Unit 06: PSAs & Commercials (All Aspects)

Content Area: **CTE**
Course(s): **TV Video Production I**
Time Period: **January**
Length: **2 Weeks**
Status: **Published**

Unit Overview:

The purpose of this unit is to continue working on building message. Through the production of a public service announcement, the student producers will be given the opportunity to develop mood and tone in their productions.

Enduring Understandings:

- The capability to develop mood and tone in student productions will enhance the intended message.
- When creating a PSA it's important to appeal to the audience's emotion or to it's reason.
- All PSA's do have some particular tone or mood, and it's up to the student producer to set them.
- The PSA is prevalent form of social persuasion that has many elements that are specific to it.

Essential Questions:

- What is tone with regard to video production? What is mood?
- What purpose do Mood and Tone serve in the production of an effective PSA?
- What elements are required when writing an effective PSA?
- What does it mean to appeal to the emotion of the audience?

Standards/Indicators/Student Learning Objectives (SLOs):

ITEC.9-12.9.4.12.C.(1).1	Demonstrate knowledge and understanding of how technical production support can enhance audio, video, and film production systems.
ITEC.9-12.9.4.12.C.(1).3	Employ knowledge and skills related to audio production equipment to demonstrate an understanding of basic tools used in this pathway.
ITEC.9-12.9.4.12.C.(1).4	Employ knowledge and skills related to video production equipment to demonstrate an understanding of basic tools used in this pathway.
ITEC.9-12.9.4.12.C.(1).5	Edit audio and video productions to demonstrate basic production system skills.
ITEC.9-12.9.4.12.C.(1).6	Design an audio-video production to acquire an understanding of the entire production process.

Career Readiness, Life Literacies, & Key Skills

TECH.9.4.12.CI	Creativity and Innovation
TECH.9.4.12.CI.1	Demonstrate the ability to reflect, analyze, and use creative skills and ideas (e.g., 1.1.12prof.CR3a).
	With a growth mindset, failure is an important part of success.

Lesson Titles:
- What is Tone?
- What is Mood?
- Understanding the elements of a PSA
- Reason vs. Emotional appeal
- Writing a PSA

Inter-Disciplinary Connections:
- Fine & Performing Arts
- English Language Arts

Anticipatory Set:
- Adcouncil Examples

Instructional Strategies, Learning Activities, and Levels of Blooms/DOK:
Lecture, Case Method, Discussion, Active Learning, Cooperative Learning, Integrating Technology (Varies based on content)

- Remember
- Understand
- Apply
- Analyze
- Evaluate
- Create

Modifications

At Risk modifications

- Additional time for assignments
- Adjusted assignment timelines
- Agenda book and checklists
- Answers to be dictated
- Assistance in maintaining uncluttered space
- Books on tape
- Concrete examples
- Extra visual and verbal cues and prompts
- Follow a routine/schedule
- Graphic organizers
- Have students restate information
- No penalty for spelling errors or sloppy handwriting
- Peer or scribe note-taking
- Personalized examples
- Preferential seating
- Provision of notes or outlines
- Reduction of distractions
- Review of directions
- Review sessions
- Space for movement or breaks
- Support auditory presentations with visuals
- Teach time management skills
- Use of a study carrel
- Use of mnemonics
- Varied reinforcement procedures
- Work in progress check

ELL Modifications:

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  - Choice of test format (multiple-choice, essay, true-false)
  - Continue practicing vocabulary

- Provide study guides prior to tests
- Read directions to the student
- Read test passages aloud (for comprehension assessment)
- Vary test formats

IEP & 504 Modifications:
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  - Allow for redos/retakes
  - Assign fewer problems at one time (e.g., assign only odds or evens)
  - Differentiated center-based small group instruction
  - Extra time on assessments
  - Highlight key directions
  - If a manipulative is used during instruction, allow its use on a test
  - Opportunities for cooperative partner work
  - Provide reteach pages if necessary
  - Provide several ways to solve a problem if possible
  - Provide visual aids and anchor charts
  - Test in alternative site
  - Tiered lessons and assignments
  - Use of a graphic organizer
  - Use of concrete materials and objects (manipulatives)
  - Use of word processor

G&T Modifications:
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  - Alternate assignments/enrichment assignments
  - Enrichment projects
  - Extension activities
  - Higher-level cooperative learning activities
  - Pairing direct instruction with coaching to promote self-directed learning
  - Provide higher-order questioning and discussion opportunities
  - Provide texts at a higher reading level
  - Tiered assignments
  - Tiered centers

Formative Assessment:

- Quiz (Written / Performance)

Summative Assessment:

- Performance Assessment (Public Service Announcements and/or Commercial)

Benchmark Assessments

Skills-based assessment
Reading response
Writing prompt
Lab practical

Alternative Assessments

Performance tasks
Project-based assignments
Problem-based assignments
Presentations
Reflective pieces
Concept maps
Case-based scenarios
Portfolios

Resources & Materials:

- Final Cut Pro X
- Adobe Photoshop
- Google Docs
- RocketJump Film School (YouTube)
- Lynda.com (Website)
- Videomaker (Magazine)
- AdCouncil.org (Website)
- Pond5.com

Technology:

- DSLR Camera
- iMac Computer
- Cleartouch Interactive Display
- TriCaster Studio
- Google Chromebooks

TECH.8.1.12	Educational Technology: All students will use digital tools to access, manage, evaluate, and synthesize information in order to solve problems individually and collaborate and to create and communicate knowledge.
TECH.8.1.12.A	Technology Operations and Concepts: Students demonstrate a sound understanding of technology concepts, systems and operations.