VIDEO PRODUCTION CURRICULUM FRAMEWORK

This document was prepared by:

Office of Career, Technical, and Adult Education
Nevada Department of Education
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Carson City, NV 89701

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INTRODUCTION

The Nevada CTE Curriculum Frameworks are a resource for Nevada’s public and charter schools to design, implement, and assess their CTE programs and curriculum. The content standards identified in this document are listed as a model for the development of local district programs and curriculum. They represent rigorous and relevant expectations for student performance, knowledge, and skill attainment which have been validated by industry representatives.

The intent of this document is to provide a resource to districts as they develop and implement CTE programs and curricula.

This program ensures the following thresholds are met:

- The CTE course and course sequence teaches the knowledge and skills required by industry through applied learning methodology and, where appropriate, work-based learning experiences that prepare students for careers in high-wage, high-skill and/or high-demand fields. Regional and state economic development priorities shall play an important role in determining program approval. Some courses also provide instruction focused on personal development.
- The CTE course and course sequence includes leadership and employability skills as an integral part of the curriculum.
- The CTE course and course sequence are part of a rigorous program of study and include sufficient technical challenge to meet state and/or industry-standards.

The CTE program components include the following items:

- Program of Study
- State Skill Standards
- Employability Skills for Career Readiness Standards
- Career Technical Student Organizations (CTSO)
- Curriculum Framework
- CTE Assessments:
  - Workplace Readiness Skills Assessment
  - End-of-Program Technical Assessment
- Certificate of Skill Attainment
- CTE Endorsement on a High School Diploma
- CTE College Credit
PROGRAM PURPOSE

The purpose of this program is to prepare students for postsecondary education and employment in the Video Production industry.

The program includes the following state standards:

- Nevada CTE Skill Standards: Video Production
- Employability Skills for Career Readiness
- Nevada Academic Content Standards (alignment shown in the Nevada CTE Skill Standards):
  - Science (based on the Next Generation Science Standards)
  - English Language Arts (based on the Common Core State Standards)
  - Mathematics (based on the Common Core State Standards)
- Common Career Technical Core (alignment shown in the Nevada CTE Skill Standards)

CAREER CLUSTERS

The National Career Clusters™ Framework provides a vital structure for organizing and delivering quality CTE programs through learning and comprehensive programs of study (POS). In total, there are 16 Career Clusters in the National Career Clusters™ Framework, representing more than 79 Career Pathways to help students navigate their way to greater success in college and career. As an organizing tool for curriculum design and instruction, Career Clusters™ provide the essential knowledge and skills for the 16 Career Clusters™ and their Career Pathways.*

PROGRAM OF STUDY
The program of study illustrates the sequence of academic and career and technical education coursework that is necessary for the student to successfully transition into postsecondary educational opportunities and employment in their chosen career path. (NAC 389.803)

PROGRAM STRUCTURE
The core course sequencing provided in the following table serves as a guide to schools for their programs of study. Each course is listed in the order in which it should be taught and has a designated level. Complete program sequences are essential for the successful delivery of all state standards in each program area.

<table>
<thead>
<tr>
<th>COURSE NAME</th>
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<tbody>
<tr>
<td>Video Production I</td>
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<tr>
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</table>

The core course sequencing with the complementary courses provided in the following table serves as a guide to schools for their programs of study. Each course is listed in the order in which it should be taught and has a designated level. A program does not have to utilize all of the complementary courses in order for their students to complete their program of study. Complete program sequences are essential for the successful delivery of all state standards in each program area.

