



# Performing Arts Media Production I (Broadcast)



ORGANIZING THEME/TOPIC	FOCUS STANDARDS & SKILLS
<p><b>THEME: Camera Basics</b></p> <p>Camera operation Design principles</p> <p>Time frame: 1 week and enhanced throughout course</p>	<p>30103. 1.2.5 Explore the equipment, software and tools needed in audio and video production.</p> <ul style="list-style-type: none"> <li>• Operate professional camera, including focus, white balance, audio, iris, and filter controls.</li> <li>• Apply the rule of thirds.</li> <li>• Use tripods and other video production accessories.</li> </ul>
<p><b>THEME: Ethics &amp; media law</b></p> <p>Legal and ethical responsibility First Amendment Fair Use and copyright Libel and slander</p> <p>Time frame: 1 week and applied throughout course</p>	<p>10202.3.3.2 Demonstrate knowledge of social, ethical, and legal issues in the digital communication field.</p> <ul style="list-style-type: none"> <li>• Understand and apply First Amendment, Fair Use, copyright protections.</li> <li>• Understand libel, slander, and student press law.</li> <li>• Apply accepted media ethics, principles including balance, fairness in coverage and source credibility.</li> </ul>
<p><b>THEME: Interviewing</b></p> <p>Interview questions Interpersonal communication skills Credible sources Supporting technology</p> <p>Time frame: 5 weeks and applied throughout course</p>	<p>30103.1.2.12 Understand the interview process.</p> <ul style="list-style-type: none"> <li>• Take interview notes.</li> <li>• Conduct a basic interview.</li> <li>• Use wireless microphones.</li> <li>• Frame interviews.</li> <li>• Manipulate light to match the purpose of the interview.</li> <li>• Monitor and mix interview audio.</li> <li>• Generate and pose interview prompts and/or questions.</li> <li>• Identify and shoot effective b-roll.</li> <li>• Structure an interview (including cutaways).</li> <li>• Analyze interviews for various audiences and purposes.</li> </ul>

<p><b>THEME: Story elements</b></p> <p>News/content gathering Script writing</p> <p>Time frame: 5 weeks and applied throughout course</p>	<p>30103.1.2.9 Write audio scripts for various types of programs (including key elements, short audio scripts).</p> <ul style="list-style-type: none"> <li>• Identify the elements of a news story.</li> <li>• Gather footage and interviews.</li> <li>• Write the script..</li> <li>• Edit the news story.</li> <li>• Organize information into a news package or news story.</li> </ul>
<p><b>THEME: Nonlinear Editing</b></p> <p>Communicating the message Editing software Visual and auditory impact</p> <p>Time frame: 3 weeks and applied throughout course</p>	<p>30103. 1.2.15 Apply non-linear editing and editing skills related to various delivery requirements.</p> <ul style="list-style-type: none"> <li>• Understand media management.</li> <li>• Compress audio and video with web compliant codecs.</li> <li>• Understand audio and video formats.</li> <li>• Prepare media for web delivery.</li> <li>• Use professional nonlinear editing software.</li> <li>• Edit for visual and auditory impact.</li> <li>• Edit to get across a message, tell a story or persuade.</li> </ul>
<p><b>THEME: Final Project</b></p> <p>Time frame: 3 weeks</p>	<p>30103.1.2.21 Produce a story using video (including writing the script, shooting the video and editing to make it fluid and seamless).</p> <ul style="list-style-type: none"> <li>• Demonstrate proficiency in the use of images, video and/or motion graphics.</li> <li>• Create and refine design concepts.</li> <li>• Define scope of work and persevere in achieving individual or group goals.</li> </ul>
<p><b>THEME: Career and college readiness</b></p> <p>Time frame: Integrated throughout course</p>	<p>Career and college readiness skills</p> <ul style="list-style-type: none"> <li>• Demonstrate teamwork and communication skills.</li> <li>• Research and gather information.</li> <li>• Manage multifaceted projects.</li> <li>• Solve technical problems.</li> </ul>