



Performing Arts

Media Production II (Broadcast)



ORGANIZING THEME/TOPIC	FOCUS STANDARDS & SKILLS
<p>THEME/TOPIC: Advanced camera techniques</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"> Operate professional camera, including focus, white balance, audio, iris, and filter controls. Select the appropriate camera and equipment for a particular production. Organize multi-camera shoots to cover various events. Use tripods and other video production accessories.
<p>THEME: Multi-media Production</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"> Gather news and content for various sources. Determine best media output. Model interviewing strategies. Organize, script, and review feature stories. Apply design principles to convergent media using various software applications currently in use by industry. Demonstrate knowledge of digital video hardware, software, and editing processes. <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"> Determine guidelines and staff responsibilities. Design and follow a production schedule for a digital media project. Make assignments based on coverage needs.
<p>THEME/TOPIC: Decision making and ethics</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"> 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/TOPIC: Advanced Interviews</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"> • 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/TOPIC: Advanced Story development</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"> • Identify the elements of a news story. • Gather footage and interviews. • Write the script. • Edit the news story. • Organize information into a multi-media story.
<p>THEME/TOPIC: Advanced Nonlinear Editing</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"> • 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 communicate an impactful message, tell a story or persuade.
<p>THEME/TOPIC: Career and college readiness</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"> • Build leadership skills. • Explore real-world opportunities and jobs. • Experience learning in a professional setting. • Demonstrate teamwork and communication skills. • Manage multifaceted projects. • Solve technical problems. • Develop advanced project management skills. • Research and develop video projects. • Employ customer service principles when working with consumers. • Build positive rapport with community partners, sources, and interviewees.