

Video Production 2 Overview

Content Area: **Technology Literacy**
Course(s): **VIDEO PRODUCTION II**
Time Period:
Length: **90 Days**
Status: **Published**

Cover

EAST BRUNSWICK PUBLIC SCHOOLS

East Brunswick New Jersey

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Course Adoption: 12/19/2000

Curriculum Adoption: 12/19/2000

Date of Last Revision Adoption: 9/1/2017

Course Overview

COURSE DESCRIPTION

The course is designed to provide students with the opportunity to acquire and utilize an understanding of the video production process and relate it to careers in business and industry. Students will work in front of the camera as commentators, as well as behind the scenes as directors and technicians. Single and double camera techniques will be learned, as well as production techniques, including lighting, audio, camera work, pre- and post-planning and editing to create professional videos. The course will bring together skills learned in language arts, business, technology, science and social studies as students organize, write and produce scripts for production.

COURSE SCOPE AND SEQUENCE

Sequential Unit Description	Other Pacing Guide References	Proficiency (Summative) Assessments
Unit 1: Intro to Video Production 2		
<ul style="list-style-type: none"> • Describe grading procedures <ul style="list-style-type: none"> ○ List the rules for lab ○ Identify and determine the purpose of the studio equipment ○ Properly use the DV cameras ○ Compose camera shots, angles, and techniques 	1 week	<ul style="list-style-type: none"> • Classroom participation • Quiz • Project evaluation
Unit 2: Entertainment Show/ Production Jobs		
<ul style="list-style-type: none"> • Describe and perform all studio production jobs • Properly control studio cameras • Use the chroma key and apply basic lighting • Use the audio console, teleprompter, graphics, and video switcher properly • Perform duties of the floor manager and director 	3 weeks	<ul style="list-style-type: none"> • Classroom participation • Quiz <p>Project Evaluation</p>
Unit 3: Electronic News Gathering (ENG)	4 weeks	• Classroom

- Explain the purpose of a news package
- Explain room tone and its usage
- Explain clip overlays and how to toggle
- Export news packages with chapter stops/markers
- Produce a live news show utilizing the packages in a live situation

participation

- Project Evaluation

Test

Unit 4: Movie Trailer

- View and critique examples of actual trailers
- Work with timecode and use detailed logging skills
- Explain the history of movie trailers
- Explain the purpose of movie trailers
- Explain the difference between a teaser, TV spot, and trailer
- Proper master their mixdown

4 weeks

- Classroom participation

- Quiz

Project Evaluation

Unit 5: Silent Movie

- Review and explain acting techniques associated with silent films.
- View and critique sample silent films
- Explain elements associated with silent films
- Explain continuity and how to execute it properly
- Apply in camera effects
- Synch tracks properly
- Review visibility, disabling, and locking of clips
- Explain why media goes offline and how to remedy the problem
- Explain how to use multiple sequences

3 weeks

- Classroom participation

- Project Evaluation

Quiz

within one project

- Work with motion keyframes
- Toggle waveforms
- Explain timecode windows

Work with wireframes

Unit 6: Short Film/ Documentary

- Explain the purpose of documentaries
 - Review examples of professional documentaries
 - Use proper voice over techniques
 - Properly write a video script
- 2 weeks
- Classroom participation
 - Project Evaluation
- Test

Unit 7: Completing Projects

- Complete Trailer Project
 - Author DVDs
 - Add dropzones to DVD menu
 - Use drop shadow and opacity
 - Change duration of menu items
 - Add audio to menus
 - Customize menu items
- 2 weeks
- Classroom participation
 - Portfolio review
- Final

CONTENT FOCUS AREA AND COURSE NAME

Course Name: Video Production, #1303

Course Number	School Numbers	Course Level	Grads(s)	Credits	Min. Per Week	Elective/Required	Initial Course Adopted
1303	050	S	10-12	2.50	210	E	12/19/00

Textbooks and Other Resources

Reference Textbooks:

Adobe Premiere 5.0, Classroom in a Book, Adobe press, Adobe Systems Inc., San Jose, California. 1998

Television Production: A Classroom Approach, Instructors' Edition, K. Kyker, C. Curchy; Libraries Unlimited, Inc., Englewood, Colorado. 1993.

The Videomaker Handbook – A Comprehensive Guide To Making Video, Editors of Videomaker Magazine; Focal Press. 1996

Television Production Today, Mark Bielak; National Textbook Company, Lincolnwood, Illinois. Third Edition. 1996.

