Everett Public Schools Framework: Introduction to Digital Video 1			
CIP Code: 100202	Total Framework Hours: 90 Hours		
Course: Video ProductionTechnology/Technician	Type: Preparatory		
Career Cluster: Arts, Audio/Video Technology & Communications	Date Last Modified: Tuesday, September 21, 2010		

Resources and Standard used in Framework Development:

States' Career Cluster ATVC Standards; Occupational Skills Network Skills Standards; Television Production/Broadcasting Standards (Cybercollege)

Unit 1 INTRO TO DIGITAL VIDEO AND THE CAMERA

Performance Assessment(s)

Hours: 10

Camera Test (practical)- pass/fail - demonstrate competent operation of camera equipment.

Shoot video and load on computer, open with Windows Media Player.

Test on file formats and safety.

Written test on copyright and ethics.

Creating your first movie- the flip book.

Industry Standards and Competencies

F- 6: Safety, Health, and Environmental

- 6.03 Apply safety procedures in operating basic equipment commonly used within the career strands of this cluster.
- 6.05 Demonstrate personal safety while on work-related assignments in various locations beyond the business site.

F- 10: Technical Skills

- 10.01 Demonstrate the use of technical knowledge and skills that relate to career strands in this cluster.
- 10.02 Demonstrate knowledge of the systems within various career strands in this cluster.
- CS- 1: Apply knowledge of basic equipment and skills related to audio and video production.
- 1.02 Apply knowledge of basic audio and video equipment for productions, including basic recording equipment, equalizers, mixing consoles, and quality monitoring equipment.
- 1.03 Exhibit knowledge of analog and digital for audio and video formats.
- 1.07 Demonstrate camera operations.
- 1.08 Demonstrate the use of computer-based development of audio and video production.
- SP- 10: Follow legal and ethical rules
- 10.01 Apply knowledge of copyright laws
- 10.02 Apply knowledge of ethics to the production process

EALRs AND GLEs Taught and Assessed in the Standards

Arts

Communications

Communication 1.1: Uses listening and observation skills and strategies to focus attention and interpret information.

Health and Fitness

3.1.3 Evaluates environmental risks associated with certain occupational, residential, and recreational choices.

Mathematics				
Decilius.				
Reading				
	· · · · · · · · · · · · · · · · · · ·	cal to the meaning of the text, including v	ocabularies relevant to different con	texts, cultures, and communities.
Reading 3.1 Read to learn ne	<u>w information.</u>			
Science				
0 '-1 0(1'				
Social Studies				
Writing				
		Other Skills		
Leadership Skills				
Leadership 1.0 Individual Skills				
1.6 The student will conduct se	elf in a professional manner in pract	ical career applications, organizational fo	rums, and decision-making bodies.	
Employability Skills				
	ifies, organizes, plans and allocates			
	Acquires, stores, allocates, and uses	s materials or space efficiently.		
SCANS 3.0 The student acqu				
3.1: Acquires and evaluates in				
<u>.</u>	s with a variety of technologies			
		proper procedures for setup and operation	on of equipment.	
Analytical, Logical, and C	reative Thinking Skills			
✓ Observe	☐ Cause/Effect	☐ Finding Evidence	☐ Reasoning	☐ Originality
Patterns	Fact/Opinion	Evaluation	✓ Problem Solving	Risking
✓ Sequence	Main Idea	Detect Bias	Goal Setting	Inquisitiveness
Classify	Summary	☐ Inference	Fluency	Attending
Compare/Constrast	☐ Point of View	Conclusion	☐ Elaboration	Persistence
☐ Predict	☐ Analysis	☐ Metacognition	☐ Flexibility	Precision
Relevance to Work				
	gies to work-related documents			
Apply active listening skills to		ate and the second and a second and		
	trate personal, shop and job site saf	ety practices and procedures be of equipment in the lab, shop, and clas	sroom	
Identify practices used to avoid		or equipment in the lab, shop, and clas	0.00111	

Unit 2 SHOT TYPES, COMPOSITION AND CAMERA MOVEMENT

Performance Assessment(s)

3 shot story- create a basic story sequence using a long shor, medium shot and a close up.

Create a series of shots related to a single topic demonstrating camera shots, compositon and camera movement.

