

Everett Public Schools Framework: Intermediate Digital Video 4

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	Hours:
Performance Assessment(s)	
Industry Standards and Competencies	

EALRs AND GLEs Taught and Assessed in the Standards

Arts

Communications

Health and Fitness

Mathematics

Reading

Science

Social Studies

Writing

Other Skills

Leadership Skills

Employability Skills

Analytical, Logical, and Creative Thinking Skills

<input type="checkbox"/> Observe	<input type="checkbox"/> Cause/Effect	<input type="checkbox"/> Finding Evidence	<input type="checkbox"/> Reasoning	<input type="checkbox"/> Originality
<input type="checkbox"/> Patterns	<input type="checkbox"/> Fact/Opinion	<input type="checkbox"/> Evaluation	<input type="checkbox"/> Problem Solving	<input type="checkbox"/> Risking
<input type="checkbox"/> Sequence	<input type="checkbox"/> Main Idea	<input type="checkbox"/> Detect Bias	<input type="checkbox"/> Goal Setting	<input type="checkbox"/> Inquisitiveness
<input type="checkbox"/> Classify	<input type="checkbox"/> Summary	<input type="checkbox"/> Inference	<input type="checkbox"/> Fluency	<input type="checkbox"/> Attending
<input type="checkbox"/> Compare/Contrast	<input type="checkbox"/> Point of View	<input type="checkbox"/> Conclusion	<input type="checkbox"/> Elaboration	<input type="checkbox"/> Persistence
<input type="checkbox"/> Predict	<input type="checkbox"/> Analysis	<input type="checkbox"/> Metacognition	<input type="checkbox"/> Flexibility	<input type="checkbox"/> Precision

Relevance to Work

Unit 1 WRITING FOR TV	Hours: 10
Performance Assessment(s)	
Write and produce a news story for school broadcast. Write a 10 minute sitcom.	
Industry Standards and Competencies	
<u>CS- 6: Demonstrate writing processes for video and broadcast media.</u> 6.01 Demonstrate writing products consistent with current journalistic practice. 6.02 Exhibit an understanding of how to develop a complete media project. 6.03 Understand the use of promotional materials, standard public service announcement, underwriting, commercials/ads, press kits, and advertising tags. <u>SP- 1: Demonstrate knowledge of pre-production, production, and post-production processes.</u> 1.02 Demonstrate knowledge of the process of program proposal and treatment 1.04 Demonstrate knowledge of different script guidelines and storyboard techniques	
EALRs AND GLEs Taught and Assessed in the Standards	
Arts	
Communications	
Health and Fitness	
Mathematics	
Reading	
Science	
Social Studies	
Writing	
<u>Writing 1.1: Pre-writes to generate ideas and plan writing.</u> 1.1.1 Analyzes and selects effective strategies for generating ideas and planning writing. <u>Writing 1.6: Adjusts writing process as necessary.</u> 1.6.2 Uses collaborative skills to adapt writing process. <u>Writing 2.1: Adapts writing for a variety of audiences.</u> 2.1.1 Applies understanding of multiple and varied audiences to write effectively. <u>Writing 2.2: Writes for different purposes.</u> 2.2.1 Demonstrates understanding of different purposes for writing. <u>Writing 2.3: Writes in a variety of forms/genres.</u> 2.3.1 Uses a variety of forms/genres.	

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.

Leadership 1.0 Individual Skills

2.3 The student will analyze the complex responsibilities of the leader and follower and demonstrate the ability to both lead and follow.

Leadership 3.0 Community and Career Skills

3.2 The student will demonstrate social responsibility in family, community, and business and industry.

Employability Skills

2.5: Negotiates

SCANS 3.0 The student acquires and uses information

3.3: Interprets and communicates information

SCANS 1.0 The student identifies, organizes, plans and allocates resources

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

SCANS 2.0 The student demonstrates interpersonal skills in working well with others.

