




Republic of the Philippines  
**Department of Education**  
Region V  
**SCHOOLS DIVISION OF SORSOGON**

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**MEMORANDUM**

TO: Assistant Schools Division Superintendent  
Chief Education Supervisors, CID and SGOD  
Education Program Supervisors  
Public Schools District Supervisors  
Senior Education Program Specialists/ Division Coordinators  
Public Elementary and Secondary School Heads  
Teaching and Non-Teaching Personnel  
All Others Concerned

FROM:  **JOSE L. DONCILLO, CESO V**  
Schools Division Superintendent *JA*

SUBJECT: **SUBMISSION OF NOMINATION TO THE TRAINING-  
WORKSHOP ON THE USE OF ADOBE SOFTWARE AND OTHER  
MULTIMEDIA TOOLS FOR SDO SORSOGON**

DATE: **May 16, 2022**

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1. This Office, through the **Office of the Schools Division Superintendent - Information Communications Technology (OSDS-ICT) Unit** informs the field on the conduct of selection of participants for the **Training-Workshop on the use of Adobe Software and other Multimedia Tools for SDO Sorsogon** that will be facilitated by the DepEd Information and Communications Technology and Services (ICTS)-Educational Technology Unit on November 14-20, 2022 at a venue to be announced later.

2. This training-workshop aims to:
- teachers on the use of different Adobe software and other multimedia tools;
  - creation of different multimedia materials that the school's division can use;
  - empower teachers with digital arts in the field of multimedia and other Adobe productivity software;



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- design a multimedia learning environment that promotes meaningful learning experiences;
- provides software and application training used in the production of different multimedia materials;
- introduce various equipment used in multimedia production;
- and established SDO's multimedia team.

3. DepEd ICTS-Educational Technology Unit provided guidelines in selecting participants in the said training-workshop. The following are the available roles for the training workshop: **4 Multimedia Director, 4 Production Assistant, 4 Cameraman/Director of Photography, 4 Scriptwriters, 4 Researchers, 8 On-Cam Talent, 8 Video Editor, 8 Animator, 8 Illustrators, 8 Graphic Artists, 4 QA Evaluators/Specialists** (Guidelines is attached to this memorandum).

4. The submission shall be on or before **May 31, 2022 thru the Division IT Officer** via email ([john.perez002@deped.gov.ph](mailto:john.perez002@deped.gov.ph)). The recommended/qualified personnel must use this format together with the Curriculum Vitae:

	Name of Teacher/ Personnel	Position/ Title	School/Office	Roles	PRC License No. (for CPD Unit)
1.					
2.					
3.					

5. The Schools Division Office shall select the participants among the nominations.

6. Widest dissemination of and compliance to this Memorandum are earnestly desired.



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Republic of the Philippines  
Department of Education  
Information & Communications Technology and Services  
Educational Technology Unit  
Pasig City

**Guide on Selecting Participants on the  
Training-Workshop on the use of Adobe Software and other Multimedia Tools for Selected SDOs**

*Basic Qualifications*

1. Participants must be a permanent DepEd teaching/non-teaching personnel.
2. Trainees are limited to 64 teaching personnel and 6 non-teaching personnel.
3. Teachers from Kinder to Senior high school are qualified to be a participant.
4. Participants must have a background knowledge on the assigned roles, tasks, and responsibilities to them.

*Specifications*

The following are the list of roles, tasks, responsibilities, and the required number of participants to form the SDO's Multimedia Team.

<b>Roles</b>	<b>Tasks</b>	<b>Responsibilities</b>	<b>Number of Participants</b>
<b>Multimedia Director</b>	Multimedia Director is the chief orchestrator of the production teams. His/her primary duties include securing funds for production, assigning staff members their roles, and outlining a long-term working schedule.	<ul style="list-style-type: none"><li>• Leads and organizes the whole production team</li><li>• Project research, gathers information and knowledge from available resources</li><li>• Recruit/assign tasks for appropriate members of the multimedia-team</li><li>• Organizes team members and supervising production members</li><li>• Outlines working timeline</li><li>• Outlines a budget and working within its limitations</li></ul>	4

