



Performing Arts Media Production I (Broadcast)



ORGANIZING THEME/TOPIC

FOCUS STANDARDS & SKILLS

<p>THEME: Camera Basics</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"> • Operate professional camera, including focus, white balance, audio, iris, and filter controls. • Apply the rule of thirds. • Use tripods and other video production accessories.
<p>THEME: Ethics & media law</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"> • Understand and apply First Amendment, Fair Use, copyright protections. • Understand libel, slander, and student press law. • Apply accepted media ethics, principles including balance, fairness in coverage and source credibility.
<p>THEME: Interviewing</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"> • Take interview notes. • Conduct a basic interview. • Use wireless microphones. • Frame interviews. • Manipulate light to match the purpose of the interview. • Monitor and mix interview audio. • Generate and pose interview prompts and/or questions. • Identify and shoot effective b-roll. • Structure an interview (including cutaways). • Analyze interviews for various audiences and purposes.

<p>THEME: Story elements</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"> ● Identify the elements of a news story. ● Gather footage and interviews. ● Write the script.. ● Edit the news story. ● Organize information into a news package or news story.
<p>THEME: Nonlinear Editing</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"> ● Understand media management. ● Compress audio and video with web compliant codecs. ● Understand audio and video formats. ● Prepare media for web delivery. ● Use professional nonlinear editing software. ● Edit for visual and auditory impact. ● Edit to get across a message, tell a story or persuade.
<p>THEME: Final Project</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"> ● Demonstrate proficiency in the use of images, video and/or motion graphics. ● Create and refine design concepts. ● Define scope of work and persevere in achieving individual or group goals.
<p>THEME: Career and college readiness</p> <p>Time frame: Integrated throughout course</p>	<p>Career and college readiness skills</p> <ul style="list-style-type: none"> ● Demonstrate teamwork and communication skills. ● Research and gather information. ● Manage multifaceted projects. ● Solve technical problems.