



# Performing Arts

## Media Production II (Broadcast)



**ORGANIZING THEME/TOPIC**

**FOCUS STANDARDS & SKILLS**

<p><b>THEME/TOPIC: Advanced camera techniques</b></p> <p>Camera operation Design principles</p> <p>Time Frame: 1 week and applied 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>• Select the appropriate camera and equipment for a particular production.</li> <li>• Organize multi-camera shoots to cover various events.</li> <li>• Use tripods and other video production accessories.</li> </ul>
<p><b>THEME: Multi-media Production</b></p> <p>Multi-media skills in a real-world application setting with an emphasis on leadership</p> <p>Time Frame: Applied throughout course</p>	<p>KS 30150.1.2.3 Collaborate on a multi-media project for public presentation.</p> <ul style="list-style-type: none"> <li>• Gather news and content for various sources.</li> <li>• Determine best media output.</li> <li>• Model interviewing strategies.</li> <li>• Organize, script, and review feature stories.</li> <li>• Apply design principles to convergent media using various software applications currently in use by industry.</li> <li>• Demonstrate knowledge of digital video hardware, software, and editing processes.</li> </ul> <p>KS 30150.1.16 Develop and implement a plan for a multi-media project (including pre-production, production and post-production, with attention to legal issues).</p> <ul style="list-style-type: none"> <li>• Determine guidelines and staff responsibilities.</li> <li>• Design and follow a production schedule for a digital media project.</li> <li>• Make assignments based on coverage needs.</li> </ul>
<p><b>THEME/TOPIC: Decision making and ethics</b></p> <p>Applied ethics and media law</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/TOPIC: Advanced Interviews</b></p> <p>Effective interviewing Technology to support capturing interviews</p> <p>Time Frame: 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/TOPIC: Advanced Story development</b></p> <p>News and content gathering Script writing Impact</p> <p>Time Frame: Applied throughout course</p>	<p>10249.1.4 Develop an impactful story to communicate a message.</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 multi-media story.</li> </ul>
<p><b>THEME/TOPIC: Advanced Nonlinear Editing</b></p> <p>Audio Video formats and processes Web delivery Editing software</p> <p>Time Frame: 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 communicate an impactful message, tell a story or persuade.</li> </ul>
<p><b>THEME/TOPIC: Career and college readiness</b></p> <p>Leadership Teamwork Project Management Communication and Professional relationship building Problem solving</p> <p>Time Frame: Applied throughout course</p>	<p>Career and college readiness skills</p> <ul style="list-style-type: none"> <li>• Build leadership skills.</li> <li>• Explore real-world opportunities and jobs.</li> <li>• Experience learning in a professional setting.</li> <li>• Demonstrate teamwork and communication skills.</li> <li>• Manage multifaceted projects.</li> <li>• Solve technical problems.</li> <li>• Develop advanced project management skills.</li> <li>• Research and develop video projects.</li> <li>• Employ customer service principles when working with consumers.</li> <li>• Build positive rapport with community partners, sources, and interviewees.</li> </ul>