graphics to display information on screen								
Create a multimedia product	Multimedia	P	H	H	H	H	H	H
- Identify elements of multimedia products								
- Produce multimedia products								
- Package multimedia products for distribution to multiple platforms								
Demonstrate public speaking	Comm	P	H	H	M	H	H	M
- Exhibit verbal communication skills								
- Exhibit non-verbal communication skills								
- Produce narration								
Apply communication fundamentals	Comm	P	H	H	H	H	H	H
- Identify target audience								
- Identify elements of mass appeal								
- Perform the role of military communicator								
- Communicate ideas clearly								
- Use elements of the communication framework								
- Construct a story using the 5Ws								
- Apply service policies that govern social media use								
- Identify social media best practices								
Demonstrate interviewing techniques	Comm	P	H	H	H	H	H	H
- Demonstrate interpersonal communication skills								
- 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
UNIT 1 Communications	
TLO 31 Demonstrate public speaking	P
ELO 31.1 Exhibit verbal communication skills	
ELO 31.2 Exhibit nonverbal communication skills	
TLO 32 Apply communication fundamentals	P
ELO 32.1 Identify target audience	
ELO 32.2 Identify elements of mass appeal	
ELO 32.3 Perform the role of the military communicator	
ELO 32.4 Communicate ideas clearly	
ELO 32.5 Use the elements of the communication framework	
ELO 32.6 Construct a story using the 5W's	
ELO 32.7 Apply service policies that govern social media use	
ELO 32.8 Identify social media best practices	
TLO 33 Demonstrate interviewing techniques	P
ELO 33.1 Demonstrate interpersonal communication skills	
ELO 33.2 Demonstrate the steps of the interview process	
Unit 1 Hours: 45	
UNIT 2 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	
TLO 2 Develop captions	P
ELO 2.1 Gather required caption information	
ELO 2.2 Develop a caption using the 5W's	

TLO 4 Compose an article

P

- 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

TLO 5 Compose a narrative

P

- ELO 5.4 Apply storytelling techniques

Unit 2 Hours: 83

UNIT 3 Public Affairs

TLO 6 Explain command information concepts

K

- ELO 6.1 Identify key publics
- ELO 6.2 Define "command information" and its goals
- ELO 6.3 Define "public information" and its goals
- ELO 6.4 Explain how to direct a message to a specific audience
- ELO 6.5 Explain audience feedback and its benefit to the public affairs mission
- ELO 6.6 Explain distribution methods for communication products
- ELO 6.7 Explain communication goals in-theater

TLO 7 Explain communication laws and ethics

K

- ELO 7.1 Explain the differences between the military and media cultures
- ELO 7.2 Explain attribution and plagiarism
- ELO 7.3 Explain libel, slander and defamation
- ELO 7.4 Explain professional ethics
- ELO 7.5 Explain how to avoid conflicts of interest
- ELO 7.6 Identify the joint ethics regulations (gifts)
- ELO 7.7 Identify HIPAA, the Privacy Act, FOIA and Section 508 of the Rehabilitation Act
- ELO 7.9 Explain copyright policy

TLO 8 Explain guidelines for release of information

K

- ELO 8.1 Explain why the military needs guidelines
- ELO 8.2 Explain the public's right to know vs. need to know
- ELO 8.3 Explain security, accuracy, propriety and policy (SAPP)
- ELO 8.4 Explain OPSEC
- ELO 8.5 Explain the Principles of Information

- ELO 8.6 Define DOD's policy on releasing information
- ELO 8.7 Identify public affairs guidance (PAG)
- ELO 8.8 Identify DOD's principles for media coverage
- ELO 8.9 Identify visual information (VI) policies, regulations, instructions and directives
- ELO 8.10 Explain the Disposition of Records Policy

Unit 3 Hours: 9

UNIT 4 Photography

- TLO 11 Perform camera operations** P
 - 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
- TLO 13 Input metadata** P
 - ELO 13.1 Identify keywords
 - ELO 13.2 Gather required metadata information
- TLO 14 Edit photos** P
 - ELO 14.1 Evaluate images for selection
 - ELO 14.2 Apply policies that govern photo editing
 - ELO 14.3 Use ethical enhancements with photo editing software
- TLO 15 Apply the fundamentals of photograph** P
 - ELO 15.1 Demonstrate proper photo composition
 - ELO 15.2 Demonstrate proper exposure
 - ELO 15.3 Demonstrate proper focus
 - ELO 15.4 Demonstrate protocol photography
- TLO 23 Apply fundamentals of light theory** P
 - ELO 23.1 Apply appropriate lighting techniques
- TLO 25 Demonstrate product publication workflow** P
 - ELO 25.2 Demonstrate good file management
 - ELO 25.6 Use the Visual Information Record Identification Number (VIRIN) and Vision ID
 - ELO 25.7 Apply imagery ethics
 - ELO 25.8 Demonstrate download of imagery