		<ul style="list-style-type: none"> <li>• Manages the daily affairs of the team</li> <li>• Sees the production holistically from conception to final cut</li> <li>• Ensures that the final product is of the highest quality</li> <li>• Approves all decisions on props, sets, scheduling changes, etc.</li> <li>• Resolves internal conflict during production</li> <li>• Marketing and promotion of the programs, projects, and activities of the SDO Multimedia Team</li> <li>• Manages official social media account of the SDO Multimedia team</li> </ul>	
<b>Production Assistant</b>	<p>Production assistant works on production sets, setting up of equipment/s, distributes scripts, and runs any errands needed by other staff members.</p>	<ul style="list-style-type: none"> <li>• Works along with the executive producer to develop program concepts and ideas</li> <li>• Coordinating set construction, assists in lighting and sound plans</li> <li>• Additional operational duties such as managing the budget, generating financial reports and status updates</li> <li>• Active involvement in the creative side of the job by pitching ideas, helping to develop stories and scripts and suggesting improvements</li> <li>• Prints and distributes daily paperwork (e.g., scripts, call sheets).</li> <li>• Escorts actors/on cam talents around the filming area and coordinate extras</li> <li>• Acts as a runner distributing messages or items within the team and cast</li> <li>• Performs administrative work (answering phones, paperwork etc.)</li> <li>• Drafts letters for officials/people involve</li> <li>• Undertakes errands as assigned</li> <li>• Gives assistance with duties on and off set</li> <li>• Liaising between the producer and the postproduction team and helping to prepare publicity materials</li> <li>• Manages official social media account of the SDO Multimedia team with the Executive Producer</li> </ul>	4
<b>Cameraman/Director of Photography</b>	<p>The DOP controls everything that affects what the camera captures (i.e., composition, exposure, lighting, filters, and camera movements). The director of</p>	<ul style="list-style-type: none"> <li>• Supervises a camera and lighting crew and directing camera movement</li> <li>• Develops a visual style for each production/program/activity</li> <li>• Determine lighting requirements on set</li> <li>• Decides on the best camera angles and frames for scenes</li> <li>• Orders and tests lighting and camera equipment</li> </ul>	4

	<p>photography is the head of the camera and lighting crews on set, and also selects cameras, lenses, and filters to be used on a shoot.</p>	<ul style="list-style-type: none"> <li>• Determines camera aperture settings</li> <li>• Controls natural or artificial lighting conditions</li> <li>• Liaising with electricians to ensure adequate electrical supply</li> <li>• Determines elements such as filters, shutter angles, focus, depth of field and camera distance</li> <li>• Makes sure that the video or audio segments are in the correct broadcast order</li> <li>• Uses a streaming software (e.g., Streamyard, OBS etc.) really well while directing and making sure that the flow is in order based on the script</li> <li>• Camera operators capture the shots. They make sure the cameras and rigs are set up and ready to use.</li> <li>• During filming, they handle the camera and attend to the composition of the pictures, listening to the director of photography all the time.</li> <li>• Makes sure that the camera's movements are smooth regardless of how fast he is moving or how bumpy the ground might be.</li> <li>• Makes sure all the shots are in focus. They set up cameras, test lenses and calculate distances.</li> <li>• They are reliable and accurate, as it's expensive to reshoot if footage isn't as sharp as it needs to be.</li> <li>• Supports the camera department by preparing and maintaining equipment.</li> <li>• They are responsible for record keeping and the slating of each take and will work with the scriptwriter to ensure the continuity notes, camera logs, and other paperworks are kept in good order ahead of supplying to the edit.</li> <li>• They upload and organize the footages in a drive for the post-production to access.</li> </ul>	
<p><b>Scriptwriter</b></p>	<p>Scriptwriters are an essential part of any production team because they're responsible for creating the dialogue, characters, and storyline that make up a script, or screenplay. They can</p>	<ul style="list-style-type: none"> <li>• Works with the researcher to create blueprints for script based on research and creative vision of production teams</li> <li>• Writes the script with a clear flow/dialogue the on-cam talents will use on the production</li> <li>• Indicates the Props, Illustrations, GFX, Animation and Music that are needed to be prepare by the team</li> </ul>	<p>4</p>