<table>
<thead>
<tr>
<th>COURSE NAME</th>
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<tbody>
<tr>
<td>Video Production I</td>
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<td>Video Production Advanced Studies*</td>
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*Complementary Courses

STATE SKILL STANDARDS
The state skill standards are designed to clearly state what the student should know and be able to do upon completion of an advanced high school career and technical education (CTE) program. The standards are designed for the student to complete all standards through their completion of a program of study. The standards are designed to prepare the student for the end-of-program technical assessment directly aligned to the standards. (Paragraph (a) of Subsection 1 of NAC 389.800)
Employability Skills for Career Readiness Standards

Employability skills, often referred to as “soft skills”, have for many years been a recognizable component of the standards and curriculum in career and technical education programs. The twenty-one standards are organized into three areas: (1) Personal Qualities and People Skills; (2) Professional Knowledge and Skills; and (3) Technology Knowledge and Skills. The standards are designed to ensure students graduate high school properly prepared with skills employers prioritize as the most important. Instruction on all twenty-one standards must be part of each course of the CTE program. (Paragraph (d) of Subsection 1 of NAC 389.800)

Curriculum Framework

The Nevada CTE Curriculum Frameworks are organized utilizing the recommended course sequencing listed in the Program of Study and the CTE Course Catalog. The framework identifies the recommended content standards, performance standards, and performance indicators that should be taught in each course.

Career and Technical Student Organizations (CTSOs)

To further the development of leadership and technical skills, students must have opportunities to participate in one or more of the Career and Technical Student Organizations (CTSOs). CTSOs develop character, citizenship, and the technical, leadership and teamwork skills essential for the workforce and their further education. Their activities are considered a part of the instructional day when they are directly related to the competencies and objectives in the course. (Paragraph (a) of Subsection 3 of NAC 389.800)

Workplace Readiness Skills Assessment

The Workplace Readiness Skills Assessment has been developed to align with the Nevada CTE Employability Skills for Career Readiness Standards. This assessment provides a measurement of student employability skills attainment. Students who complete a program will be assessed on their skill attainment during the completion level course. Completion level courses are identified by the letter “C”. (e.g., Level = L3C) (Paragraph (d) of Subsection 1 of NAC 389.800)

End-of-Program Technical Assessment

An end-of-program technical assessment has been developed to align with the Nevada CTE Skill Standards for this program. This assessment provides a measurement of student technical skill attainment. Students who complete a program will be assessed on their skill attainment during the completion level course. Completion level courses are identified by the letter “C”. (e.g., Level = L3C) (Paragraph (e) of Subsection 1 of NAC 389.800)

Certificate of Skill Attainment

Each student who completes a course of study must be awarded a certificate which states that they have attained specific skills in the industry being studied and meets the following criteria: A student must maintain a 3.0 grade point average in their approved course of study, pass the Workplace Readiness Skills Assessment, and pass the end-of-program technical assessment. (Subsection 4 of NAC 389.800)

CTE Endorsement on a High School Diploma

A student qualifies for a CTE endorsement on their high school diploma after successfully completing the following criteria: 1) successful completion of a CTE course of study in a program area, 2) successful completion of academic requirements governing receipt of a standard diploma, and 3) meet all requirements for the issuance of the Certificate of Skill Attainment. (NAC 389.815)
CTE College Credit

CTE College Credit is awarded to students based on articulation agreements established by each college for the CTE program, where the colleges will determine the credit value of a full high school CTE program based on course alignment. An articulation agreement will be established for each CTE program designating the number of articulated credits each college will award to students who complete the program.

CTE College Credit is awarded to students who: (1) complete the CTE course sequence with a grade-point average of 3.0 or higher; (2) pass the state end-of-program technical assessment for the program; and (3) pass the Workplace Readiness Assessment for employability skills.

Pre-existing articulation agreements will be recognized until new agreements are established according to current state policy and the criteria shown above.

Please refer to the local high school’s course catalog or contact the local high school counselor for more information. (Paragraph (b) of Subsection 3 of NAC 389.800)

Academic Credit for CTE Coursework

Career and technical education courses meet the credit requirements for high school graduation (1 unit of arts and humanities or career and technical education). Some career and technical education courses meet academic credit for high school graduation. Please refer to the local high school’s course catalog or contact the local high school counselor for more information. (NAC 389.672)
CORE COURSE:
RECOMMENDED STUDENT PERFORMANCE STANDARDS

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COURSE DESCRIPTION
This course is designed to introduce students to the basic elements and skills needed to produce a video. Operating video cameras, script writing, editing equipment, microphones, and the process of On-Air program production are emphasized. Students will become familiar with video production techniques for a variety of purposes, including broadcast journalism.