Unit 4 Hours: 94

Total Functional Area 1 Academic Hours: 240

FUNCTIONAL AREA 2 COMMUNICATION APPLICATIONS	COMPETENCY LEVEL
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UNIT 1 Writing

- TLO 1 Apply conventions of written English IAW the AP 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 1.8 Use correct spelling
- TLO 3 Develop a script** P
 - ELO 3.1 Apply fundamentals of script writing
 - ELO 3.2 Use prescribed format and style for script timing

TLO 5 Compose a narrative		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 1 Hours: 36
<u>UNIT 2 Videography</u>		
TLO 18 Apply visual storytelling techniques		P
ELO 18.1 Apply video storytelling techniques		
ELO 18.2 Create a storyboard		
ELO 18.3 Create a shot list		
TLO 19 Apply the fundamentals of videography		P
ELO 19.1 Demonstrate proper video composition		
ELO 19.2 Demonstrate proper exposure		
ELO 19.3 Demonstrate proper focus		
ELO 19.4 Set the shutter speed for frame rate		
TLO 20 Prepare an interview environment		P
ELO 20.1 Determine interview location		
ELO 20.2 Identify required equipment		
ELO 20.3 Identify lighting options		
ELO 20.4 Apply lighting principles		
ELO 20-05 Apply correct microphone placement		
ELO 20-06 Apply correct camera placement		
TLO 21 Demonstrate audio techniques		P
ELO 21.1 Use microphones to collect audio		
ELO 21.2 Collect audio		
ELO 21.3 Adjust audio levels		
ELO 21.5 Perform audio weaving		
TLO 22 Edit video		P
ELO 22.1 Use video-editing software		
ELO 22.2 Create text graphics in video-editing software		
TLO 24 Apply the fundamentals of light theory		P
ELO 24.1 Identify lighting options		
ELO 24.2 Apply appropriate lighting techniques		
TLO 26 Demonstrate product publication workflow		P
ELO 26.1 Demonstrate download of video		
ELO 26.2 Demonstrate file management		
TLO 28 Establish a lighting environment		P
ELO 28.1 Apply lighting ratios		
ELO 28.2 Demonstrate controlled lighting techniques		
		Unit 2 Hours: 83
<u>UNIT 3 Multimedia</u>		
TLO 30 Create a multimedia product		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		
		Unit 3 Hours: 91

UNIT 4 Communications

TLO 31 Demonstrate public speaking

ELO 31.1 Produce narration

P

Unit 4 Hours: 9

UNIT 5 Photography

TLO 16 Perform sensitive area documentation

ELO 16.1 Demonstrate macro photography

P

TLO 17 Apply visual storytelling techniques

ELO 17.1 Apply photo storytelling techniques

ELO 17.2 Create a storyboard

ELO 17.3 Create a shot list

P

TLO 27 Establish lighting environment

ELO 27.1 Demonstrate posing techniques

ELO 27.2 Apply lighting ratios

ELO 27.3 Demonstrate controlled lighting techniques

P

Unit 5 Hours: 51

UNIT 6 Public Affairs

TLO 9 Explain community engagement

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 9.6 Explain methods for dealing with community concerns

ELO 9.7 Explain joint-basing considerations

ELO 9.8 Explain special service demonstration teams request

P

TLO 10 Demonstrate media engagement

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 10-07 Respond to on-camera interview

P

TLO 30 Create a multimedia product

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

P

Unit 6 Hours: 50

Total Functional Area 2 Academic Hours: 320

FUNCTIONAL AREA 3: MULTIMEDIA STORYTELLING

COMPETENCY LEVEL

UNIT 1 Writing

TLO 1 Apply conventions of written English IAW the AP 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 1.8 Use correct spelling