2.1: Participates as a member of a team

Analytical, Logical, and Creative Thinking Skills

<input checked="" type="checkbox"/> Observe	<input type="checkbox"/> Cause/Effect	<input checked="" type="checkbox"/> Finding Evidence	<input checked="" type="checkbox"/> Reasoning	<input checked="" type="checkbox"/> Originality
<input type="checkbox"/> Patterns	<input checked="" type="checkbox"/> Fact/Opinion	<input type="checkbox"/> Evaluation	<input checked="" type="checkbox"/> Problem Solving	<input type="checkbox"/> Risking
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Relevance to Work

Students will learn and practice industry standard forms of writing for TV and News broadcasting.

Unit 2 HISTORY OF TV	Hours: 10
Performance Assessment(s)	
Create a presentation highlighting the important events in TV history.	
Industry Standards and Competencies	
<u>F- 4: Information Technology Applications</u> 4.03 Use Internet applications. 4.04 Use Writing/Publishing applications. 4.05 Use Presentation applications. <u>F- 5: Systems</u> 5.01 Analyze the history and evolution of the arts, audio-video technology, and communications to their current place in society and the economy. 5.03 Analyze industry economics and how this impacts business practices.	
EALRs AND GLEs Taught and Assessed in the Standards	
Arts	
Communications	
<u>Communication 3.1: Uses knowledge of topic/theme, audience, and purpose to plan presentations.</u> 3.1.1 Applies skills to plan and organize effective oral communication and presentation.	
Health and Fitness	
Mathematics	
Reading	
Science	
Social Studies	
Writing	
Other Skills	
Leadership Skills	
<u>Leadership 1.0 Individual Skills</u> 1.3 The student will demonstrate oral, interpersonal, written, and electronic communication and presentation skills and understands how to apply those skills. <u>Leadership 3.0 Community and Career Skills</u>	
Employability Skills	
<u>SCANS 1.0 The student identifies, organizes, plans and allocates resources</u> 1.1: Time - Selects goal-relevant activities, ranks them, allocates time, and prepares and follows schedules. <u>SCANS 3.0 The student acquires and uses information</u> 3.1: Acquires and evaluates information	

3.3: Interprets and communicates information

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.

Analytical, Logical, and Creative Thinking Skills

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Relevance to Work

Students understand why and how the modern production workflow has evolved and how it is changing with emerging technologies.

Unit 3	GRAPHICS FOR TV AND DIGITAL FILM (AFTER EFFECTS)	Hours: 20
Performance Assessment(s)		
Design a animated logo for the school broadcast.		
Industry Standards and Competencies		
<u>F- 10: Technical Skills</u> 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. <u>SP- 3: Apply knowledge of the principles of composition to the production process</u> 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		
<u>Arts 1.0 The student understands and applies arts knowledge and skills.</u> 1.1 Understands and applies arts concepts and vocabulary. 1.2 Develops arts skills and techniques. <u>Arts 2.0 The student demonstrates thinking skills using artistic processes.</u> 2.1. Applies a creative process in the arts (dance, music, theatre and visual arts): - Implements choices of arts elements, principles, foundations, skills, and techniques in a creative work. <u>Arts 3.0 The student communicates through the arts.</u> 3.1 Uses the arts to express and present ideas and feelings. <u>Arts 4.0 The student makes connections within and across the arts to other disciplines, life, cultures and work.</u> 4.5. Understands how arts knowledge and skills are used in the world of work including careers in the arts.		
Communications		
Health and Fitness		
Mathematics		
Reading		
Science		
Social Studies		
Writing		
Other Skills		
Leadership Skills		
<u>Leadership 1.0 Individual Skills</u>		

1.1 The student will analyze, refine, and apply decision-making skills through classroom, family, community, and business and industry (work related) experiences.

Employability Skills

SCANS 1.0 The student identifies, organizes, plans and allocates resources

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

SCANS 3.0 The student acquires and uses information

3.1: Acquires and evaluates information

3.3: Interprets and communicates information

3.4: Uses computers to process information

SCANS 5.0 The student works with a variety of technologies

5.2: Applies Technology to Task - Understands overall intent and proper procedures for setup and operation of equipment.