	<p>construct various copies for a range of audiences. They are usually passionate about creative ideas and can express these ideas with clarity.</p>	<ul style="list-style-type: none"> <li>• Discusses content details with technical teams to ensure that it meets desired standards.</li> <li>• Ensures there are no legal and copyright issues that could occur with the production of script</li> <li>• Guide teams to research on the subject matter based on the storyline provided</li> <li>• Identify various sources for the researcher to assist the scriptwriting process</li> <li>• Prepares required documents to obtain legal clearance for production</li> <li>• Presents the narratives and provide inputs on the visual and production requirements</li> <li>• Produce original ideas based on the understanding of the audience</li> <li>• Propose options to change script to avoid any copyright or legal issues</li> <li>• Research to understand the characters and other story elements</li> <li>• Revises the blueprints based on inputs from production teams</li> </ul>	
<p><b>Researcher</b></p>	<p>Researchers are key to any production because they find the people, the places, the facts, figures, and stories that are at the heart of every production. In other words, the CONTENT.</p> <p>Researchers spend a lot of the time on the phone and looking online trying to find the right material for a show, from stories and locations to props, products, and information. Researchers often prepare a 'brief', which is a final document containing the information a producer and scriptwriter needs.</p>	<ul style="list-style-type: none"> <li>• Liaise with script writers, producers, and directors in order to determine the information needs of the production</li> <li>• Source potential interviewees and conduct initial interviews</li> <li>• Source and research facts, figures and information using the internet, film and tape archives, specialist collections, picture libraries, museums, and government departments</li> <li>• Brief script writers regarding the findings of research.</li> <li>• May be involved in the development and creation of ideas for new programs, or improvements for existing ones</li> <li>• Generate programme ideas</li> <li>• Gather, fact-check, and present relevant information, facts and figures</li> <li>• Organize meetings and interviews with appropriate people</li> <li>• Write and edit briefing notes and scripts</li> <li>• Conduct interviews</li> <li>• Brief programme presenters</li> <li>• Books production equipment and staff</li> <li>• Prepare cost accounts</li> </ul>	<p>4</p>

<p><b>On-cam talent</b></p>	<p>The on-cam talent should know how to entertain and inform an audience by presenting information or entertainment in an accessible and attractive way across television, radio and online.</p> <p>You'll introduce, host (or co-host) a programme, create links between items, introduce and interview guests and interact with the audience.</p>	<ul style="list-style-type: none"> <li>• Research topics and background information for items to be featured on the programme</li> <li>• Plan and rehearse shows</li> <li>• Write and sometimes memorize scripts</li> <li>• Liaise with other members of the production and technical teams</li> <li>• Introduce and host programmes</li> <li>• Interview guests in the studio, by telephone or on location</li> <li>• Read short news, traffic, sport or weather reports</li> <li>• Provide links between programmes</li> <li>• Read from a script or autocue, or improvise</li> <li>• In radio, 'drive' the desk and operate some of the technical equipment for recording and playback, using computers to cue up and play music and jingles</li> <li>• Keep the programme running to schedule, responding positively and quickly to problems or changes and improvising where necessary</li> <li>• In television, keep in contact with the director and production team in the studio gallery, via ear-piece link</li> <li>• Meet with the production crew to assess or review a broadcast, and to plan the next one</li> </ul>	<p>8</p>
<p><b>Video Editor</b></p>	<p>Video editors are generally responsible on the collection and finalization of all media elements produced by the postproduction team.</p> <p>The video editor works closely with the multimedia director to attain the best outcome, with the goal of telling great stories in the most effective and compelling way. Work heavily involves proper framing, color grading, cutting, and</p>	<ul style="list-style-type: none"> <li>• Responsible for editing the raw material into finished and quality assured videos</li> <li>• Video editors are responsible in ensuring that all the scenes on the script are properly organize in the editing timeline and video's final length</li> <li>• Video editor should have the ability to choose the angles and points of view to use in each scene. The filmmaker will frequently shoot scenes from many perspectives so that the video editor has a variety of options to choose from</li> <li>• The video editor must ensure that the video's final length is appropriate for the genre and anticipated viewer attention span</li> <li>• The video editor must make changes to scenes that don't take away from the director's vision, but that also help keep the viewer's attention</li> <li>• Open to communicate and share different great ideas to all members of the postproduction staff</li> </ul>	<p>8</p>