TECHNICAL STANDARDS

CONTENT STANDARD 1.0 : EXAMINE THE VIDEO PRODUCTION INDUSTRY
Performance Standard 1.1 : Research Events That Led to Current Practices
Performance Indicators : 1.1.1-1.1.3
Performance Standard 1.2 : Investigate Industry Ethics and Laws
Performance Indicators : 1.2.1-1.2.7
Performance Standard 1.3 : Explain the Stages of the Video Production Process
Performance Indicators : 1.3.1-1.3.7
Performance Standard 1.4 : Investigate the Various Roles in Video Production
Performance Indicators : 1.4.1-1.4.2
Performance Standard 1.5 : Explore Careers in the Video Industry
Performance Indicators : 1.5.1-1.5.3

CONTENT STANDARD 2.0 : SAFETY AND PERSONAL RESPONSIBILITY IN THE WORKPLACE
Performance Standard 2.1 : Maintain an Orderly and Safe Work Environment
Performance Indicators : 2.1.1-2.1.4
Performance Standard 2.2 : Demonstrate Personal Responsibility and Professionalism
Performance Indicators : 2.2.1-2.2.4

CONTENT STANDARD 3.0 : DEMONSTRATE THE USE OF VIDEO PRODUCTION EQUIPMENT
Performance Standard 3.1 : Demonstrate Camera Operation and Techniques
Performance Indicators : 3.1.1-3.1.7
Performance Standard 3.2 : Demonstrate the Use of Audio Equipment Operation
Performance Indicators : 3.2.1-3.2.7
Performance Standard 3.3 : Demonstrate Proper Lighting Techniques
Performance Indicators : 3.3.1-3.3.4
Performance Standard 3.4 : Demonstrate Effective Use of Visual Effects and Computer Graphics
Performance Indicators : 3.4.2-3.4.3

....continue on next page
CONTENT STANDARD 4.0 : WRITING FOR VIDEO PRODUCTION
Performance Standard 4.1 : Conduct Research for Projects
  Performance Indicators : 4.1.1-4.1.6
Performance Standard 4.2 : Create Scripts and Storyboards
  Performance Indicators : 4.2.1-4.2.6
Performance Standard 4.3 : Develop Interviewing Skills
  Performance Indicators : 4.3.1-4.3.8

CONTENT STANDARD 5.0 : DEMONSTRATE INDUSTRY STANDARD PRODUCTION PRACTICES
Performance Standard 5.1 : Demonstrate Appropriate Electronic Field Production (EFP) Practices
  Performance Indicators : 5.1.1-5.1.5
Performance Standard 5.2 : Demonstrate Appropriate Studio Operation
  Performance Indicators : 5.2.1-5.2.6
Performance Standard 5.3 : Perform On-Camera
  Performance Indicators : 5.3.1-5.3.6

CONTENT STANDARD 6.0 : UNDERSTAND THE EDITING PROCESS
Performance Standard 6.1 : Understand File Formats and Data Management
  Performance Indicators : 6.1.1-6.1.3
Performance Standard 6.2 : Operate Software for Digital Editing
  Performance Indicators : 6.2.1-6.2.3, 6.2.6-6.2.8
Performance Standard 6.3 : Understand the Principles of Editing
  Performance Indicators : 6.3.1-6.3.5
Performance Standard 6.4 : Evaluate the Project
  Performance Indicators : 6.4.1-6.4.3

EMPLOYABILITY SKILLS FOR CAREER READINESS STANDARDS
CONTENT STANDARD 1.0 : DEMONSTRATE EMPLOYABILITY SKILLS FOR CAREER READINESS
Performance Standard 1.1 : Demonstrate Personal Qualities and People Skills
  Performance Indicators : 1.1.1-1.1.7
Performance Standard 1.2 : Demonstrate Professional Knowledge and Skills
  Performance Indicators : 1.2.1-1.2.10
Performance Standard 1.3 : Demonstrate Technology Knowledge and Skills
  Performance Indicators : 1.3.1-1.3.4

