

TV / VIDEO PRODUCTION II

LENGTH OF TIME: 90 Minutes, Every day

GRADE LEVEL: 9-12

COURSE STANDARDS:

Students will:

1. Become familiar with the processes and tools associated with video production.(PA Academic Std 3.1A, 3.2A, 3.6A, 3.6B,3.6C, 3.6D, 3.7A, 3.7B, 3.7C, 3.7D, 3.7E)
2. Develop pre-production skills through story boards and script writing. (PA Academic Std 3.6B, 3.6D, 3.7E)
3. Utilize the 15 elements of composition in all video productions. (PA Academic Std 3.6B, 3.6D, 3.7E)
4. Develop respect and a working understanding of all video production equipment. (PA Academic Std 3.1A, 3.2A, 3.6B,3.6C, 3.6D, 3.7A, 3.7B, 3.7C, 3.7D, 3.7E)
5. Use basic lighting and audio techniques in the creation of all video productions. (PA Academic Std 3.1A, 3.2A, 3.6B,3.6C, 3.6D, 3.7A, 3.7B, 3.7C, 3.7D, 3.7E, 3.8A)
6. Work cooperatively in teams on Video/TV production projects. (PA Academic Std 3.1B, 3.2B, 3.2C, 3.6B, 3.6C, 3.6D, 3.7A, 3.7B, 3.7C, 3.7D, 3.7E, 3.8A, 3.8B, 3.8C)
7. Create Video and TV production projects using adobe premier. (PA Academic Std 3.1B, 3.2B, 3.2C, 3.6B, 3.6C, 3.6D, 3.7A, 3.7B, 3.7C, 3.7D, 3.7E, 3.8A, 3.8B, 3.8C)
8. Produce written scripts for all projects that demonstrate an understanding of the rules of the English Language. (PA Academic Std 3.6D, 3.7D, 3.8B, 3.8A, 3.2D)
9. Develop an understanding of video terms through application. (PA Academic Std 3.1B, 3.2B, 3.2C, 3.6B, 3.6C, 3.6D, 3.7A, 3.7B, 3.7C, 3.7D, 3.7E, 3.8A, 3.8B, 3.8C)
10. Use a variety of digital imaging techniques in the creation of video. (PA Academic Std 3.1B, 3.2B, 3.2C, 3.6B, 3.6C, 3.6D, 3.7A, 3.7B, 3.7C, 3.7D, 3.7E, 3.8A, 3.8B, 3.8C)
11. Use a variety of software packages in the creation of materials for video and TV production. (PA Academic Std 3.6B,3.7C, 3.7D, 3.7E)
12. Develop studio and field production techniques in the creation of video and TV projects. (PA Academic Std 3.1B, 3.2B, 3.2C, 3.6B, 3.6C, 3.6D, 3.7A, 3.7B, 3.7C, 3.7D, 3.7E, 3.8A, 3.8B, 3.8C)
13. Utilize the internet in developing resource material for the completion of all Video/TV projects. (PA Academic Std 3.1A, 3.2D, 3.6B, 3.6C, 3.7C, 3.7D, 3.7E, 3.8C)
14. Develop an understanding of professional ethics when working in Video/TV production. (PA Academic Std 3.8A, 3.8B, 3.8C)
15. Will develop programming for the Palisades Channel. (PA Academic Std 3.1B, 3.2B, 3.2C, 3.6B, 3.6C, 3.6D, 3.7A, 3.7B, 3.7C, 3.7D, 3.7E, 3.8A, 3.8B, 3.8C)

RELATED PA ACADEMIC STANDARDS FOR SCIENCE AND TECHNOLOGY

- 3.1 Unifying Themes
 - A. Systems
 - B. Models
 - C. Patterns
 - D. Scale
 - E. Change

- 3.2 Inquiry and Design
 - A. Nature of Scientific Knowledge
 - B. Process Knowledge
 - C. Scientific Method
 - D. Problem Solving in Technology
- 3.3 Biological Sciences
 - A. Living Forms
 - B. Structure and Function
 - C. Inheritance
 - D. Evolution
- 3.4 Physical Science, Chemistry and Physics
 - A. Matter
 - B. Energy
 - C. Forces and Motion
 - D. Astronomy
- 3.5 Earth Sciences
 - A. Land Forms and Processes
 - B. Resources
 - C. Meteorology
 - D. Hydrology and Oceanography
- 3.6 Technology Education
 - A. Biotechnology
 - B. Information Technology
 - C. Physical Technologies
- 3.7 Technological Devices
 - A. Tools
 - B. Instruments
 - C. Computer Operations
 - D. Computer Software
 - E. Computer Communication Systems
- 3.8 Science, Technology and Human Endeavors
 - A. Constraints
 - B. Meeting Human Needs
 - C. Consequences and Impacts

Course Description:

TV/Video Production II is a rigorous continuation of TV/Video Production I. The course is designed to build on the basic video production principles learned in the first course. TV/Video II will incorporate both studio and field production techniques using both analog and digital technology. The class will work closely with our Community Relations Director in developing documentaries and informational ads about Palisades High School and the Palisades School District. In addition, the class will maintain and add programming to the Palisades School District's educational cable station.

