

# Unit 1: Review (Production Essentials) 2019

Content Area: **English**  
Course(s): **English I, TV Video Production III**  
Time Period: **September**  
Length: **2 Weeks**  
Status: **Published**

## Unit Overview

---

Students will review and be assessed on the technical skills gained in TV/Video Production 1 and 2.

## Enduring Understandings

---

- TV/Video production is simply another method of communicating a message.
- All video production requires detailed pre-planning.
- The producer must literally visualize what their finished product will look like upon completion.
- Producing a proficient video comes from all crew members working at a high level and completing their own individual jobs.

## Essential Questions

---

- How can we this form of media to communicate a message?
- What are the essential pieces of equipment used in producing a video?
- What are the essential jobs required to produce a video?

## Standards/Indicators

---

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.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.2	Demonstrate the use of basic tools and equipment used in audio, video and film production.

## 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.

## **Inter-Disciplinary Connections**

---

LA.9-12.RI

Reading: Informational Text

LA.9-12.SL

Speaking and Listening

## **Warm-Up**

---

- Journal Entry (Google Docs)
- Equipment Challenges (Shot Activity To Gain Insight What The Student Remembers)

## **Anticipatory Set**

---

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

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

---

Students are to quietly enter the room and put their belongings into their own personal organizers. From there, they are to log onto their computers and wait for further instructions. Further instructions / activities could include ...

- Watching A Visual Example on the Smartboard
- Watching A New Technique Illustrated
- Troubleshooting & Learning From Previous Missteps
- Classwide Discussion
- Independent Filming / Editing Time

\* Main strategy is provide information / visual examples to the students and then have them illustrate the knowledge they gained with their own personally created video projects.

**Remembering**, Understanding, **Applying**, Analyzing, Evaluating, **Creating** (items for this UNIT are highlighted in bold)

## **Closure**

---

- \* Gallery Walk
- \* Review It (Thumbs Up / Thumbs Down / Sideways)
- \* Stop / Go / Proceed w/ Caution

## **Formative Assessment**

---

- Explain What Matter (Tell A Classmate)
- Muddiest / Clearest Point
- Observation
- Peer Assessment
- Self-Assessment
- Exit Card
- Debriefing

## **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
- Google Chrome Internet
- Google Docs
- Final Cut Pro X
- Apple Motion
- MacX YouTube Downloader
- Canon 60D DSLR Cameras
- MediaCollege.com
- YouTube.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.