

Unit 4: Making A PSA

Week 11-14 (21 days)

Targeted Standards (Write the overall NJSLS standards that are most applicable to this unit.).

Anchor Standard 4: Selecting, analyzing, and interpreting work.

1.2.12prof.Pr4a: Integrate various arts, media arts forms and content into unified media arts productions, considering the reaction and interaction of the audience, such as experiential design.

Anchor Standard 5: Developing and refining techniques and models or steps needed to create products.

1.2.12prof.Pr5a: Demonstrate progression in artistic, design, technical, and soft skills, as a result of selecting and fulfilling specified roles in the production of a variety of media artworks.

- 1.2.12prof.Pr5b: Develop and refine creativity and adaptability, such as design thinking and risk taking, in addressing identified challenges and constraints within and through media arts productions.
- 1.2.12prof.Pr5c: Demonstrate adaptation and innovation through the combination of tools, techniques and content to communicate intent in the production of media artworks.

Rationale and Transfer Goals : Student's will build upon previous units as well as be introduced to more critical time management skills and computer software to prepare them for the world of pre and post production as done in the professional world of Video production. They will do this by creating a broadcast quality Public Service Announcement without Error.

Enduring Understandings: What are the most essential conclusions that students should be guided towards throughout this unit?

Anchor Standard 4:

Media artists integrate various media and content to develop complex, unified artworks through a process of creation and communication.

Anchor Standard 5:

Media artists require a range of skills and abilities to creatively solve problems

Essential Questions: What are the questions that will guide critical thinking about the content of this unit? Essential questions should, in part, be thought-starters toward the enduring understandings.

Anchor Standard 4:

How are complex media arts experiences constructed? At what point is a work considered "complete"?

Anchor Standard 5:

How are creativity and innovation developed within and through media arts productions? How do media artists use various tools and techniques?

Content/Objectives		Instructional Actions	
Content <i>What students will know</i>	Skills <i>What students will be able to do</i>	Activities/Strategies <i>How we teach content and skills</i>	Evidence (Assessments) <i>How we know students have learned</i>
What a PSA is •How to Create a Tag •What a Logo is and how to obtain a high quality version •How to Animate Graphics •How to write a Script •Record a Voice-over by using: •FCPX Record Tool •A Mic •XLR Cable •Audio Interface. •How to use Photoshop and tools in Photoshop such as: •Layers •Select •Move •Text •Color Palette •Resize •Magic Wand •Invert Selection	<ul style="list-style-type: none"> • Create a Tag •Exhibit a Higher Level of Time Management •Animate Graphics •Write a Script in AV Format •Know the subtle differences from good audio and bad audio •Use Aesthetics	Demonstrations by teacher and peers, and notes. Students will review and critique videos from past students. Students will be shown how to use script software to properly write a script. Student's will be guided by the teacher on how to create a Tag using Photoshop to assemble it and FCPX to add it to their projects and animate it.	Create a PSA Formative: Visual Arts Project Student's will be asked to Create a 1 minute PSA on Recycling or some other civic minded subject. This has to be exactly 1 minute in length, use a script, include a Tag, music, and VoiceOver. Add to their Digital Portfolio and explain the following: What was the point of each project? What did you learn that was different from projects that came before?

<ul style="list-style-type: none"> •Colorize 			<p>What video production techniques did you improve upon?</p>
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Spiraling for Mastery

Where does this unit spiral back to other units from this or previous years in order to ensure that students retain mastery of what they've learned?

Content or Skill for this Unit	Spiral Focus from Previous Unit	Instructional Activity
<p>Zoom Focus Rule of Thirds Video Editing Audio Editing Graphics Editing Videography Repertoire / 7 Key shots Use a Tripod Use all critical Functions of a Consumer level Video Camera</p>	<p>In Unit 1, they learned how to Zoom in and out using a camera and how to properly frame a shot using the rule of thirds and the proper amount of headroom. These are necessary for all other units where a camera is used.</p> <p>In Unit 2, they learned how to use Final Cut Pro V to edit video. They will now have to edit all their projects in FCPX for all other Units.</p> <p>In Unit 3, they learned how to use a Video Camera, Tripod and what types of shots they should use.</p>	<ul style="list-style-type: none"> • Presentation • Demonstration • Newscast Project • Honda Commercial Project • Scavenger Hunt • Sequence Project • Create a Portfolio

21st Century Skills:

- 9.4.2.DC.6: Identify respectful and responsible ways to communicate in digital environments.
- 9.3.12.AR.3 Analyze the lifestyle implications and physical demands required in the arts, audio/visual technology and communications workplace.
- 9.4.2.TL.1: Identify the basic features of a digital tool and explain the purpose of the tool (e.g., 8.2.2.ED.1).
- 9.4.12.CI.1: Demonstrate the ability to reflect, analyze, and use creative skills and ideas.
- 9.4.12.CT.2: Explain the potential benefits of collaborating to enhance critical thinking and problem solving.
- 9.4.12.IML.4: Assess and critique the appropriateness and impact of existing data visualizations for an intended audience.

Key resources: Teacher with Prior Experience in the Industry, The internet, and Good and Bad videos from students who took the class years before. Apple, Final Cut Pro and LHSTV.com

Interdisciplinary Connections:

RI.11-12.7(ELA) Integrate and evaluate multiple sources of information presented in different media or formats (e.g., visually, quantitatively) as well as in words in order to address a question or solve a problem.

Intersections of History:

Black:

Hispanic:

Women:

LGBTQ:

Important Vocabulary:

PSA

Voice-over

Script

Royalty Free Music

Microphone

XLR Cable

Computer Audio Interface