



EVERETT PUBLIC SCHOOLS VIDEO PRODUCTION

Course: Video Production	Total Framework Hours: 90
CIP Code: 100202 <input type="checkbox"/> Exploratory <input checked="" type="checkbox"/> Preparatory	Date Last Modified: 01.2014
Career Cluster: Arts, Audio/Video Technology & Communications	Cluster Pathway: Arts, Audio/Video Technology & Communications

Industry Recognized Certificates:

List possible certificates students can earn in the course

Work-Based Learning:

List WBL opportunities provided in the course

Course Information:

Standards and resources used for this framework are from SkillsUSA Blueprint for Assessment for Television (Video) Production and NOCTI Job Ready Assessment Blueprints for Television Production and Broadcasting and Journalism.

COMPONENTS AND ASSESSMENTS

Performance Assessments:

Students will:

- Camera Test (practical)- pass/fail - demonstrate competent operation of camera equipment.
- Shoot video and load on computer.
- Test on file formats and safety.
- Creating your first movie- Three shot sequence

Leadership Alignment:

TSA Video Production
TSA On Demand Video Challenge
NW High School Film Festivals
Scholastic Arts Contest

Standards and Competencies

Unit: Intro to Digital Video and the Camera

Industry Standards and/or Competencies

Total Learning Hours for Unit: 20

Standard 2: Personal Success

- Develop personal goals using SMART (Specific Measurable Attainable Realistic Timely), objectives and strategies.
- Use interpersonal skills to facilitate effective teamwork
- Use a problem-solving model and critical-thinking skills to make informed decisions
- Use effective time-management and goal-setting strategies

- Effectively use information and communication technology tools
- Identify time management and task prioritization skills
- Explain the importance of following workplace etiquette/protocol
- Demonstrate willingness to learn and further develop skills
- Demonstrate self-management skills
- Describe the importance of having a positive attitude and techniques that boost morale
- Show initiative by coming up with unique solutions and taking on extra responsibilities
- Explain the importance of taking pride in work accomplished and extrinsic and intrinsic motivators that can be used to increase pride
- Value the importance of professionalism, including reliability, honesty, responsibility, and ethics

Standard 4: Problem Solving using critical thinking, creativity, and innovation.

- Employ critical thinking skills independently and in teams to solve problems, resolve conflicts and make decisions.
- Conduct technical research to gather information necessary for decision-making
- Explain the importance and dynamics of individual and teamwork approaches of problem solving
- Explain strategies used to formulate ideas, proposals, and solutions to problems
- Demonstrate skills used to define and analyze a given problem
- Explain the importance and dynamics of individual and teamwork approaches of problem solving
- Implement and evaluate solution(s)

Standard 5: Health and Safety

- Describe personal and jobsite safety rules and regulations that maintain safe and healthy work environments.
- List penalties for non-compliance with appropriate health and safety regulations
- Discuss the role of the individual and the company/organization in ensuring workplace safety

Standard 6: Teamwork and Cooperation

- Establish and maintain effective working relationships with others in order to accomplish objectives and tasks.
- Conduct and participate in meetings to accomplish work tasks.

Standard 8: Production Overview

- Production overview
- How Video Process Works
- World Video Standards

Standard 9: Technical

- Analog and Digital Signals
- Type of Lenses
- Camera Target
- Video Resolution
- Frame Rate
- Viewfinder

Standard WR 4: Problem Solving

- WR-4.1 Employ critical thinking skills independently and in teams to solve problems and make decisions.
- WR-4.9 Implement and evaluate solution(s)

Aligned Washington State Learning Standards

Arts	
Computer Science	
Educational Technology	
English Language Arts	<u>CC: College and Career Readiness Anchor Standards for Language</u>

	<u>Knowledge of Language</u> 3 - Apply knowledge of language to understand how language functions in different contexts, to make effective choices for meaning or style, and to comprehend more fully when reading or listening. 6 - Acquire and use accurately a range of general academic and domain-specific words and phrases sufficient for reading, writing, speaking, and listening at the college and career readiness level; demonstrate independence in gathering vocabulary knowledge when considering a word or phrase important to comprehension or expression. <u>CC: Reading for Literacy in Science and Technical Subjects</u> <u>Integration of Knowledge and Ideas (9-10)</u> 7 - Translate quantitative or technical information expressed in words in a text into visual form (e.g., a table or chart) and translate information expressed visually or mathematically (e.g., in an equation) into words. 10 - By the end of grade 10, read and comprehend science/technical texts in the grades 9–10 text complexity band independently and proficiently
Environment & Sustainability	
Financial Education	
Health and Physical Education	
Mathematics	
Science	
Social Studies	

