

# Unit 03: Conveying the Idea

Content Area: **Music**  
Course(s):  
Time Period: **Marking Period 1**  
Length: **Ongoing**  
Status: **Published**

## Brief Summary of Unit

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Students will learn how to develop an understanding of the art of producing a film or video. Students will explore and learn how to write a story treatment, create storyboards and write a script. Students will learn how to evaluate news stories, commercials, TV shows and film scripts and understand planning strategies and code of ethics, including copyright rules and regulations. Students will be guided in understanding appropriate content and communicating their stories to an audience.

## Transfer

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## Essential Questions

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- • How do you convey a story in purely visual terms?
- • What is an idea and how do you determine purpose?
- • What is imagination and originality?

## Essential Understandings

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- • a good film story is told in visuals not in words.
- • a Video Portfolio can help in developing job search skills in the area of video production.
- • copyright rules and regulations must be applied when choosing and using outside media.
- • ideas and concepts can be developed from a variety of subject areas and situations including newspapers, magazines, movies, TV, life experiences and the imagination.
- • there are a variety of tools available to help tell a visual story including, narration, voice-overs, music, sound effects, etc.
- • to produce a great film or video you need preparation.

## Students Will Know

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- • how copyright rule can affect a project and how it can be shown.
- • how to convey what they want to say in visual terms.
- • how to create a video portfolio?
- • how to develop a concept.

- • how to develop an idea.
- • how to distinguish between a documentary and narrative film.
- • how to gain inspiration to create solid well developed stories.
- • how to identify audience, purpose and goals.
- • how to recognize various story types and how to develop them into something completely original.
- • how to tell a story through visual terms.
- • how to use narration and voice over to flesh out their projects.
- • how to use research in developing a project.
- • how to write a treatment, outline, film script and storyboard.
- • how to write in the active voice.

## **Students Will Be Skilled At**

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## **Evidence/Performance Tasks**

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- • attend a class in the library detailing copyright rules.
- • complete a graphic organizer listing ideas for the development of four separate films.
- • compose a Film Production Journal Entry on the process of discovering ideas and how concepts can be turned into a film story or documentary.
- • demonstrate knowledge of character by watching a 60 minute TV narrative program and identify the antagonist and protagonist and the dramatic situations and complete a graphic organizer.
- • demonstrate knowledge of copyright rules by completing a graphic organizer showing what copyright rules are and how they pertain to the presentation of their work.
- • demonstrate knowledge of story structure by completing a sequence chart using a nursery rhyme showing the story's beginning middle and end.
- • Plan and produce a Video Portfolio of projects created during the year.
- • prepare shot lists using film vocabulary terms that show the sequence of the story.
- • prepare storyboards, using film vocabulary, that convey the story in visual terms through drawn pictures.
- • preview the essential questions and connect to learning throughout the year.
- • write a treatment for four film projects explaining the film story and the point of view for each.
- • write and produce four separate film projects that demonstrates mastery of visual literacy, methods, techniques, and cultural understanding.

## **Learning Plan**

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- • Discuss and reflect on essential questions through discussion and writing in their Film Production Journal.
- • Library research to formulate ideas and concepts.

- • Participate in a comfortable work environment using planning, persistence, and problem-solving skills while working independently, or with others, during the creative process.
- • Plan and produce a video portfolio of film projects produced throughout the course.
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- • Watch television shows to gain information on story structure.
- • Work in a group students will develop, write and shoot 4 four video projects, including a short interview piece, a commercial, a documentary, and a narrative story.
- • Write a treatment (third-person, present tense description/synopsis of the story action) for a short film based on a story in a newspaper.
- • Write treatments, outlines, storyboards and scripts using terms and techniques learned in class for all student projects.
- • Write viewing assessments on peer projects shown throughout the year.

## **Materials**

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## **Suggested Strategies for Modifications**

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