ALIGNMENT TO THE NEVADA ACADEMIC CONTENT STANDARDS*

English Language Arts: Reading Standards for Literacy in Science and Technical Subjects
  Writing Standards for Literacy in Science and Technical Subjects’
  Speaking and Listening

Mathematics: Mathematical Practices

* Refer to the Video Production Standards for alignment by performance indicator
CORE COURSE:
RECOMMENDED STUDENT PERFORMANCE STANDARDS

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COURSE DESCRIPTION
This course is a continuation of Video Production I. This course provides advanced video production students with instruction in advanced techniques and processes. Emphasis is placed on the advanced principles in pre/post-production, editing techniques, studio and engineering procedures, and live broadcast skills. Students will become familiar with video production techniques for a variety of purposes, including broadcast journalism. The appropriate use of technology and industry-standard equipment is an integral part of this course. Upon successful completion of this course, students will have acquired entry-level skills for employment in this field.

TECHNICAL STANDARDS

CONTENT STANDARD 1.0 : EXAMINE THE VIDEO PRODUCTION INDUSTRY
Performance Standard 1.1 : Research Events That Led to Current Practices
   Performance Indicators : 1.1.3
Performance Standard 1.2 : Investigate Industry Ethics and Laws
   Performance Indicators : 1.2.4-1.2.6
Performance Standard 1.3 : Explain the Stages of the Video Production Process
   Performance Indicators : 1.3.2, 1.3.4, 1.3.6-1.3.7
Performance Standard 1.4 : Investigate the Various Roles in Video Production
   Performance Indicators : 1.4.2
Performance Standard 1.5 : Explore Careers in the Video Industry
   Performance Indicators : 1.5.2

CONTENT STANDARD 2.0 : SAFETY AND PERSONAL RESPONSIBILITY IN THE WORKPLACE
Performance Standard 2.1 : Maintain An Orderly and Safe Work Environment
   Performance Indicators : 2.1.1-2.1.4
Performance Standard 2.2 : Demonstrate Personal Responsibility and Professionalism
   Performance Indicators : 2.2.1-2.2.4

CONTENT STANDARD 3.0 : DEMONSTRATE THE USE OF VIDEO PRODUCTION EQUIPMENT
Performance Standard 3.1 : Demonstrate Camera Operation and Techniques
   Performance Indicators : 3.1.1-3.1.7
Performance Standard 3.2 : Demonstrate the Use of Audio Equipment Operation
   Performance Indicators : 3.2.3-3.2.4, 3.2.6-3.2.7
Performance Standard 3.3 : Demonstrate Proper Lighting Techniques
   Performance Indicators : 3.3.2-3.3.4
Performance Standard 3.4 : Demonstrate Effective Use of Visual Effects and Computer Graphics
   Performance Indicators : 3.4.1-3.4.4

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CONTENT STANDARD 4.0: WRITING FOR VIDEO PRODUCTION
Performance Standard 4.1: Conduct Research for Projects  
Performance Indicators: 4.1.1-4.1.6
Performance Standard 4.2: Create Scripts and Storyboards  
Performance Indicators: 4.2.1-4.2.3, 4.2.6
Performance Standard 4.3: Develop Interviewing Skills  
Performance Indicators: 4.3.1-4.3.8

CONTENT STANDARD 5.0: DEMONSTRATE INDUSTRY STANDARD PRODUCTION PRACTICES
Performance Standard 5.1: Demonstrate Appropriate Electronic Field Production (EFP) Practices  
Performance Indicators: 5.1.1-5.1.5
Performance Standard 5.2: Demonstrate Appropriate Studio Operation  
Performance Indicators: 5.2.1-5.2.6
Performance Standard 5.3: Perform On-Camera  
Performance Indicators: 5.3.1-5.3.6