COMPONENTS AND ASSESSMENTS	
Performance Assessments: Students will: <ul style="list-style-type: none"> Create a basic story sequence using a long, short, medium shot and a close up. Create a series of shots related to a single topic demonstrating camera shots, composition and camera movement. 	
Leadership Alignment: TSA Video Production TSA On Demand Video Challenge NW High School Film Festivals Scholastic Arts Contest	
Standards and Competencies	
Unit: Shot types, composition, and camera movement	
Industry Standards and/or Competencies	Total Learning Hours for Unit: 20
Standard 4: Problem Solving using critical thinking, creativity and innovation. <ul style="list-style-type: none"> Employ critical thinking skills independently and in teams to solve problems, resolve conflicts and make decisions. Implement and evaluate solution(s) Demonstrate skills used to define and analyze a given problem Explain the importance and dynamics of individual and teamwork approaches of problem solving Standard 6: Teamwork and Cooperation <ul style="list-style-type: none"> Employ leadership skills to accomplish organizational goals and objectives. Standard 8: Production Overview	

- Crew Positions
- Production overview
- Program Proposals and Treatments
- Scriptwriting
- How Video Process Works
- SD/HDTV Standards

Standard 9: Technical

- Type of Lenses
- Zoom and Zoom Ratio
- Image Stabilization
- Video Resolution
- The Videotape Recording Process
- Disk-Based Recording
- Prosumer/Professional Video Formats

Standard 13: Postproduction

- Continuity Editing
- Continuity
- Angles Editing
- Linear and Non-Linear Editing Systems
- Format Delivery Protocols (internet, DVD, TV, etc.)
- Titling

Aligned Washington State Learning Standards

Arts	
Computer Science	
Educational Technology	
English Language Arts	<p><u>CC: College and Career Readiness Anchor Standards for Language</u> 6 - Acquire and use accurately a range of general academic and domain-specific words and phrases sufficient for reading, writing, speaking, and listening at the college and career readiness level; demonstrate independence in gathering vocabulary knowledge when considering a word or phrase important to comprehension or expression.</p> <p><u>CC: Writing (9-10)</u> 3 - Write narratives to develop real or imagined experiences or events using effective technique, well-chosen details, and well-structured event sequences.</p>
Environment & Sustainability	
Financial Education	
Health and Physical Education	
Mathematics	
Science	
Social Studies	

COMPONENTS AND ASSESSMENTS

Performance Assessments:

Students will:

- Watch a silent film and write a critical review.
- Be able to identify important films from the silent era- written test.
- Understand the basic vocabulary and technology of film- written test.
- Write a short story that could be turned into a movie using the elements you observed from the films viewed in class.

Leadership Alignment:

TSA Video Production

TSA On Demand Video Challenge

NW High School Film Festivals

Scholastic Arts Contest

Standards and Competencies**Unit:** History of Film – Silent Era**Industry Standards and/or Competencies****Total Learning Hours for Unit: 5**Standard 2: Personal Success

- Implement effective study skills for academic success.

Standard 8: Production Overview

- Video Production careers
- Production overview
- Scriptwriting
- How Video Process Works

Standard 16: Production Styles

- Short Film Production

Aligned Washington State Learning Standards**Arts****Computer Science****Educational Technology****English Language Arts**CC: Reading for Literacy in History/Social StudiesIntegration of Knowledge and Ideas (9-10)

10 - By the end of grade 10, read and comprehend history/social studies texts in the grades 9–10 text complexity band independently and proficiently.

CC: Writing for Literacy in History/Social Studies, Science, and Technical Subjects (11-12)

2 - Write informative/explanatory texts, including the narration of historical events, scientific procedures/ experiments, or technical processes.

2d - Use precise language, domain-specific vocabulary and techniques such as metaphor, simile, and analogy to manage the complexity of the topic; convey a knowledgeable stance in a style that responds to the discipline and context as well as to the expertise of likely readers.

Production and Distribution of Writing

4 - Produce clear and coherent writing in which the development, organization, and style are appropriate to task, purpose, and audience.

Research to Build and Present Knowledge

7 - Conduct short as well as more sustained research projects to answer a question (including a self-generated question) or solve a problem; narrow or broaden the inquiry when appropriate; synthesize multiple sources on the subject, demonstrating understanding of the subject under investigation.

Environment & Sustainability	
Financial Education	
Health and Physical Education	
Mathematics	
Science	
Social Studies	

COMPONENTS AND ASSESSMENTS

Performance Assessments:

Students will:

- Cutting my teeth- a silent film composed of 3-acts.
- Completed storyboard with at least 3 shots for every act of a 3-act story.
- A treatment for a short film.
- Text Project, take a short poem or quote and animate the text into a visually interesting style.