Analytical, Logical, and Creative Thinking Skills

<input type="checkbox"/> Observe	<input type="checkbox"/> Cause/Effect	<input type="checkbox"/> Finding Evidence	<input type="checkbox"/> Reasoning	<input type="checkbox"/> Originality
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Relevance to Work

Students will have a basic understanding of industry standard software Adobe After Effects.

Students will know and use text and graphics in a standard compliant with modern broadcasting.

Unit 4 INTO TO LIGHTING	Hours: 15
Performance Assessment(s)	
Recreate the lighting from a Hollywood style movie and shoot one scene. Shoot and edit a short drama with emphasis on lightning. Use lightning techniques in your broadcast productions.	
Industry Standards and Competencies	
<u>F- 6: Safety, Health, and Environmental</u> 6.01 Analyze areas of responsibility in maintaining a safe and healthy work environment related to the arts, audio-video technology, and communications. 6.02 Analyze safety-related problems that may result from working with electrical current. <u>SP- 4: Apply knowledge of lighting to the production process</u> 4.01 Apply knowledge of properties of light 4.02 Demonstrate the operation and use of lighting instruments 4.03 Demonstrate the operation and use of peripheral lighting equipment	
EALRs AND GLEs Taught and Assessed in the Standards	
Arts	
<u>Arts 1.0 The student understands and applies arts knowledge and skills.</u> 1.1 Understands and applies arts concepts and vocabulary. <u>Arts 2.0 The student demonstrates thinking skills using artistic processes.</u> 2.1. Applies a creative process in the arts (dance, music, theatre and visual arts): - Implements choices of arts elements, principles, foundations, skills, and techniques in a creative work. <u>Arts 3.0 The student communicates through the arts.</u> 3.1 Uses the arts to express and present ideas and feelings. <u>Arts 4.0 The student makes connections within and across the arts to other disciplines, life, cultures and work.</u> 4.1. Demonstrates and analyzes the connections among the arts disciplines.	

Communications
Health and Fitness
Mathematics
Reading
Science
Social Studies
Writing
Other Skills
Leadership Skills
<u>Leadership 1.0 Individual Skills</u> 1.1 The student will analyze, refine, and apply decision-making skills through classroom, family, community, and business and industry (work related) experiences. <u>Leadership 1.0 Individual Skills</u> 2.3 The student will analyze the complex responsibilities of the leader and follower and demonstrate the ability to both lead and follow.
Employability Skills
<u>SCANS 1.0 The student identifies, organizes, plans and allocates resources</u> 1.1: Time - Selects goal-relevant activities, ranks them, allocates time, and prepares and follows schedules. 1.3: Materials and facilities - Acquires, stores, allocates, and uses materials or space efficiently. <u>SCANS 2.0 The student demonstrates interpersonal skills in working well with others.</u> 2.1: Participates as a member of a team 2.4: Exercises Leadership <u>SCANS 3.0 The student acquires and uses information</u> 3.1: Acquires and evaluates information <u>SCANS 4.0 The student understands complex systems and inter-relationships</u> 4.1: Understands Systems - Knows how social, organizational, and technological systems work and operates effectively with them. <u>SCANS 5.0 The student works with a variety of technologies</u> 5.2: Applies Technology to Task - Understands overall intent and proper procedures for setup and operation of equipment.

Analytical, Logical, and Creative Thinking Skills

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<input checked="" type="checkbox"/> Patterns	<input type="checkbox"/> Fact/Opinion	<input checked="" type="checkbox"/> Evaluation	<input checked="" type="checkbox"/> Problem Solving	<input type="checkbox"/> Risking
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<input type="checkbox"/> Classify	<input type="checkbox"/> Summary	<input type="checkbox"/> Inference	<input type="checkbox"/> Fluency	<input type="checkbox"/> Attending
<input checked="" type="checkbox"/> Compare/Constrast	<input type="checkbox"/> Point of View	<input type="checkbox"/> Conclusion	<input type="checkbox"/> Elaboration	<input type="checkbox"/> Persistence
<input type="checkbox"/> Predict	<input type="checkbox"/> Analysis	<input type="checkbox"/> Metacognition	<input type="checkbox"/> Flexibility	<input type="checkbox"/> Precision

Relevance to Work

Student will be able to setup and operate a industry standard 3-point lighting system.