CONTENT STANDARD 6.0: UNDERSTAND THE EDITING PROCESS
Performance Standard 6.1: Understand File Formats and Data Management  
Performance Indicators: 6.1.2
Performance Standard 6.2: Operate Software for Digital Editing  
Performance Indicators: 6.2.1-6.2.8
Performance Standard 6.3: Understand the Principles of Editing  
Performance Indicators: 6.3.5
Performance Standard 6.4: Evaluate the Project  
Performance Indicators: 6.4.1-6.4.3

EMPLOYABILITY SKILLS FOR CAREER READINESS STANDARDS
CONTENT STANDARD 1.0: DEMONSTRATE EMPLOYABILITY SKILLS FOR CAREER READINESS
Performance Standard 1.1: Demonstrate Personal Qualities and People Skills  
Performance Indicators: 1.1.1-1.1.7
Performance Standard 1.2: Demonstrate Professional Knowledge and Skills  
Performance Indicators: 1.2.1-1.2.10
Performance Standard 1.3: Demonstrate Technology Knowledge and Skills  
Performance Indicators: 1.3.1-1.3.4

ALIGNMENT TO THE NEVADA ACADEMIC CONTENT STANDARDS*

English Language Arts: Reading Standards for Literacy in Science and Technical Subjects  
Writing Standards for Literacy in Science and Technical Subjects  
Speaking and Listening
Mathematics: Mathematical Practices

* Refer to the Video Production Standards for alignment by performance indicator
CORE COURSE:
RECOMMENDED STUDENT PERFORMANCE STANDARDS

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COURSE DESCRIPTION
This course is a continuation of Video Production II. This course provides advanced video production students with instruction in advanced techniques and processes. Emphasis is placed on the advanced principles in pre/post-production, editing techniques, studio and engineering procedures, and live broadcast skills. Students will become familiar with video production techniques for a variety of purposes, including broadcast journalism. The appropriate use of technology and industry-standard equipment is an integral part of this course. Upon successful completion of this course, students will have acquired entry-level skills for employment in this field.

TECHNICAL STANDARDS

CONTENT STANDARD 1.0 : EXAMINE THE VIDEO PRODUCTION INDUSTRY

Performance Standard 1.1 : Research Events That Led to Current Practices

Performance Indicators : 1.1.3

Performance Standard 1.2 : Investigate Industry Ethics and Laws

Performance Indicators : 1.2.4-1.2.6

Performance Standard 1.3 : Explain the Stages of the Video Production Process

Performance Indicators : 1.3.2, 1.3.4, 1.3.6-1.3.7

Performance Standard 1.4 : Investigate the Various Roles in Video Production

Performance Indicators : 1.4.1-1.4.2

Performance Standard 1.5 : Explore Careers in the Video Industry

Performance Indicators : 1.5.2

CONTENT STANDARD 2.0 : SAFETY AND PERSONAL RESPONSIBILITY IN THE WORKPLACE

Performance Standard 2.1 : Maintain An Orderly and Safe Work Environment

Performance Indicators : 2.1.1-2.1.4

Performance Standard 2.2 : Demonstrate Personal Responsibility and Professionalism

Performance Indicators : 2.2.1-2.2.4

CONTENT STANDARD 3.0 : DEMONSTRATE THE USE OF VIDEO PRODUCTION EQUIPMENT

Performance Standard 3.1 : Demonstrate Camera Operation and Techniques

Performance Indicators : 3.1.1-3.1.7

Performance Standard 3.2 : Demonstrate the Use of Audio Equipment Operation

Performance Indicators : 3.2.3-3.2.4, 3.2.6-3.2.7

Performance Standard 3.3 : Demonstrate Proper Lighting Techniques

Performance Indicators : 3.3.2-3.3.4

Performance Standard 3.4 : Demonstrate Effective Use of Visual Effects and Computer Graphics

Performance Indicators : 3.4.1-3.4.4

….continue on next page
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   Performance Standard 4.1: Conduct Research for Projects
      Performance Indicators: 4.1.1-4.1.6
   Performance Standard 4.2: Create Scripts and Storyboards
      Performance Indicators: 4.2.1-4.2.3, 4.2.6
   Performance Standard 4.3: Develop Interviewing Skills
      Performance Indicators: 4.3.1-4.3.8