Leadership Alignment:

TSA Video Production

TSA On Demand Video Challenge

NW High School Film Festivals

Scholastic Arts Contest

Standards and Competencies

Unit: Video Production Steps and Story Structure

Industry Standards and/or Competencies

Total Learning Hours for Unit: 20

Standard 8: Production Overview

- Video Production careers
- Crew Positions
- Production overview
- Program Proposals and Treatments
- Scriptwriting
- How Video Process Works

Standard 10: Creative Production

- Insert Shots and Cutaways
- Defining Composition
- Video exposition
- Clearly Establish Your Objectives
- Rule of Thirds
- Movement and Meaning
- Basic Camera Angles
- Camera Mounts and Tripod/Camera Pan Heads
- Basic Camera Moves Pan/Tilt/Dolly/Truck/Pedestal

Standard 13: Postproduction

- Continuity Editing
- Insert Shots

- Cutaways
- Continuity
- Angles Editing
- Linear and Non-Linear Editing Systems
- Titling

Standard 16: Production Styles

- ENG and EFP
- Documentary Production
- Public Relations Video
- Marketing Video
- Short Film Production

Standard WR 1: Career Planning

- WR-1.2 Explore the career clusters as defined by the U.S. Department of Education and summarize the career opportunities in a cluster of personal interest;
- WR-1.13 Identify industry certification opportunities

Aligned Washington State Learning Standards

Arts	
Computer Science	
Educational Technology	
English Language Arts	<p><u>CC: College and Career Readiness Anchor Standards for Language Knowledge of Language</u></p> <p>3 - Apply knowledge of language to understand how language functions in different contexts, to make effective choices for meaning or style, and to comprehend more fully when reading or listening.</p> <p>4 - Determine or clarify the meaning of unknown and multiple-meaning words and phrases by using context clues, analyzing meaningful word parts, and consulting general and specialized reference materials, as appropriate.</p> <p>5 - Demonstrate understanding of word relationships and nuances in word meanings.</p> <p>6 - Acquire and use accurately a range of general academic and domain-specific words and phrases sufficient for reading, writing, speaking, and listening at the college and career readiness level; demonstrate independence in gathering vocabulary knowledge when considering a word or phrase important to comprehension or expression.</p> <p><u>CC: College and Career Readiness Anchor Standards for Writing</u></p> <p>3 - Write narratives to develop real or imagined experiences or events using effective technique, well-chosen details, and well-structured event sequences.</p> <p>Production and Distribution of Writing</p> <p>4 - Produce clear and coherent writing in which the development, organization, and style are appropriate to task, purpose, and audience.</p> <p>5 - Develop and strengthen writing as needed by planning, revising, editing, rewriting, or trying a new approach.</p> <p>6 - Use technology, including the Internet, to produce and publish writing and to interact and collaborate with others.</p>
Environment & Sustainability	
Financial Education	
Health and Physical Education	
Mathematics	
Science	

Social Studies**COMPONENTS AND ASSESSMENTS****Performance Assessments:**

Students will:

- Sound Design Project-recreate commercial soundtrack
- PSA
- Commercial

Leadership Alignment:

TSA Video Production

TSA On Demand Video Challenge

NW High School Film Festivals

Scholastic Arts Contest

Standards and Competencies**Unit:** Introduction to Sound**Industry Standards and/or Competencies****Total Learning Hours for Unit: 20**Standard 1: Career Planning: explores/analyze personal interests and aptitudes as they relate to education and career planning.

- Prepare a program of study for at least one career of interest
- Identify industry certification opportunities

Standard 8: Production Overview

- Video Production careers
- Crew Positions
- Production overview
- Program Proposals and Treatments
- Scriptwriting
- How Video Process Works
- World Video Standards
- SD/HDTV Standards

Standard 12: Audio

- Loudness
- Frequency
- Room Acoustics
- Microphone Types and Applications
- Positioning Handheld Mics
- Mic Connectors
- Wire/Wireless Microphones
- Audio Levels
- Audio Recording, Editing and Playback

Standard 13: Postproduction

- Audio Continuity
- Linear and Non-Linear Editing Systems

Standard WR 4: Problem Solving

- WR-4.1 Employ critical thinking skills independently and in teams to solve problems and make decisions.

- WR-4.2 Employ critical thinking and interpersonal skills to resolve conflicts.
- WR-4.4 Conduct technical research to gather information necessary for decision-making
- WR-4.8 Select potential solutions based on reasoned criteria
- WR-4.9 Implement and evaluate solution(s)

Aligned Washington State Learning Standards

Arts	
Computer Science	
Educational Technology	
English Language Arts	<p><u>CC: Writing (9-10)</u> 3 - Write narratives to develop real or imagined experiences or events using effective technique, well-chosen details, and well-structured event sequences. 5 - Develop and strengthen writing as needed by planning, revising, editing, rewriting, or trying a new approach, focusing on addressing what is most significant for a specific purpose and audience. (Editing for conventions should demonstrate command of Language standards 1–3 on up to and including grades 9-10 page 55.) 6 - Use technology, including the Internet, to produce, publish, and update individual or shared writing products, taking advantage of technology's capacity to link to other information and to display information flexibly and dynamically.</p>
Environment & Sustainability	
Financial Education	
Health and Physical Education	
Mathematics	<p><u>CC: Mathematical Practices (MP)</u> 2 - Reason abstractly and quantitatively. 4 - Model with mathematics. 7 - Look for and make use of structure. 8 - Look for and express regularity in repeated reasoning.</p>
Science	
Social Studies	

COMPONENTS AND ASSESSMENTS

Performance Assessments:

Students will

- Create a DVD with a menu and several different videos on it.