Industry Standards and Competencies

F-2: Communications

2.01 Apply listening skills to identify, clarify and incorporate new knowledge into communication skills.

F- 4: Information Technology Applications

- 4.03 Use Internet applications.
- 4.06 Use Computer Operations applications.
- 4.07 Use basic computer-based equipment
- F-7: Leadership and Teamwork
- 7.02 Apply teamwork knowledge and skills to group situations to achieve collective goals.

F- 10: Technical Skills

- 10.01 Demonstrate the use of technical knowledge and skills that relate to career strands in this cluster.
- CS- 1: Apply knowledge of basic equipment and skills related to audio and video production.
- 1.02 Apply knowledge of basic audio and video equipment for productions, including basic recording equipment, equalizers, mixing consoles, and quality monitoring equipment.
- 1.07 Demonstrate camera operations.
- SP- 2: Demonstrate knowledge and operation of the professional video camera.
- 2.01 Apply knowledge of the properties and function of camera lenses.
- 2.03 Apply knowledge of the parts and function of the camera and camera mounting equipment.
- SP- 3: Apply knowledge of the principles of composition to the production process
- 3.01 Demonstrate knowledge of static and dynamic composition guidelines
- 3.02 Demonstrate knowledge of graphics and motion

EALRs AND GLEs Taught and Assessed in the Standards

Arts

Arts 1.0 The student understands and applies arts knowledge and skills.

- 1.1 Understands and applies arts concepts and vocabulary.
- 1.2 Develops arts skills and techniques.
- 3.1 Uses the arts to express and present ideas and feelings.

Communications

Communication 1.2: Understands, analyzes, synthesizes, or evaluates information from a variety of sources.

1.2.1 Evaluates effectiveness of and creates a personal response to visual and auditory information.

Communication 3.2: Uses media and other resources to support presentations.

Hours: 15

Health and Fitness				
Health and Fitness				
Mathematics				
Wathematics				
Reading				
Reading 1.3 Build vocabulary the	arough wide reading			
_	-	ritical to the meaning of the text, including v	vocabularies relevant to different cont	texts cultures and communities
Reading 2.2 Understand and apply the			ocabularies relevant to different com	texts, cultures, and communities.
2.2.4 Apply understanding of tex	· ·	nts to comprehend text.		
Reading 3.1 Read to learn new				
Reading 3.2 Read to perform a				
reduing 0.2 redu to perform a	taon.			
Science				
Social Studies				
Writing				
Writing				
		Other Skills		
Leadership Skills				
Leadership 1.0 Individual Skills				
1.6 The student will conduct sel	f in a professional manner in pra	actical career applications, organizational fo	orums, and decision-making bodies.	
Leadership 1.0 Individual Skills	·			
2.1 The student will communica	te, participate, and advocate eff	ectively in pairs, small groups, teams, and	large groups in order to reach comm	on goals.
Employability Skills				
SCANS 1.0 The student identifi	es, organizes, plans and allocat	es resources		
1.4: Human resources - Assess	ses skills and distributes work a	ccordingly, evaluates performance and prov	ides feedback.	
SCANS 2.0 The student demor	strates interpersonal skills in wo	orking well with others.		
2.1: Participates as a member	of a team			
SCANS 5.0 The student works	with a variety of technologies			
5.2: Applies Technology to Tas	k - Understands overall intent a	nd proper procedures for setup and operation	on of equipment.	
Analytical, Logical, and Cre	eative Thinking Skills			
✓ Observe	Cause/Effect	☐ Finding Evidence	Reasoning	✓ Originality
✓ Patterns	☐ Fact/Opinion	✓ Evaluation	☐ Problem Solving	✓ Risking
✓ Sequence	☐ Main Idea	☐ Detect Bias	☐ Goal Setting	☐ Inquisitiveness
☐ Classify	☐ Summary	☐ Inference	☐ Fluency	Attending
Compare/Constrast	Point of View	Conclusion	Elaboration	Persistence
☐ Predict	✓ Analysis	☐ Metacognition	Flexibility	☐ Precision
Relevance to Work				
Apply reading skills and strategi Locate information from books, Communicate with others in a d	journals, magazines, and the In	ternet		

Unit 3 HISTORY OF FILM- SILENT ERA Hours: 20

Performance Assessment(s)

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 your observed from the films viewed in class.