Unit 5 DIRECTING	Hours: 15
Performance Assessment(s)	
Direct one episode of school broadcast.	
Industry Standards and Competencies	
<p><u>CS- 1: Apply knowledge of basic equipment and skills related to audio and video production.</u></p> <p>1.10 Demonstrate how to write a variety of script, storyboards, and directors notes</p> <p>1.11 Exhibit the ability to organize complex systems and resources, such as personnel, basic equipment, finances, locations and time; for the creation of successful productions.</p> <p><u>CS- 7: Demonstrate the ability to plan and deliver video and broadcast productions.</u></p> <p>7.01 Write a plan based on format and production assignment, including script, budget, storyboard, location, number of cameras, and time restrictions.</p> <p>7.02 Apply knowledge of rundown sheets and their uses.</p> <p>7.05 Exhibit awareness of production functions.</p> <p>7.06 Demonstrate promoting productions.</p> <p>7.07 Exhibit awareness of how image capturing and graphics design support the development of electronic presentations.</p> <p>7.09 Demonstrate understanding of the business and economic factors that influence programming content, sales, distribution and promotion.</p> <p><u>SP- 1: Demonstrate knowledge of pre-production, production, and post-production processes.</u></p> <p>1.01 Demonstrate knowledge of the types of video production and associated jobs.</p> <p>1.02 Demonstrate knowledge of the process of program proposal and treatment</p> <p>1.03 Demonstrate the knowledge of methods to capture and hold viewer attention.</p> <p>1.04 Demonstrate knowledge of different script guidelines and storyboard techniques</p> <p>1.05 Demonstrate knowledge of costing out a production</p>	
EALRs AND GLEs Taught and Assessed in the Standards	
Arts	
Communications	
<p><u>Communication 1.1: Uses listening and observation skills and strategies to focus attention and interpret information.</u></p> <p>1.1.1 Applies a variety of listening strategies to accommodate the listening situation.</p> <p><u>Communication 1.2: Understands, analyzes, synthesizes, or evaluates information from a variety of sources.</u></p> <p><u>Communication 2.2: Uses interpersonal skills and strategies in a multicultural context to work collaboratively, solve problems, and perform tasks.</u></p> <p>2.2.1 Uses communication skills that demonstrate respect.</p> <p>2.2.2 Applies skills and strategies to contribute responsibly in a group setting.</p> <p><u>Communication 2.3: Uses skills and strategies to communicate interculturallly.</u></p> <p><u>Communication 3.1: Uses knowledge of topic/theme, audience, and purpose to plan presentations.</u></p>	

Health and Fitness
Mathematics
Reading
Science
Social Studies
Writing
Other Skills
Leadership Skills
<u>Leadership 1.0 Individual Skills</u> 1.1 The student will analyze, refine, and apply decision-making skills through classroom, family, community, and business and industry (work related) experiences. <u>Leadership 1.0 Individual Skills</u> 2.1 The student will communicate, participate, and advocate effectively in pairs, small groups, teams, and large groups in order to reach common goals. 2.2 The student will demonstrate knowledge of conflict resolution and challenge management. 2.3 The student will analyze the complex responsibilities of the leader and follower and demonstrate the ability to both lead and follow. <u>Leadership 3.0 Community and Career Skills</u> 3.1 The student will analyze the roles and responsibilities of citizenship. 3.4 The student will understand the organizational skills necessary to be a successful leader and citizen and practices those skills in real-life.
Employability Skills
<u>SCANS 1.0 The student identifies, organizes, plans and allocates resources</u> 1.1: Time - Selects goal-relevant activities, ranks them, allocates time, and prepares and follows schedules. 1.2: Money - Uses or prepares budgets, makes forecasts, keeps records, and makes adjustments to meet objectives. 1.3: Materials and facilities - Acquires, stores, allocates, and uses materials or space efficiently. 1.4: Human resources - Assesses skills and distributes work accordingly, evaluates performance and provides feedback. <u>SCANS 2.0 The student demonstrates interpersonal skills in working well with others.</u> 2.1: Participates as a member of a team 2.3: Serves clients/customers 2.4: Exercises Leadership <u>SCANS 3.0 The student acquires and uses information</u> 3.1: Acquires and evaluates information 3.2: Organizes and maintains information 3.3: Interprets and communicates information <u>SCANS 4.0 The student understands complex systems and inter-relationships</u> 4.1: Understands Systems - Knows how social, organizational, and technological systems work and operates effectively with them. 4.2: Monitors and Corrects Performance - Distinguishes trends, predicts impacts on system operations, diagnoses deviations in performance and makes corrections. <u>SCANS 5.0 The student works with a variety of technologies</u> 5.1: Selects Technology - Chooses procedures, tools or equipment including computers and related technologies.

