

Unit 8 - Title Sequence / Motion Graphics (All Aspects)

Content Area: **English**
Course(s): **English I, TV Video Production II**
Time Period: **March**
Length: **1**
Status: **Published**

Unit Overview

Students in this unit will utilize Apple's Motion to create visually interesting Title Sequences and Motion Graphics to enhance their production level.

Enduring Understandings

- TV/Video production is simply another method of communicating a message.
- All video production requires detailed pre-planning.
- Producer can enhance the message with the use of "motion" in their productions.
- Producers must know when to use such functions so as NOT to take away from the production

Essential Questions

- How can a video producer use "motion" to enhance message?
- How can a producer use such functions without overdoing it, thereby taking away from the message?
- What new techniques must a student producer learn in order to best utilize "motion"?
- What challenges must a student be ready to face when undertaking this new tool that can be used to enhance message?

Lesson Titles

- Overview of all of the elements of the "motion" function of Final Cut Pro
- Teacher-led tutorial of "scale"
- Teacher-led tutorial of "centering"

- Teacher-led tutorial of "rotating"
- Teacher-led tutorial of "key-framing"

Student Learning Objectives (SLOs)

Students will be able to ...

compare and contrast different television & movie title sequences.

create a title sequence using a variety of video and photo software.

ITEC.9-12.1

Audio & Video Technology and Film

Standards/Indicators

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).6	Design an audio-video production to acquire an understanding of the entire production process.

Inter-Disciplinary Connections

WORK.9-12.9.1.12	All students will demonstrate creative, critical thinking, collaboration and problem solving skills to function successfully as global citizens and workers in diverse ethnic and organizational cultures.
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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.

Warm-Up

- Vocabulary Words
- Steps And Procedures

- Nocti Sample Questions

Anticipatory Set

- Youtube.com & Vimeo.com (Video Examples)

Instructional Strategies, Learning Activities, and Levels of Blooms/DOK

Students will come into class and begin working on the warm-up. After going over the warm-up, I will explain the daily objective to the students and lead them through an instructional activity. After I guide them through the activity, I will allow them to break off into small groups to work on their own individual assignments. At the end of the period I will assess what the students understand.

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

- - 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

- 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

- - 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

Closure

- Thumbs Up / Thumbs Down

Formative Assessment

- Explain What Matter (Tell A Classmate)

Summative Assessment

- Performance Based Video Project
- Written Assessment

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 & Technology

- Apple iMac Computers
- Safari Internet
- Final Cut Pro
- Motion
- Compressor
- Canon 60D DSLR Cameras
- MediaCollege.com

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.