Industry Standards and Competencies

F-1: Academic Foundations

1.01 Apply language arts knowledge and skills to this career cluster.

F-2: Communications

- 2.01 Apply listening skills to identify, clarify and incorporate new knowledge into communication skills.
- 2.03 Construct meaning from reading for information, new knowledge, technical concepts, vocabulary, and instructions.
- 2.04 Demonstrate writing skills necessary to convey messages through specific audio and visual media, e.g., scriptwriting, adaptations, journalism, reporting, etc.

EALRs AND GLEs Taught and Assessed in the Standards

Arts

1.1 Understands and applies arts concepts and vocabulary.

Arts 4.0 The student makes connections within and across the arts to other disciplines, life, cultures and work.

Communications

Communication 1.2: Understands, analyzes, synthesizes, or evaluates information from a variety of sources.

4.1.2 Analyzes and evaluates strengths and weaknesses of others' formal and informal communication using own or established criteria.

Health and Fitness

Mathematics

Reading

1.3.2 Understand and apply the content/academic vocabulary critical to the meaning of the text, including vocabularies relevant to different contexts, cultures, and communities.

Science

Social Studies

Writing

Writing 1.5: Publishes text to share with audience.

Other Skills

Leadership Skills

Leadership 1.0 Individual Skills

1.3 The student will demonstrate oral, interpersonal, written, and electronic communication and presentation skills and understands how to apply those skills.

Employability Skills					
SCANS 3.0 The student acquires a	nd uses information				
3.3: Interprets and communicates i	nformation				
Analytical, Logical, and Creati	ve Thinking Skills				
✓ Observe	☐ Cause/Effect	☐ Finding Evidence	Reasoning	✓ Originality	
☐ Patterns	☐ Fact/Opinion	☐ Evaluation	☐ Problem Solving	Risking	
☐ Sequence	☐ Main Idea	☐ Detect Bias	☐ Goal Setting	☐ Inquisitiveness	
☐ Classify	✓ Summary	☐ Inference	☐ Fluency	☐ Attending	
✓ Compare/Constrast	☐ Point of View	☐ Conclusion	✓ Elaboration	☐ Persistence	
☐ Predict	☐ Analysis	☐ Metacognition	☐ Flexibility	☐ Precision	
Relevance to Work					
Apply reading skills and strategies to Apply basic writing skills to work-rel Apply active listening skills to obtain	ated communication				

Unit 4 VIDEO PRODUCTION STEPS

Performance Assessment(s)

Hours: 20

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.

Industry Standards and Competencies

F-1: Academic Foundations

1.01 Apply language arts knowledge and skills to this career cluster.

F-2: Communications

2.02 Communicate ideas to a range of audiences for different purposes.

F- 9: Employability and Career Development

9.01 Demonstrate employability skills needed for successful job performance and satisfaction.

F- 10: Technical Skills

10.01 Demonstrate the use of technical knowledge and skills that relate to career strands in this cluster.

SP- 1: Demonstrate knowledge of pre-production, production, and post-production processes.

- 1.02 Demonstrate knowledge of the process of program proposal and treatment
- 1.04 Demonstrate knowledge of different script guidelines and storyboard techniques
- SP- 3: Apply knowledge of the principles of composition to the production process
- 3.01 Demonstrate knowledge of static and dynamic composition guidelines
- 3.02 Demonstrate knowledge of graphics and motion
- SP- 6: Demonstrate knowledge of the video recording process.
- 6.01 Demonstrate knowledge of video recording equipment
- SP- 7: Demonstrate knowledge of editing
- 7.01 Demonstrate knowledge of non-linear editing and computer program manipulation techniques

EALRs AND GLEs Taught and Assessed in the Standards

Arts

- 1.1 Understands and applies arts concepts and vocabulary.
- 3.2 Uses the arts to communicate for a specific purpose.

Communications

Communication 2.1: Uses language to interact effectively and responsibly in a multicultural context.

