

Unit I: The Television Production Industry

Content Area: **Technology**
Course(s): **Video Production I**
Time Period: **3 weeks**
Length: **Weeks**
Status: **Published**

Unit Overview

This unit will cover areas of:

- The Growth of of the Television Production
- Evolution of the Industry
- Areas of Television Production
- Video Production Companies
- Television Program Origination
- Financing the Programming Decisions
- The Business Industry

Transfer

Students will be able to independently use their learning to...

- Understand what areas make up the Television Production Industry
- Understand the roles of networks and affiliates in the process of scheduling programming.
- Summerrize how the cost of an ad is determined.

Meaning

Understandings

After completing this unit, students will be able to:

- Identify the various areas within the television production industry and recall the unique characteristics of

each.

- Explain the roles of networks and affiliates in the process of scheduling programming.
- Summarize how the cost of an ad is determined.

Essential Questions

- What are the different types of Television Production?
- What are some of the ways that we watch TV?
- What are the types of TV shows that we watch?
- How do you make money in Television?

Application of Knowledge and Skill

Students will know...

Students will know...

- The different areas that make up Television Production.
- The way that we watch Television.
- The different types of TV shows.
- The different types of companies that make the TV shows that we watch.
- How a profit is made in the Television Production Industry.

Students will be skilled at...

Students will be skilled at...

What discrete skills and processes should students be able to use?

Academic Vocabulary

- ad
- affiliate
- broadcast
- closed circuit television (CCTV)
- commercial broadcast television
- corporate television
- educational television
- home video
- industrial television
- large-scale video production
- company
- local origination
- network
- small-scale video production
- companies
- spot
- subscriber television
- surveillance television
- syndication

Learning Goal 1

Students will understand the different areas of television production. (Commercial Broadcast, Subscriber Television, Educational Television, Industrial Television & Home Video).

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.2	Analyze the importance of health, safety and environmental management systems, policies and procedures common in arts, audio/video technology and communications activities and facilities.
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.5	Describe the career opportunities and means to achieve those opportunities in each of the Arts, A/V Technology & Communications Career Pathways.
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.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.
CRP.K-12.CRP1	Act as a responsible and contributing citizen and employee.
CRP.K-12.CRP2	Apply appropriate academic and technical skills.
CRP.K-12.CRP4	Communicate clearly and effectively and with reason.
CRP.K-12.CRP6	Demonstrate creativity and innovation.
CRP.K-12.CRP7	Employ valid and reliable research strategies.
CRP.K-12.CRP8	Utilize critical thinking to make sense of problems and persevere in solving them.
CRP.K-12.CRP9	Model integrity, ethical leadership and effective management.
CRP.K-12.CRP10	Plan education and career paths aligned to personal goals.
CRP.K-12.CRP11	Use technology to enhance productivity.
CRP.K-12.CRP12	Work productively in teams while using cultural global competence.

Target 1

Students will be able to understand what makes up a Commercial Broadcast Station and Subscriber Television.

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9.3.12.AR.4	Analyze the legal and ethical responsibilities required in the arts, audio/visual technology and communications workplace.
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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.

Target 2

Students will be able to understand what makes up Educational Television and Industrial Television.

Target 3

Students will be able to understand what makes up Home Video.

Learning Goal 2

Student will compare and contrast the different types of Video Production Companies and Television Program Origination.

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| 9.3.12.AR.2 | Analyze the importance of health, safety and environmental management systems, policies and procedures common in arts, audio/video technology and communications activities and facilities. |
| 9.3.12.AR.3 | Analyze the lifestyle implications and physical demands required in the arts, audio/visual technology and communications workplace. |
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| 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. |
| 9.3.12.AR-JB.1 | Describe the diversity of functions within the Journalism & Broadcasting Career Pathway. |

Target 1

Students will analyze the the differences between the Large and Small Scale Video Production Companies.

Target 2

Students will look at how a TV station works and how it gets it programming. Students will have to run a TV Station and create a daily TV Schedule for 1 week.

Summative Assessment

Performance/Written Assessment

21st Century Life and Careers

Formative Assessment and Performance Opportunities

Written Assessment

Performance Assessment

Accommodations/Modifications

Reading assistance Supplemental online resources for technical readings

Enrichment opportunities: Work outside the classroom

Differentiation: 504 accommodations and IEP modifications

Unit Resources

Television Production & Broadcast Journalism Text Book

Television Production & Broadcast Journalism Workbook

- Television Production & Broadcast Journalism Text Book
- Television Production & Broadcast Journalism workbook