P

TLO 5 Compose a narrative

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

TLO 32 Apply communication fundamentals

P

- ELO 32.1 Identify target audience
- ELO 32.2 Identify elements of mass appeal
- ELO 32.3 Perform the role of the military communicator
- ELO 32.4 Communicate ideas clearly
- ELO 32.5 Use the elements of the communication framework (RIDE)
- ELO 32.6 Construct a story using the 5W's
- ELO 32.7 Apply service policies that govern social media use
- ELO 32.8 Identify social media best practices

TLO 33 Demonstrate interviewing techniques

P

- ELO 33.1 Apply fundamentals of script writing
- ELO 33.2 Use prescribed format and style for script timing

Unit 1 Hours 60

UNIT 2 Multimedia

TLO 29 Perform digital graphic design

P

- ELO 29.1 Identify elements of graphic design
- ELO 29.2 Use gesture drawing to build a storyboard
- ELO 29.3 Create vector graphics
- ELO 29.4 Create raster graphics
- ELO 29.5 Perform layout and design
- ELO 29.6 Create a title slide
- ELO 29.7 Use graphics to display information on screen

TLO 30 Create a multimedia product

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

Unit 2 Hours 101

UNIT 3 Videography

TLO 12 Perform camera operations

P

- ELO 12.1 Demonstrate proper use of camera
- ELO 12.2 Demonstrate proper lens selection
- ELO 12.3 Demonstrate stabilization techniques
- ELO 12.4 Demonstrate camera movements
- ELO 12.5 Use and maintain camera in a safe manner
- ELO 12.6 Demonstrate exposure (ISO, aperture, shutter, WB)

TLO 18 Apply visual storytelling techniques

P

- ELO 18.1 Apply video storytelling techniques
- ELO 18.2 Create a storyboard
- ELO 18.3 Create a shot list

TLO 19 Apply fundamentals of videography	P	
ELO 19.1 Demonstrate proper video composition		
ELO 19.2 Demonstrate proper exposure		
ELO 19.3 Demonstrate proper focus		
ELO 19.4 Set shutter speed for frame rate		
TLO 21 Demonstrate audio techniques	P	
ELO 21.1 Use microphones to collect audio		
ELO 21.2 Collect audio		
ELO 21.3 Adjust audio levels		
ELO 21.4 Demonstrate mixing audio sources		
ELO 21.5 Perform audio weaving		
ELO 21.6 Demonstrate use of music and sound generating elements		
TLO 24 Apply fundamentals of light theory	P	
ELO 24.2 Apply appropriate lighting techniques		
TLO 28 Establish lighting environment	P	
ELO 28.2 Demonstrate controlled lighting techniques		
		Unit 4 Hours 39
		Total Functional Area 3 Academic Hours 200

FUNCTIONAL AREA 4: COMMUNICATIONS CAPSTONE (INDIVIDUAL AND GROUP CAMPAIGN PROJECTS)		COMPETENCY LEVEL
UNIT 1 Multimedia		
TLO All Public Affairs, Writing, Photo, Video and Communication disciplines TLOs	P	
ELO All Public Affairs, Writing, Photo, Video and Communication disciplines ELOs		
TLO All Multimedia TLOs	P	
ELO All Multimedia ELOs		
		Unit 1 Hours 92
		Total Functional Area 4 Academic Hours 92

FUNCTIONAL AREA 5: ADMINISTRATION		
UNIT 1 COURSE OPENING		
DINFOS In-processing		
Blackboard Introduction/English Diagnostic Test		
Gear Issue		
Information Assurance Brief and Exam		
Course Orientation		
		Total Unit Hours: 9
UNIT 2 COURSE CLOSING		
Gear turn-in		
Out-processing		
Graduation		
		Total Unit Hours: 8
		Total Functional Area 5 Administrative Hours: 17

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 learning 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 units in which they have successfully met the minimum academic standard for every assessment in the unit. Because of the integrated approach to training, it is possible the foundational training for the failed assessment begins earlier in the course than the 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 passes units 1 and 2, but fails the Awards & Presentations performance exam in unit 3 of Functional Area 1 because of problems with correct exposure. In order for the student to receive the foundational training, practice and feedback in exposure which begins on training day 18, they will be recommended for recycle back in to the course on training day 18, but retain grades from units 1 and 2 of Functional Area 1.