	rearranging different scenes.	<ul style="list-style-type: none"> <li>• Quick to understand, learn and devise or apply ideas given</li> <li>• Has the ability to meet deadlines on the provided revisions</li> </ul>	
<b>Animator</b>	Animators use computers and other techniques to create moving images that tell stories or provide information. They work with clients and production team members to establish project goals, create storyboards, and design and refine animations.	<ul style="list-style-type: none"> <li>• Present the final animated piece to production team members for their approval</li> <li>• Use creativity and artistic techniques to tell a story or provide information in visual form</li> <li>• Research industry trends and developments and learning new applications</li> <li>• Collaborate with the production team members to understand needs, review scripts, design storyboards, and create and edit animations</li> <li>• Use software and other techniques to produce animations.</li> <li>• Listening to feedback and altering animations to better suit production needs</li> <li>• Ensure that the final product aligns with the needs of the production and is delivered on time without exceeded the budget</li> </ul>	8
<b>Illustrator</b>	Illustrators are artists that use their creative skills to create original images for a range of printed and digital arts for the production team to use. They work closely with the scriptwriter, graphic artist, and animator to turn ideas and printed media into inspiring illustrations/arts.	<ul style="list-style-type: none"> <li>• Produce illustrations that will be used in different social media platforms and television channels of the Department of Education</li> <li>• Conduct and lead training that will capacitate teaching and non-teaching personnel in producing creative illustrations</li> <li>• Prepare and design rough draft illustrations according to scriptwriter's specifications</li> <li>• Finishes job within the time limitations</li> <li>• Create complete illustrations by combining painting, hand-drawn and digitally created images</li> <li>• Refine image design using illustration software. (Adobe Illustator, Adobe Photoshop)</li> <li>• Enhances the design concept using a wide range of colors and graphics</li> <li>• Apply complex isometric techniques to add perspective to design shapes</li> <li>• Format final illustrations using CAD software.</li> <li>• Ensures that printed illustrations meet specified color and quality standards</li> </ul>	8
<b>Graphic Artist</b>	Graphic designers use computers or hand	<ul style="list-style-type: none"> <li>• Plan concepts by studying relevant information and materials.</li> </ul>	8



	<p>tools to create posters, websites, logos, brochures, magazines, and many other materials to communicate ideas and information visually. They are sometimes called graphic artists.</p>	<ul style="list-style-type: none"> <li>• Illustrate concepts by designing examples of art arrangement, size, type size and style and submitting them for approval</li> <li>• Prepare finished art by operating necessary equipment and software.</li> <li>• Contribute to team efforts by accomplishing tasks as needed</li> <li>• Communicate with the video editors and directors about layout and design</li> <li>• Design web pages, brochures, logos, signs, magazine covers advertisements and other communication materials</li> <li>• Review final layouts and suggesting improvements when necessary</li> <li>• Executes the development, organization, and creation of creative assets in accordance with the need on production</li> </ul>	
<p style="text-align: center;"><b>QA Evaluator/Specialist</b></p>	<p>Quality assurance specialists are responsible for monitoring, inspecting, and proposing measures to correct or improve the SDO multimedia team's final outputs and processes in order to meet established quality standards.</p>	<ul style="list-style-type: none"> <li>• Prepare and implement quality assurance policies and procedures</li> <li>• Perform technical and content evaluation on all the outputs of the multimedia production, ensuring all material published undergone technical and content quality assurance</li> <li>• Identify and resolve workflow and production issues</li> <li>• Ensure that standards and safety regulations are observed</li> <li>• Address and discuss issues and proposed solutions with superiors</li> <li>• Make recommendations for improvement</li> <li>• Create training materials and operating manuals</li> <li>• Develop or update production complaint and inspection procedures to ensure capture and investigation, as well as proper documentation of complaints</li> <li>• Monitor risk-management procedures and maintain and analyze problem logs to identify and report recurring issues.</li> <li>• Provide training and support to quality assurance team on systems, policies, procedures, and core processes</li> <li>• Leads the Quality Assurance, Technical Assistance Monitoring and Evaluation (QATAME) of the team</li> <li>• Responsible for gathering data and documentation about the monitoring and evaluation. (F2F or Online)</li> </ul>	<p>4</p>

**EQUIPMENT**

**Laptop** (For all Participants)

PC Specs

CPU: Intel Core i5/ AMD Ryzen 5

GPU: 2GB+

RAM: 8GB+

SSD: 240 GB+

***Camera with Tripod (For DOP/Cameraman)***

DSLR Camera and/or Mirrorless