Health and Fitness				
Mathematics				
Mathematics				
Reading				
Science				
Social Studies				
Writing				
Writing 2.2: Writes for different purp				
Writing 2.3: Writes in a variety of for	ms/genres.			
		Other Skills		
Leadership Skills				
Leadership 1.0 Individual Skills				
1.3 The student will demonstrate ora	al, interpersonal, written, and electror	nic communication and presentation	on skills and understands how to app	ly those skills.
Leadership 1.0 Individual Skills				
2.1 The student will communicate, p	articipate, and advocate effectively in	n pairs, small groups, teams, and l	large groups in order to reach comm	on goals.
Employability Skills				
SCANS 1.0 The student identifies, of				
1.1: Time - Selects goal-relevant ac				
1.4: Human resources - Assesses s			ides feedback.	
SCANS 2.0 The student demonstrat		<u>ll with others.</u>		
2.1: Participates as a member of a t				
SCANS 3.0 The student acquires ar				
3.3: Interprets and communicates in				
SCANS 5.0 The student works with 5.2: Applies Technology to Task - U	· · · · · · · · · · · · · · · · · · ·	propedures for actus and apprecia	on of aguinment	
Analytical, Logical, and Creative		procedures for setup and operation	on or equipment.	
Observe	Cause/Effect	Finding Evidence	Reasoning	✓ Originality
☐ Patterns ✓ Sequence	☐ Fact/Opinion ☐ Main Idea	EvaluationDetect Bias	✓ Problem Solving✓ Goal Setting	☐ Risking☐ Inquisitiveness☐
☐ Classify	Summary	☐ Inference	☐ Fluency	Attending
☐ Compare/Constrast	☐ Point of View	Conclusion	✓ Elaboration	✓ Persistence
☐ Predict	☐ Analysis	☐ Metacognition	Flexibility	☐ Precision
Relevance to Work		_		
Locate information from books, journ Write work-related materials Demonstrate self-management skills Demonstrate industry standard works	· ·	n time.		

Unit 5 INTRODUCTION TO SOUND Hours: 20

Performance Assessment(s)

PSA

Commercial

Industry Standards and Competencies

F-2: Communications

2.02 Communicate ideas to a range of audiences for different purposes.

F-7: Leadership and Teamwork

7.02 Apply teamwork knowledge and skills to group situations to achieve collective goals.

F- 10: Technical Skills

- 10.01 Demonstrate the use of technical knowledge and skills that relate to career strands in this cluster.
- CS- 1: Apply knowledge of basic equipment and skills related to audio and video production.
- 1.04 Illustrate the techniques required for synchronization of an audio with video and multiple sound tracks.
- 1.08 Demonstrate the use of computer-based development of audio and video production.
- CS- 3: Exhibit the knowledge and skills required to design a production for audio and visual presentation.
- 3.01 Exhibit knowledge of the critical elements in designing a production in the stages of pre-production, production, and postproduction.
- SP- 1: Demonstrate knowledge of pre-production, production, and post-production processes.
- 1.02 Demonstrate knowledge of the process of program proposal and treatment
- 1.03 Demonstrate the knowledge of methods to capture and hold viewer attention.
- 1.04 Demonstrate knowledge of different script guidelines and storyboard techniques
- SP- 7: Demonstrate knowledge of editing
- 7.01 Demonstrate knowledge of non-linear editing and computer program manipulation techniques
- SP- 10: Follow legal and ethical rules
- 10.01 Apply knowledge of copyright laws
- 10.02 Apply knowledge of ethics to the production process

EALRs AND GLEs Taught and Assessed in the Standards

Arts

Arts 1.0 The student understands and applies arts knowledge and skills.

Communications

Communication 1.2: Understands, analyzes, synthesizes, or evaluates information from a variety of sources.

Communication 2.1: Uses language to interact effectively and responsibly in a multicultural context.

Communication 2.2: Uses interpersonal skills and strategies in a multicultural context to work collaboratively, solve problems, and perform tasks.

Communication 3.1: Uses knowledge of topic/theme, audience, and purpose to plan presentations.

Health and Fitness

Mathematics

Reading

Reading 3.1 Read to learn new information.