			Weight
Functional Area 1 – Communication Fundamentals			FA 001 Weight = 20%
Assessment		TLOs Tested	Prior Learning TLOs
Comm 1	Public Speaking Using the Communication Strategy Worksheet (CSW) to develop questions, the student will interview a classmate about a day in basic training. After the interview, complete the story development portion of the CSW, then write a paragraph about his/her experience and present it to the class. Students must achieve a minimum score of 70 percent IAW the rubric.	Demonstrate public speaking	
		Apply communication fundamentals	
		Demonstrate interviewing techniques	
		Apply conventions of written English IAW AP Stylebook	
Writing 1	Lead Writing Given a data sheet, complete the story development portion (except story angle) of the CSW for each summary lead and write 3 summary leads containing at least four of the five W's. Each lead should be one sentence, 20–30 words and written in the active voice. Students must achieve a minimum score of 70 percent IAW the rubric.	Compose an article (Lead Writing)	Apply communication fundamentals
			Apply conventions of written English IAW AP Stylebook
Public Affairs 1	Written Exam 1 Students will demonstrate comprehension by completing a multiple-choice examination. Students must achieve a minimum score of 70 percent.	Explain command information concepts	
		Explain communication laws and ethics	
		Explain guidelines for release of information	

Writing 2	Bridge Writing & Targeted Release Given a data sheet, identify the target audience and local angle. Complete the Communication Strategy Worksheet (CSW) for each summary news lead and bridge, and then write three summary news leads and bridges for internal publication. Students must achieve a minimum score of 70 percent IAW the rubric.	Compose an article (Bridge Writing/Targeted Release)	Apply communication fundamentals	1 %	
			Apply conventions of written English IAW AP Stylebook		
			Explain guidelines for release of information		
Comm 2	Photo w/ Caption & Social Media Post Complete the CSW, including the photo and social media considerations sections. Then, select the single best storytelling image representing the DINFOS mission (good exposure, focus and composition), create a social media post that includes a stand-alone photo and corresponding caption (includes the 5 W's), a command message and at least one hashtag or link. Students must achieve a minimum score of 70 percent IAW the rubric.	Perform camera operations	Apply communication fundamentals	1 %	
			Apply fundamentals of photography		Apply conventions of written English IAW AP Stylebook
			Demonstrate product publication workflow		Explain guidelines for release of information
			Develop captions		Explain communication laws and ethics
			Input metadata		
Writing 3	Article Writing Given a data sheet, complete the CSW and write an article for external release. The lead must provide at least the who, what, where and when of the news. The bridge must satisfy one or more of the WAITS elements. Organize the story and attribute information as appropriate or as recommended by the instructor. All names must be spelled correctly on first reference. Students are responsible for grammar, spelling and punctuation, and adherence to AP and local style. Students must achieve a minimum score of 70 percent IAW the rubric.	Compose an article (Article Writing)	Apply communication fundamentals	2 %	
			Apply conventions of written English IAW AP Stylebook		
			Explain command information		
			Explain guidelines for release of information		
Writing 4	Accident/Incident Release Students will write an initial release related to an accident/incident with special emphasis on the guidelines for release of information policy. Complete a CSW that identifies the 5 W's. The release must include a headline. Students must achieve a minimum score of 70 percent IAW the rubric.	Compose an article (Accident/Incident Release)	Apply communication fundamentals	2 %	
			Apply conventions of written English IAW AP Stylebook		
			Explain command information		
			Explain guidelines for release of information		
Photo 1	Exposure Students will submit a total of eight photos: four that demonstrate deep and shallow depth of field, and four that demonstrate blurring and freeze motion. The student be graded on their ability to control the camera's exposure modes to achieve these effects, as well as their decision-making process for when to use each. Students must achieve a minimum score of 70 percent IAW the rubric.	Apply fundamentals of light theory	Apply communication fundamentals	1 %	
			Apply conventions of written English IAW AP Stylebook		
			Perform camera operations		
			Apply fundamentals of photography		
			Demonstrate product publication workflow		
			Develop captions		
			Input metadata		
			Explain guidelines for release		
Writing 5	Localize & Rewrite The student will localize and rewrite a DoD-level article for publication on the post website. The student will create posts for multiple social media platforms to direct readers to the web site. Students must achieve a minimum score of 70 percent IAW the rubric.	Compose an article	Apply communication fundamentals	2 %	
			Apply conventions of written English IAW AP Stylebook		
			Compose an article		
			Explain command information		
			Explain guidelines for release of information		

