

# Unit 01: Intro to Video Production

Content Area: **21st Century Life & Careers**  
Course(s): **TV Media I**  
Time Period: **Semester 1**  
Length: **5 weeks**  
Status: **Published**

## Unit Introduction

---

## Standards

---

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.3	Plan and deliver a media production (e.g., broadcast, video, Internet and mobile).
9.3.12.AR-JB.4	Demonstrate technical support related to media production (e.g., broadcast, video, Internet, mobile).

## Essential Questions

---

- What is video production?
- What is a music video?
- What is the basic use and operation of a consumer level video camera?
- What are some of the basic camera movements, shots and angles?
- What are some of the basic techniques and functions of iMovie video editing software?
- What are the components of video pre-production, production and post-production?
- What is a storyboard?
- How do you create a shooting schedule and shot list?

## Content / Skills

---

- An understanding of the basic use of a consumer video camera
- A knowledge of basic camera movements, shots and angles
- The basic operation of iMovie video editing software
- The components of video pre-production, production and post-production
- How to make a storyboard
- How to create a shooting schedule

