

# Unit V: Field Production #1

Content Area: **Technology**  
Course(s): **Video Production II**  
Time Period: **4 weeks**  
Length: **Weeks**  
Status: **Published**

## Unit Overview

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This unit will cover areas of:

- Writing a Video Script for a :30 commercial.
- Writing a Story Board for a :30 commercial.
- Shooting all elements needed for a :30 commercial.
- Edit together all elements needed for a :30 commercial.

## Transfer

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

- Writing a Video Script for a :30 commercial.
- Writing a Story Board for a :30 commercial.
- Shooting all elements needed for a :30 commercial.
- Edit together all elements needed for a :30 commercial.

## Meaning

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## Understandings

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After completing this unit, students will be able to:

- Writing a Video Script for a :30 commercial.
- Writing a Story Board for a :30 commercial.
- Shooting all elements needed for a :30 commercial.
- Edit together all elements needed for a :30 commercial.

## **Essential Questions**

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- How long is :30?
- What do I need to do to shoot a :30 project?
- What do I need to do to edit a :30 project?

## **Application of Knowledge and Skill**

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

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Students will know...

- Writing a Video Script for a :30 commercial.
- Writing a Story Board for a :30 commercial.
- Shooting all elements needed for a :30 commercial.
- Edit together all elements needed for a :30 commercial.

### **Students will be skilled at...**

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Students will be skilled at...

- Writing a Video Script for a :30 commercial.
- Writing a Story Board for a :30 commercial.
- Shooting all elements needed for a :30 commercial.
- Edit together all elements needed for a :30 commercial.

Students will need to have in their production:

- 2 different types of shots
- 1 Transition
- 1 Graphic

## Academic Vocabulary

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- zoom
- tilt
- pan
- truck
- dolly
- focus
- extreme close-up
- close-up
- medium close-up
- medium shot
- medium long shot
- long shot
- extreme long shot

## Learning Goal 1

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Students will demonstrate the ability to write a Video Script and Story Board for a :30 field production.

VPA.1.3.12.D.2	Produce an original body of artwork in one or more art mediums that demonstrates mastery of visual literacy, methods, techniques, and cultural understanding.
TECH.8.1.12.C.CS2	Communicate information and ideas to multiple audiences using a variety of media and formats.
TECH.8.1.12.D.1	Demonstrate appropriate application of copyright, fair use and/or Creative Commons to an original work.

## Target 1

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Students will write out a :30 video script by planning out the production on Video Script.

## Target 2

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Students will write out a :30 story board by planning out the production on Story Board forms

## Learning Goal 2

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Students will demonstrate the ability to shoot all elements needed to compete a :30 field production.

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.

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### **Target 1**

Students will use field equipment to shoot all elements needed to complete a :30 field production.

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### **Learning Goal 3**

Students will demonstrate the ability to edit together all the elements needed to complete a :30 field production.

9.3.12.AR-AV.4	Design an audio, video and/or film production.
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### **Target 1**

Students will use Non-Linear editing software to edit together all elements needed to complete a :30 field production.

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### **Summative Assessment**

Performance/Written Assessment

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

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.

## **Formative Assessment and Performance Opportunities**

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Written Assessment

Performance Assessment

## **Accommodations/Modifications**

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Partnering students for writing script and using equipment

Provide diagrams to assist students with use of equipment

Enrichment opportunities: Opportunities to work with other students

Outside assignments for students that have completed their work.

Differentiation: 504 accommodations and IEP modifications

## **Unit Resources**

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Television Production & Broadcast Journalism Text Book

Television Production & Broadcast Journalism Workbook

TV Studio Equipment

Field Camera

Field Tripod

Field Microhone