CONTENT STANDARD 5.0: DEMONSTRATE INDUSTRY STANDARD PRODUCTION PRACTICES
   Performance Standard 5.1: Demonstrate Appropriate Electronic Field Production (EFP) Practices
      Performance Indicators: 5.1.1-5.1.5
   Performance Standard 5.3: Perform On-Camera
      Performance Indicators: 5.3.1-5.3.6

CONTENT STANDARD 6.0: UNDERSTAND THE EDITING PROCESS
   Performance Standard 6.1: Understand File Formats and Data Management
      Performance Indicators: 6.1.2
   Performance Standard 6.2: Operate Software for Digital Editing
      Performance Indicators: 6.2.1-6.2.8
   Performance Standard 6.3: Understand the Principles of Editing
      Performance Indicators: 6.3.5
   Performance Standard 6.4: Evaluate the Project
      Performance Indicators: 6.4.1-6.4.3

EMPLOYABILITY SKILLS FOR CAREER READINESS STANDARDS
CONTENT STANDARD 1.0: DEMONSTRATE EMPLOYABILITY SKILLS FOR CAREER READINESS
   Performance Standard 1.1: Demonstrate Personal Qualities and People Skills
      Performance Indicators: 1.1.1-1.1.7
   Performance Standard 1.2: Demonstrate Professional Knowledge and Skills
      Performance Indicators: 1.2.1-1.2.10
   Performance Standard 1.3: Demonstrate Technology Knowledge and Skills
      Performance Indicators: 1.3.1-1.3.4

ALIGNMENT TO THE NEVADA ACADEMIC CONTENT STANDARDS*
   English Language Arts: Reading Standards for Literacy in Science and Technical Subjects
      Writing Standards for Literacy in Science and Technical Subjects
      Speaking and Listening
   Mathematics: Mathematical Practices

* Refer to the Video Production Standards for alignment by performance indicator
COMPLEMENTARY COURSE(S):

Programs that utilize the complementary courses can include the following courses. The Advanced Studies course allows for additional study through investigation and in-depth research.

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COURSE DESCRIPTION

This course is offered to students who have achieved all content standards in a program whose desire is to pursue advanced study through investigation and in-depth research. Students are expected to work independently or in a team and consult with their supervising teacher for guidance. The supervising teacher will give directions, monitor, and evaluate the students’ topic of study. Coursework may include various work-based learning experiences such as internships and job shadowing, involvement in a school-based enterprise, completion of a capstone project, and/or portfolio development. This course may be repeated for additional instruction and credit.

TECHNICAL STANDARDS

Students have achieved all program content standards and will pursue advanced study through investigation and in-depth research.

EMPLOYABILITY SKILLS FOR CAREER READINESS STANDARDS

Students have achieved all program content standards and will pursue advanced study through investigation and in-depth research.

SAMPLE TOPICS

- Internship at local television studio
- Film Studies
COMPLEMENTARY COURSE(S):
RECOMMENDED STUDENT PERFORMANCE STANDARDS

Programs that utilize the complementary courses can include the following courses. The lab courses allow additional time to be utilized in developing the processes, concepts, and principles as described in the classroom instruction. The standards and performance indicators for each lab course are shown in the corresponding course listed in the previous section.

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**COURSE DESCRIPTION**
This course is designed to expand the students’ opportunities for applied learning. This course provides an in-depth lab experience that applies the processes, concepts, and principles as described in the classroom instruction. The coursework will encourage students to explore and develop advanced skills in their program area. The appropriate use of technology and industry-standard equipment is an integral part of this course.

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</tbody>
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**COURSE DESCRIPTION**
This course is designed to expand the students’ opportunities for applied learning. This course provides an in-depth lab experience that applies the processes, concepts, and principles as described in the classroom instruction. The coursework will encourage students to explore and develop advanced skills in their program area. The appropriate use of technology and industry-standard equipment is an integral part of this course.