Science				
Social Studies				
Writing				
Writing 2.1: Adapts writing for a				
Writing 2.2: Writes for different				
Writing 2.3: Writes in a variety of	of forms/genres.			
		Other Skills		
Leadership Skills				
Leadership 1.0 Individual Skills				
2.1 The student will communica	te, participate, and advocate effecti	vely in pairs, small groups, teams, and	d large groups in order to reach comm	on goals.
Leadership 3.0 Community and	Career Skills			
3.1 The student will analyze the	roles and responsibilities of citizens	ship.		
Employability Skills				
SCANS 1.0 The student identifi	es, organizes, plans and allocates r	resources		
1.1: Time - Selects goal-relevar	nt activities, ranks them, allocates ti	ime, and prepares and follows schedu	les.	
1.3: Materials and facilities - Ac	equires, stores, allocates, and uses	materials or space efficiently.		
1.4: Human resources - Assess	es skills and distributes work accor	dingly, evaluates performance and pro	ovides feedback.	
SCANS 2.0 The student demon	strates interpersonal skills in workir	ng well with others.		
2.1: Participates as a member of	of a team			
SCANS 3.0 The student acquire	es and uses information			
3.2: Organizes and maintains in	nformation			
SCANS 4.0 The student unders	stands complex systems and inter-re	<u>elationships</u>		
4.1: Understands Systems - Kn	ows how social, organizational, and	d technological systems work and ope	rates effectively with them.	
SCANS 5.0 The student works	with a variety of technologies			
5.1: Selects Technology - Choo	ses procedures, tools or equipment	t including computers and related tech	nologies.	
Analytical, Logical, and Cre	eative Thinking Skills			
Observe	✓ Cause/Effect	✓ Finding Evidence	Reasoning	✓ Originality
☐ Patterns	✓ Fact/Opinion	☐ Evaluation	✓ Problem Solving	Risking
☐ Sequence	☐ Main Idea	☐ Detect Bias	☐ Goal Setting	☐ Inquisitiveness
☐ Classify	☐ Summary	☐ Inference	☐ Fluency	☐ Attending
Compare/Constrast	✓ Point of View	Conclusion	Elaboration	Persistence
☐ Predict	☐ Analysis	☐ Metacognition	☐ Flexibility	☐ Precision
Relevance to Work		·		

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Hours: 5 Unit 6 **OUTPUT- EXPORTING AND DVD PRODEUCTION Performance Assessment(s)** Create a DVD with a menu and several different videos on it. **Industry Standards and Competencies** F- 4: Information Technology Applications 4.05 Use Presentation applications. 4.06 Use Computer Operations applications. 4.07 Use basic computer-based equipment F- 10: Technical Skills 10.01 Demonstrate the use of technical knowledge and skills that relate to career strands in this cluster. **EALRs AND GLEs Taught and Assessed in the Standards** Arts Communications Communication 3.2: Uses media and other resources to support presentations. **Health and Fitness Mathematics** Reading Reading 2.1 Demonstrate evidence of reading comprehension. Reading 3.1 Read to learn new information. Science **Social Studies** Writing Other Skills Leadership Skills Leadership 1.0 Individual Skills 1.4 The student will be involved in activities that require applying theory, problem-solving, and using critical and creative thinking skills while understanding outcomes of related decisions. **Employability Skills** SCANS 1.0 The student identifies, organizes, plans and allocates resources

SCANS 3.0 The student acquires and uses information

3.4: Uses computers to process information

1.1: Time - Selects goal-relevant activities, ranks them, allocates time, and prepares and follows schedules.

SCANS 4.0 The student understands complex systems and inter-relationships						
4.1: Understands Systems - Knows how social, organizational, and technological systems work and operates effectively with them.						
SCANS 5.0 The student works	SCANS 5.0 The student works with a variety of technologies					
5.1: Selects Technology - Choo	ses procedures, tools or equipmen	t including computers and related techn	nologies.			
Analytical, Logical, and Cre	ative Thinking Skills					
✓ Observe	✓ Cause/Effect	☐ Finding Evidence	Reasoning	☐ Originality		
☐ Patterns	☐ Fact/Opinion	☐ Evaluation	✓ Problem Solving	Risking		
☐ Sequence	☐ Main Idea	☐ Detect Bias	☐ Goal Setting	☐ Inquisitiveness		
☐ Classify	Classify Summary Inference Fluency Attending					
☐ Compare/Constrast	☐ Compare/Constrast ☐ Point of View ☐ Conclusion ☐ Elaboration ☐ Persistence					
☐ Predict	☐ Analysis	☐ Metacognition	☐ Flexibility	☐ Precision		
Relevance to Work						
Reads to learn new information. Demonstrates organizational and Performs a task for the production						