Topics include: Planning, Writing, Directing and Editing a Production, Field Equipment Functions, Operational Set-Up and Maintenance, Advanced Editing Operations, Studio Productions; Audio/Video Control Systems, Production Graphics, Career Opportunities, and Professional Ethics.

Course Objectives: At the completion of this course, the student should be able to:

1. work as part of a studio/field crew
2. use single-camera production techniques for post-production editing
3. edit productions using various video and audio sources
4. budget for a video production
5. script and storyboard various longer format productions

Additional Topics May Include:

- Service Electric Channel 261 programming
- Broadcasting
- Sports casting
- Directing – short films and PSA's
- Shooting and editing for the web

COURSE TOPICS-(IN DEPTH)

PRE-PRODUCTION, PRODUCTION, AND POST-PRODUCTION PROCEDURES

Students will demonstrate basic planning, writing, directing, and editing of a production.

1. Identify and list different types/formats of programs and productions.
2. Plan a program using accepted styles of production.
3. Identify staffing needs for a production.
4. Write a program using accepted styles of production, as per assigned format.
5. Review the duties of a director and perform these duties in accepted styles of production.
6. Edit a program using accepted styles of production.

FIELD PRODUCTION

Students will exhibit proper use of field equipment and its functions.

1. Describe electronic news gathering and electronic field production.
2. Set up equipment for field production.
3. Operate equipment during production segments.

OPERATIONAL SETUP AND MAINTENANCE

Students will use specified operational set-up/maintenance procedures.

1. Describe types of video connectors.
2. Describe types of audio connectors.
3. Describe types of data connectors.
4. Troubleshoot a bad cable connection.
5. Replace bulb in light fixture.
6. Explain and demonstrate the use of basic electrical devices in the use of broadcast / video equipment.
7. Maintain equipment to instructor's specification.

ADVANCED EDITING OPERATIONS

Students will perform advanced editing operations.

1. Calculate back-time and running time and apply the calculations to the editing of a program.
2. Use appropriate transitions and effects (video/audio) for production.
3. Execute split audio/video edits.
4. Produce multi-track audio for audio/video recording.
5. Maintain proper continuity throughout production.

PRODUCTION PERFORMANCE

Students will exhibit proper production performance techniques.

1. Perform as a talent in a production.
2. Describe technically acceptable visual components (i.e., makeup, clothing, color, set, dressing, etc.).
3. Demonstrate practices of delivery or performance.

AUDIO/VIDEO CONTROL SYSTEMS

Students will demonstrate understanding of audio/video control systems.

1. Identify, select, and appropriately place microphone/lights/cameras for production.
2. Set-up and operate recording/playback devices.
3. Describe parts of audio console/video switcher/light dimmer.
4. Operate audio console/video switcher/light dimmer.
5. Describe parts and functions of camera control units.

PRODUCTION GRAPHICS

Students will create production graphics.

1. Identify various graphic creation hardware/software systems.
2. Design and produce graphics for production.

CAREER INVESTIGATION

Students will identify career opportunities.

1. Identify a career objective.
2. Identify sources of information concerning careers.
3. List the skills, attitudes, abilities, and training required for jobs in the broadcast industry.
4. Describe employment opportunities in broadcast related fields.
5. Explain the importance of in occupational skills and knowledge through continued educational training.
6. Students will complete career preparations and identify the certifications available.
7. Compare and contrast careers in video production along with their educational requirements.
8. Identify the college majors that require at least one course in video production.
9. Investigate how video production is used in other disciplines.

ENTREPRENEURSHIP

Students will investigate business practices of broadcast/video production.

Students will explain and demonstrate understanding of expenses, production costs, and budgets.

1. Explore costs and availability of video production equipment.
2. Calculate the costs of a production.
3. Develop an appreciation for time required in each production phase when producing a video.

Students will explore the importance of marketing in video production.

1. Identify various marketing techniques and strategies.
2. Research and develop various marketing strategies and techniques.

Students will exhibit professional ethics.

1. Demonstrate ability to give and follow directions.
2. Demonstrate ability to function as a member of a team.
3. Demonstrate strong work ethic.
4. Describe and practice principles of broadcast law (i.e., copyright, plagiarism, etc.).

METHODS OF ASSESSMENT:

1. Problem solving activities with rubrics
2. Projects with video production rubrics
3. Story Boards with rubrics
4. Presentations with rubrics
5. Written scripts with rubrics