

DACUM Research Chart for Media Production Specialist

DACUM Panel

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**Texas State
Technical College
Waco**

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IDEAS Center

3801 Campus Drive

Waco, TX 76705

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DACUM Research Chart for Media Production Specialist

Duties

Tasks



A	Operate Camera	Determine shot design A1	Select media ₁ type A2	Set up lighting system A3	Set up peripheral equipment A4	Set up shot composition A5	Set up field microphones A6	Determine camera settings A7	Capture images A8	
B	Capture Audio	Determine audio design B1	Select microphones B2	Place microphones B3	Set up audio equipment B4	Establish audio levels B5	Record / monitor audio B6	Log media B7	Archive audio recordings B8	
C	Perform Digital Media Manipulation	Determine media design C1	Adhere to script storyboard C2	Log media C3	Import media ₃ C4	Digitize analog media ₄ C5	Organize media bin C6	Select music C7	Create / apply graphics C8	Apply cuts and SFX C9
D	Perform Film Manipulation	Order film lab supplies D1	Process & print negatives D2	Perform negative manipulation D3	Perform print manipulation D4	Create custom prints D5	Perform hand-tinting D6	Select image framing D7	Select output type D8	
E	Perform Operational Procedures	Coordinate with project team members E1	Submit expense reports E2	Check invoices E3	Fill out time sheets E4	Request payment for services E5	Archive records E6	Adhere to budget E7	Fill out purchase orders E8	Fill out work orders E9
		Maintain safety awareness E14	Maintain MSDS E15	Dispose of hazardous materials E16	Arrange for equipment shipping E17	Maintain liability awareness E18	Maintain work environment E19	Maintain project schedules E20	Deliv	produ
F	Maintain Equipment	Perform scheduled maintenance F1	Perform operational checks F2	Troubleshoot equipment F3	Repair equipment F4	Send equipment out for repair F5	Maintain equipment inventory F6	Maintain equipment manuals F7	Maintain parts catalog	
G	Maintain Client Relations	Provide technical orientation G1	Present clients with product preview ₅ G2	Obtain client approval G3	Present product to client G4	Package product for delivery G5	Provide presentation technical support ₆ G6			
H	Maintain Vendor Relations	Conduct product research H1	Compile vendor list H2	Establish vendor relations H3	Maintain price lists H4	Negotiate pricing H5	Arrange for product training H6	Maintain rapport H7	Maintain vendor catalogs H8	Maint
I	Pursue Professional Development	Participate in in-house training I1	Participate in cross-training I2	Develop interpersonal communication skills I3	Develop personal portfolio I4	Conduct research I5	Attend trade shows I6	Participate in user groups I7	Particip	
		Take additional technical courses I9	Utilize self-help instructional media I10	Evaluate software & equipment I11	Take business courses I12	Attend seminars I13	Attend equipment training I14	Read professional journals I15		

Occupation Description: Individual is skilled in designing and producing multimedia communications. Demonstrates working knowledge of digital and analog audiovisual production imaging and recording, basics of photography, computer manipulation of media, and output to end user.

Record field audio A9	Log media ₂ A10	Archive media A11
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Make revisions C10	Monitor media transfer C11	Archive Edit Decisions List (EDL) C12	Create master C13	Output to required format C14	Create product copies C15	Distribute product copies C16
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Complete film lab order forms D9	Make revisions D10	Archive images D11
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Check incoming orders E10	Make travel arrangements E11	Adhere to OSHA safety regulations E12	Adhere to shop safety guidelines E13
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Adhere to copyright and trademark restrictions E21	Attend staff meetings E22	E23
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Install & upgrade software F8	Maintain equipment history F9	Maintain consumables F10	F11
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Maintain y ol H9

Maintain ational ations I8



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General Knowledge and Skills

Interpersonal and communication skills (written and verbal)
Computer skills (word processors, databases, spreadsheets)
Cameras (digital and analog, video and still)
Computer peripherals (scanners, CD recorders, etc.)
Knowledge of digitizing media
Media importing and exporting software
Image manipulation software (Photoshop, Illustrator, etc.)
Knowledge of lighting systems/equipment
Mechanical skills
Electronics skills
Audio and video editing skills
Organizational skills
Problem solving skills
Time management skills
Knowledge of standards (OSHA, ASCAP, trade unions)
Ability to multi-task
Safety awareness

Worker Traits and Behaviors

Self-motivated
Creative thinker
Efficient
Responsible
Resourceful
Attentive
Quick learner
Sense of humor
Patient
Leadership skills
Inquisitive
Professional attitude, appearance
Personal hygiene
Physical fitness
Work independently
Able to pass drug and alcohol testing
Customer oriented
Team worker
Adaptable to stress/change
Able to prioritize
Able to lift 50 pounds

Tools, Equipment, Supplies and Materials

Video and still cameras (analog and digital)
Audio recording / editing equipment
Computers
Computer software, esp. image manipulation software)
Video editing equipment
Media transfer and storage equipment
Oscilloscope
Hand tools
Digital multimeter (DMM)
Audio meter
Electronic components
Chemical cleaning supplies
Eye protection wear
Cabling, terminals

Future Trends/Concerns

Increased competition for services
Rapid advances in technology
Changes and upgrades to hardware / software
Equipment costs
Employee benefits
Increased work load
Maintaining professional qualifications
Increases / decreases in income
Media mergers, third party companies
Market saturation
Availability of consumer electronics
Media streaming
Distance learning applications

Acronyms

ASCAP - American Society of Composers, Authors, and Publishers
EDL - Edit Decisions List
SFX - Special effects or sound effects
OSHA - Occupational Safety and Health Administration
MSDS - Materials Safety Data Sheets

Definitions (from inside chart)

- 1 Media - any type of graphic or sound medium or combination
- 2 Log - recording of information about media, such as *duration* (with digital or analog counter), or *location* (on a footage or sound reel, or as a computer file)
- 3 Import (or export) - to move media objects into or out of formats in which they can be processed, manipulated, edited, etc. Export involves choosing the storage and/or use format best suited to the end product type
- 4 Digitize - to electronically "scan" or "read" an analog media object to transform it into an object that can be digitally manipulated
- 5 Preview - usually pertains to presentation of rough or process media objects or related combinations for approval by the client
- 6 Presentation - in this context, relates to providing technical setup and operational support for a presentation to be made by a customer