<p>Photo 2</p>	<p>Flash The student will submit a total of six photos: two that demonstrate bounce flash (one each in TTL and manual flash mode), and four that demonstrate fill flash, indoors and outdoors. Students will be graded on their ability to control the camera's flash modes with the hot-shoe flash attached to achieve the desired effect. Students must achieve a minimum score of 70 percent IAW the rubric.</p>	<p>Apply visual storytelling techniques</p>	<p>Apply communication fundamentals Apply conventions of written English IAW AP Stylebook Perform camera operations Apply fundamentals of photography Demonstrate product publication workflow Develop captions Input metadata Explain guidelines for release</p>	<p>1 %</p>
<p>Comm 3</p>	<p>Scenario-Based Social Media Mini-Capstone Students will work in groups of 3-4 to use social media during a simulated emergency situation. Using what has been learned in training weeks 1-5, create a social media campaign to effectively engage with and keep your audience informed about the emergency situation. All group members will actively participate in the exercise. Students must achieve a minimum score of 70 percent IAW the rubric.</p>	<p>Apply communication fundamentals</p>	<p>Apply communication fundamentals Apply conventions of written English IAW AP Stylebook Compose an article Explain command information Explain guidelines for release</p>	<p>3 %</p>
<p>Photo 3</p>	<p>Uncontrolled Action The student will take a minimum of 50 photos demonstrating the fundamentals of uncontrolled action photography and submit their best seven images. All photos must demonstrate good focus, exposure, composition, technique and include a caption. Students will shoot, upload, select, caption and submit all seven images with metadata. Students must achieve a minimum score of 70 percent IAW the rubric.</p>	<p>Apply fundamentals of photography</p>	<p>Apply communication fundamentals 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</p>	<p>2 %</p>
<p>Photo 4</p>	<p>Awards & Presentations Photography (Controlled Action) The student will submit six photos demonstrating the fundamentals of awards & presentations photography. No two photos can have the same subject and background: the student must change at least one element from shot to shot. All photos must demonstrate good focus, exposure and composition. The student will shoot, upload, select, caption and submit all six images. Students must achieve a minimum score of 70 percent IAW the rubric.</p>	<p>Apply fundamentals of photography</p>	<p>Apply communication fundamentals 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</p>	<p>1 %</p>

Functional Area 2 – Applied Communications		FA 002 Weight = 30%		
Assessment		TLOs Tested	Prior Learning TLOs	
Multi Media 1	Recreate a Logo Students will re-create a given logo using vector-based software. Tools used must include a vector shape; gradient; compound path; and use of symbol and symbol sprayer; name swatches & color groups; a clip group, and type on a path. Students must demonstrate use of opacity; use of typography tools such as tracking, kerning and leading; align objects; group multiple objects of the same or similar groups; use the width tool on at least one stroke; and be saved as a vector file. Students must achieve a minimum score of 70 percent IAW the rubric.	Perform digital graphic design	Apply communication fundamentals	2.5 %
			Apply conventions of written English IAW AP Stylebook	
			Explain command information	
			Explain communication law and ethics	
			Explain guidelines for release of information	
Multi Media 2	Raster Graphic Students will create a raster-based military branch service poster for print production. The poster will be a composite layout created by combining several separate pictures, images or graphics using image-editing techniques. The poster must include the title, subtitle and a minimum of three images. Students must demonstrate non-destructive image editing (smart objects and masks); blending (two images, appropriate blending, using a smooth and gradual transition); clean select; ethical image adjustments and enhancements (using adjustment layers); layer clipping; and text hierarchy (text legibility and clarity), within the printable margins of .25 inches. Students must achieve a minimum score of 70 percent IAW the rubric.	Create a multimedia product	Perform digital graphic design	2.5 %
			Create a multimedia product	
			Apply communication fundamentals	
			Apply conventions of written English IAW AP Stylebook	
			Explain command information	
			Explain communication law and ethics	
Video 1	Short Form Video with Matching Action, Script & Audio The student will produce a 90-second short-form video focusing on an aspect of the DINFOS mission. The video must include: matching action, at least one soundbite, a script audio and lower third. Students must achieve a minimum score of 70 percent IAW the rubric.	Develop a script	Demonstrate public speaking	5 %
		Apply the fundamentals of videography	Apply communication fundamentals	
			Demonstrate interviewing techniques	
		Demonstrate audio techniques	Develop captions	
		Prepare an interview environment	Perform camera operations	
			Apply fundamentals of light theory	
		Establish lighting environment	Demonstrate product production workflow	
			Perform digital graphic design	
		Edit video	Apply visual storytelling techniques	
			Input metadata	
Explain guidelines for release				
Photo 5	Studio Portrait The student will demonstrate the fundamentals of studio photography. Submit one (1) photo from each category listed. The two (2) feature portraits must have different lighting ratios and shot lengths. All photos must demonstrate good focus, exposure and composition. Students must achieve a minimum score of 70 percent IAW the rubric.	Establish lighting environment	Demonstrate public speaking	4 %
			Apply communication fundamentals	
			Develop captions	
			Perform camera operations	
			Apply fundamentals of light theory	
			Demonstrate product production workflow	
			Input metadata	
			Explain guidelines for release	