Leadership Alignment:

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 Scholastic Arts Contest

Standards and Competencies

Unit: Output – Exporting and DVD Production

Industry Standards and/or Competencies

Total Learning Hours for Unit: 5

Standard 1: Career Planning: explores/analyze personal interests and aptitudes as they relate to education and career planning.

- Complete, discuss, and analyze the results of personality, career interest, and aptitude assessments.

- Identify industry certification opportunities

Standard 8: Production Overview

- Video Production careers
- Production overview
- How Video Process Works
- World Video Standards

Standard 9: Technical

- Analog and Digital Signals
- Video Resolution
- Action/Title
- Prosumer/Professional Video Formats
- Digital Compression

Standard 13: Postproduction

- Format Delivery Protocols (internet, DVD, TV, etc.)
- Titling

Standard WR 7: Ethics and Legal responsibilities

- WR-7.9 Understand Acceptable Use Policy, Copyright and Fair Use Laws

Aligned Washington State Learning Standards

Arts	
Computer Science	
Educational Technology	
English Language Arts	<p><u>CC: Reading Informational Text</u> 10 - By the end of grade 9, read and comprehend literary nonfiction in the grades 9–10 text complexity band proficiently, with scaffolding as needed at the high end of the range. By the end of grade 10, read and comprehend literary nonfiction at the high end of the grades 9–10 text complexity band independently and proficiently.</p> <p><u>CC: Reading for Literacy in Science and Technical Subjects</u> 3 - Follow precisely a complex multistep procedure when carrying out experiments, taking measurements, or performing technical tasks attending to special cases or exceptions defined in the text.</p>
Environment & Sustainability	
Financial Education	
Health and Physical Education	
Mathematics	<p>CC: Mathematical Practices (MP) 2 - Reason abstractly and quantitatively. 6 - Attend to precision. 7 - Look for and make use of structure. 8 - Look for and express regularity in repeated reasoning.</p>
Science	
Social Studies	

21st Century Skills

Check those that students will demonstrate in this course:

<p>LEARNING & INNOVATION</p> <p>Creativity and Innovation</p> <p><input type="checkbox"/> Think Creatively</p> <p><input type="checkbox"/> Work Creatively with Others</p> <p><input type="checkbox"/> Implement Innovations</p> <p>Critical Thinking and Problem Solving</p> <p><input type="checkbox"/> Reason Effectively</p> <p><input type="checkbox"/> Use Systems Thinking</p> <p><input type="checkbox"/> Make Judgments and Decisions</p> <p><input type="checkbox"/> Solve Problems</p> <p>Communication and Collaboration</p> <p><input type="checkbox"/> Communicate Clearly</p> <p><input type="checkbox"/> Collaborate with Others</p>	<p>INFORMATION, MEDIA & TECHNOLOGY SKILLS</p> <p>Information Literacy</p> <p><input type="checkbox"/> Access and /evaluate Information</p> <p><input type="checkbox"/> Use and Manage Information</p> <p>Media Literacy</p> <p><input type="checkbox"/> Analyze Media</p> <p><input type="checkbox"/> Create Media Products</p> <p>Information, Communications and Technology (ICT Literacy)</p> <p><input type="checkbox"/> Apply Technology Effectively</p>	<p>LIFE & CAREER SKILLS</p> <p>Flexibility and Adaptability</p> <p><input type="checkbox"/> Adapt to Change</p> <p><input type="checkbox"/> Be Flexible</p> <p>Initiative and Self-Direction</p> <p><input type="checkbox"/> Manage Goals and Time</p> <p><input type="checkbox"/> Work Independently</p> <p><input type="checkbox"/> Be Self-Directed Learners</p> <p>Social and Cross-Cultural</p> <p><input type="checkbox"/> Interact Effectively with Others</p> <p><input type="checkbox"/> Work Effectively in Diverse Teams</p> <p>Productivity and Accountability</p> <p><input type="checkbox"/> Manage Projects</p> <p><input type="checkbox"/> Produce Results</p> <p>Leadership and Responsibility</p> <p><input type="checkbox"/> Guide and Lead Others</p> <p><input type="checkbox"/> Be Responsible to Others</p>
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