Educator's Survival Guide to TV Production Equipment and Setup, C. Curchy and K. Kyker; Libraries unlimited, Inc., Englewood, Colorado. 1998

Software:

Adobe Illustrator 8.0 Macromedia Director 6.5

Adobe PhotoShop 5.5 iMovie

Final Cut Pro

Videos:

“Television Production: A Classroom Approach,” produced by K. Kyker and C. Curchy; 1993

“The Videomaker TV Show,” Videomaker, Inc., Chico, CA. Volume 2, 1993 and Episode #1, 1994.

“Secrets of Successful Videomakers,” Videomaker, Inc., Chico, CA.

“Video Editing,” Videomaker, Inc., Chico, CA. 1994

“The Video Series,” Volume 1, Number 1, Videomaker, Inc, Chico, CA. 1991

“Lighting Techniques,” Videomaker, Inc., Chico, CA. 1996

“Sound Success,” Videomaker, Inc., Chico, CA. 1997

“Basic Shooting,” Videomaker, Inc., Chico, CA. 1994

Standards

9.3.12.AR.1

Analyze the interdependence of the technical and artistic elements of various careers within the Arts, A/V Technology & Communications Career Cluster.

9.3.12.AR.4	Analyze the legal and ethical responsibilities required in the arts, audio/visual technology and communications workplace.
9.3.12.AR.5	Describe the career opportunities and means to achieve those opportunities in each of the Arts, A/V Technology & Communications Career Pathways.
9.3.12.AR.6	Evaluate technological advancements and tools that are essential to occupations within the Arts, A/V Technology & Communications Career Cluster.
9.3.12.AR-AV.1	Describe the history, terminology, occupations and value of audio, video and film technology.
9.3.12.AR-AV.2	Demonstrate the use of basic tools and equipment used in audio, video and film production.
9.3.12.AR-AV.3	Demonstrate technical support skills for audio, video and/or film productions.
9.3.12.AR-AV.4	Design an audio, video and/or film production.
9.3.12.AR-JB.1	Describe the diversity of functions within the Journalism & Broadcasting Career Pathway.
9.3.12.AR-JB.2	Demonstrate writing processes used in journalism and broadcasting.
9.3.12.AR-JB.3	Plan and deliver a media production (e.g., broadcast, video, Internet and mobile).
9.3.12.AR-JB.4	Demonstrate technical support related to media production (e.g., broadcast, video, Internet, mobile).
9.3.12.AR-PRF.5	Explain key issues affecting the creation of characters, acting skills and roles.
9.3.12.AR-PRF.6	Create stage, film, television or electronic media scripts in a variety of traditional and current formats.
9.3.12.AR-PRF.7	Describe how technology and technical support enhance performing arts productions.
CRP.K-12.CRP1	Act as a responsible and contributing citizen and employee.
CRP.K-12.CRP2	Apply appropriate academic and technical skills.
CRP.K-12.CRP4	Communicate clearly and effectively and with reason.
CRP.K-12.CRP6	Demonstrate creativity and innovation.
CRP.K-12.CRP8	Utilize critical thinking to make sense of problems and persevere in solving them.
CRP.K-12.CRP9	Model integrity, ethical leadership and effective management.

Grading and Evaluation Guidelines

GRADING PROCEDURES

In terms of proficiency level the East Brunswick grades equate to:

- A Excellent - Advanced Proficient
- B Good Above Average - Proficient
- C Fair - Proficient
- D Poor - Minimally proficient
- F Failing - Partially Proficient

COURSE EVALUATION

Each quarter students will be evaluated with tests and programming assignments using a total point basis to determine the quarter average. The semester/course average will be a weighted average of the 2 quarter averages (40% each) and a final exam (20%); in a full year course, each quarter is worth 20% of a student's final grade and each exam (midterm & final) is worth 10% of the student's final grade.

Course achievement will be evaluated based on the percent of all pupils who achieve the minimum level of proficiency (final average grade) in the course. Student achievement levels above minimum proficiency will also be reported. Final grades, and where relevant mid-term and final exams, will be analyzed by staff for the total cohort and for sub-groups of students to determine course areas requiring greater support or modification.

Tests/Quizzes- 30%

Projects- 60%

Notebook/Homework- 10%

Other Details

11055 Video

Video courses enable students to explore video communications, incorporating both the technical and artistic aspects of video media. Topics covered in the course include the use of video equipment and techniques, and students typically create a video presentation. Advanced course topics may include creating various forms of film media including silent film; sport and music video; and self portrait video.