<p>Photo 6</p>	<p>Storytelling Package Students will create a photo story covering a human interest, personality, or news feature. Students are responsible for finding their own subjects. Students must achieve a minimum score of 70 percent IAW the rubric.</p>	<p>Apply visual storytelling techniques</p>	<p>Apply communication fundamentals Develop captions Perform camera operations Apply fundamentals of light theory Demonstrate product production workflow Input metadata Explain guidelines for release</p>	<p>6 %</p>
<p>Multi Media 3</p>	<p>Multimedia Package (non-narrated) Using an interview, audio, and visuals, students will put together a 2-minute non-narrative multimedia story. The story should include at least one photo and/or video sequence and tell a complete story. Students must achieve a minimum score of 70 percent IAW the rubric.</p>	<p>Create a multimedia product</p>	<p>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 Develop a script Apply the fundamentals of videography Demonstrate audio techniques Prepare an interview environment Establish lighting environment Edit video Edit Photos</p>	<p>5 %</p>
<p>Public Affairs 2</p>	<p>Media Exercise Students will record a media query; conduct research; prepare a subject matter expert (SME); develop a response, including at least 4 command messages; and escort & facilitate media. Students must achieve a minimum score of 70 percent IAW the rubric.</p>	<p>Demonstrate media engagement</p>	<p>Explain guidelines for release Apply communication fundamentals Compose an article Demonstrate public speaking</p>	<p>4 %</p>
<p>Public Affairs 3</p>	<p>Written Exam 2 Students will complete a written exam on community engagement. Students must achieve a minimum score of 70 percent.</p>	<p>Explain community engagement</p>		<p>1 %</p>

Functional Area 3 - Multimedia Storytelling		FA 003 Weight = 40%		
Assessment		TLOs Tested	Prior Learning TLOs	
Multi Media 4	Infographic Students will create an infographic. The format is 11 x 17, portrait orientation, in full color. Files will be saved as a JPEG (.jpg) at 300 dpi. Students must achieve a minimum score of 70 percent IAW the rubric.	Create a multimedia product	Perform digital graphic design	8 %
			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	
Writing 6	Narrative Writing Students will write a 3- to 5-page human interest or personality narrative related to their campaign topic. The story must contain all the necessary elements of a narrative, including a central focus, nutgraph, story arc and at least one anecdote. They must interview at least two SMEs and complete a Focus Statement Worksheet (FSW). Students must achieve a minimum score of 70 percent IAW the rubric.	Compose an article	Apply communication fundamentals	8 %
			Apply conventions of written English IAW AP Stylebook	
			Compose an article	
			Explain command information	
			Explain guidelines for release of information	
Video 2	Create a 15-45 second controlled-action video The student will produce a 15-45 second video on an instructor-approved topic of your choice. Prepare the video for dissemination via social media. Students must achieve a minimum score of 70 percent IAW the rubric.	Apply the fundamentals of videography	Apply communication fundamentals	12 %
			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				

Multi Media 5	Multimedia Feature with social media video Students will produce a 90-second to three-minute multimedia feature on their campaign topic. Students will create a 15-45 second social media teaser video on the same topic and a social media post to accompany the social media video. Students must achieve a minimum score of 70 percent IAW the rubric.	Create a multimedia product	Apply communication fundamentals	12 %
			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				
Functional Area 4 – COMMUNICATIONS CAPSTONE				FA 004 Weight = 10%
Assessment		TLOs Tested	Prior Learning TLOs	
All	Individual Capstone	Perform the role of a communicator	All	7 %
All	Group Capstone	Perform the role of a communicator	All	3 %

