

# Unit I: The Television Production Industry

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

## Unit Overview

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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

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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

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## Understandings

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After completing this unit, students will be able to:

- Identify the various areas within the television production industry and recall the unique characterics 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**

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- 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**

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### **Students will know...**

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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...**

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Students will be skilled at...

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

## Academic Vocabulary

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- 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

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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**

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

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.4	Analyze the legal and ethical responsibilities 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.

## **Target 2**

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

### **Target 3**

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

### **Learning Goal 2**

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

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|----------------|---|
| 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.4    | Analyze the legal and ethical responsibilities 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.  |
| 9.3.12.AR-JB.1 | Describe the diversity of functions within the Journalism & Broadcasting Career Pathway.  |

### **Target 1**

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

### **Target 2**

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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**

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Performance/Written Assessment

## **21st Century Life and Careers**

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## **Formative Assessment and Performance Opportunities**

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Written Assessment

Performance Assessment

## **Accommodations/Modifications**

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Reading assistance Supplemental online resources for technical readings

Enrichment opportunities: Work outside the classroom

Differentiation: 504 accommodations and IEP modifications

## **Unit Resources**

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Television Production & Broadcast Journalism Text Book

Television Production & Broadcast Journalism Workbook

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