Unit 10: Music Videos

Content Area: **Technology**
Course(s): **Television Production 3**
Time Period: **April**
Length: **12 Blocks**
Status: **Published**

Enduring Understandings

Music videos vary in the ways they tell a story.

Music videos can use effects to appeal to the masses.

Music videos require a script and pre-production, even though the story is inherent.

Essential Questions

How can you make a song tell a story?

How does scriptwriting apply to the production of a music video?

How can effects enhance or detract the story of a music video?

What can make a music video stand out?

Content

Students will compare different styles of music video. They will also need to discover the best methods for incorporating lip syincing into a project. They will have some knowledge of this having used external audio recording equipment.

Vocabulary:

Lip Sync, Concept Video, Concert Video, Music Video Short Film

Skills

Compare and contrast types of music videos.

Analyze songs to choose one that tells a story.

Apply scriptwriting techniques to the production of a music video.

Create pre-production for a music video.

Create a music video.

Resources

DSLR Camera; Video Editing Software; Effects Editing Software; Computer for Scriptwriting

Standards

9.3.12.AR.3	Analyze the lifestyle implications and physical demands required in the arts, audio/visual technology and communications workplace.
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.