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	17	=	34
Lecture (L) *	24	3 *	x	105	=	315
Demonstration (D)	24	4	x	41	=	164
Practice Exercise (PE)	24	4	x	413	=	1652
Performance Exam (EP)	24	4	x	286	=	1144
Knowledge Exam (EW)	24	2	x	2	=	4
TOTALS				864	=	3313
INSTRUCTOR COMPUTATION:						
Total Instructor Contact Hours					=	3313
Projected Iterations					=	32
Annual Instructor Contact Hours (ICH)					=	106016
Annual ICH					=	106016
Supervision, Preparation and related Duties Factor					=	1.26
Factored Annual Instructor Hours					=	133580.2
Factored Annual Instructor Hours					=	133580.2
Monthly Instructor Hours					=	11131.68
Monthly Instructor Hours					=	11131.68
Computational Value					=	145
Instructors Required					=	76.77021
ITRO Rounding					=	77

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

Indirect Instructional Activities **

Indirect Instructional Activity (FY 20)					
Discipline	Events	x	Avg Grading Time per Event	=	
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
Total events				=	80
# of Students				x	24
# of events per iteration				=	1920
# of Iterations				x	32
Total events per year				=	61440
Full-Time Equivalent Hours (FTE)				/	1940
Additional Instructors Required				=	31.6701
ITRO Rounding				=	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: 22 USCG: 2 USN: 24 USAF: 27

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

CURRICULUM BREAKOUT (FY21)						
Type of Training	Students	Instr Req	x	TPI Hours	=	ICH
Administration (AD)	24	2	x	17	=	34
Lecture (L) *	24	3 *	x	105	=	315
Demonstration (D)	24	4	x	41	=	164
Practice Exercise (PE)	24	4	x	413	=	1652
Performance Exam (EP)	24	4	x	286	=	1144
Knowledge Exam (EW)	24	2	x	2	=	4
TOTALS				864	=	3313
INSTRUCTOR COMPUTATION:						
Total Instructor Contact Hours					=	3313
Projected Iterations					=	38
Annual Instructor Contact Hours (ICH)					=	125894
Annual ICH					=	125894
Supervision, Preparation and related Duties Factor					=	1.26
Factored Annual Instructor Hours					=	158626.4
Factored Annual Instructor Hours					=	158626.4
Monthly Instructor Hours					=	13218.87
Monthly Instructor Hours					=	13218.87
Computational Value					=	145
Instructors Required					=	91.16462
ITRO Rounding					=	91

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

Indirect Instructional Activities **

Indirect Instructional Activity (FY 21)					
Discipline	Events	x	Avg Grading Time per Event	=	
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.
Total Events				=	80
# of Students				x	24
# of events per iteration				=	1920
# of Iterations				x	38
Total events per year				=	72960
Full-Time Equivalent Hours (FTE)				/	1940
Additional Instructors Required				=	37.608
ITRO Rounding				=	38

** 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: 36 USAF: 30

Classroom and Equipment Requirements

Classroom and Equipment Requirements				
Light Classroom Equipment	# Per Classroom	# Iterations	# Concurrent Iterations	
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			
(l) Computer Workstation	1			
(l) Color Monitor 19' (dual) or equivalent large monitor	2			
(l) Table and Chair, Ergonomic	1			
Cart, rolling	1			
Instructor Software Light Classroom				
Google G-Suite	1			
Internet Browsers	1			
Microsoft Office	1			
Adobe Creative Suite CC	1			
Heavy Classroom Equipment	# Per Classroom			
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			
(l) Computer Workstation, Graphics equivalent	2			
(l) Color Monitor 19' (dual) or equivalent large monitor	4			
(l) Pen Display, 20" minimum (ie: Tablet, Wacom)	1			
(l) Tablet or laptop w/approved Apps	2			
(l) Headphones w/microphone	2			
(l) Table and Chair, Ergonomic	2			
Cart, rolling	1			
Heavy Classroom Software	# Per Classroom			
Google G-Suite	26			
Internet Browsers	26			
Adobe Creative Suite CC	26			
Microsoft Office	26			

Student Hardware	# Per Student			
Tablet or laptop w/approved Apps	1			
Student Camera Kits	# Per Student			
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			
Student Light Kits	# Per Student			
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			
Studio	# per bay	# students per bay		
Umbrella	2	4		
Light Stand	2			
Backdrop, White	1			
Backdrop, Black	1			
Curtains, Black	2			

Transportation	Qty per iteration	# students per vehicle	# concurrent iterations	
Van, 12 passenger	3	12	2	

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