Analytical, Logical, and Creative Thinking Skills				
<input checked="" type="checkbox"/> Observe <input type="checkbox"/> Patterns <input type="checkbox"/> Sequence <input type="checkbox"/> Classify <input type="checkbox"/> Compare/Constrast <input checked="" type="checkbox"/> Predict	<input checked="" type="checkbox"/> Cause/Effect <input type="checkbox"/> Fact/Opinion <input checked="" type="checkbox"/> Main Idea <input checked="" type="checkbox"/> Summary <input type="checkbox"/> Point of View <input type="checkbox"/> Analysis	<input type="checkbox"/> Finding Evidence <input type="checkbox"/> Evaluation <input checked="" type="checkbox"/> Detect Bias <input type="checkbox"/> Inference <input type="checkbox"/> Conclusion <input type="checkbox"/> Metacognition	<input checked="" type="checkbox"/> Reasoning <input checked="" type="checkbox"/> Problem Solving <input checked="" type="checkbox"/> Goal Setting <input type="checkbox"/> Fluency <input type="checkbox"/> Elaboration <input checked="" type="checkbox"/> Flexibility	<input checked="" type="checkbox"/> Originality <input type="checkbox"/> Risking <input type="checkbox"/> Inquisitiveness <input type="checkbox"/> Attending <input checked="" type="checkbox"/> Persistence <input type="checkbox"/> Precision
Relevance to Work				
Students will learn the role of the director in a TV and film production.				

Unit 6	MUSIC/AUDIO PRODUCTION	Hours: 20
Performance Assessment(s)		
Record one live performance for school broadcast. Replace the dialogue track from one scene of a Hollywood film. Use a advanced level audio editor to correct a bad recording.		
Industry Standards and Competencies		
<u>CS- 1: Apply knowledge of basic equipment and skills related to audio and video production.</u> 1.01 Exhibit knowledge of the types of microphones, pick up patterns, and techniques required for a variety of audio presentations. 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. 1.04 Illustrate the techniques required for synchronization of an audio with video and multiple sound tracks. 1.06 Demonstrate operation of audio and video production systems. <u>CS- 3: Exhibit the knowledge and skills required to design a production for audio and visual presentation.</u> 3.01 Exhibit knowledge of the critical elements in designing a production in the stages of pre-production, production, and postproduction. 3.02 Analyze the objectives of production activities. <u>CS- 7: Demonstrate the ability to plan and deliver video and broadcast productions.</u> 7.08 Understand the distinctions between various musical forms.		
EALRs AND GLEs Taught and Assessed in the Standards		
Arts		
<u>Arts 1.0 The student understands and applies arts knowledge and skills.</u> <u>Arts 2.0 The student demonstrates thinking skills using artistic processes.</u> - Explores, gathers, and interprets information from diverse sources.		
Communications		
<u>Communication 1.1: Uses listening and observation skills and strategies to focus attention and interpret information.</u> 1.1.1 Applies a variety of listening strategies to accommodate the listening situation. <u>Communication 1.2: Understands, analyzes, synthesizes, or evaluates information from a variety of sources.</u> 1.2.1 Evaluates effectiveness of and creates a personal response to visual and auditory information. <u>Communication 2.3: Uses skills and strategies to communicate interculturallly.</u> 2.3.1 Analyzes the influence of cultural principles, beliefs, and world views on intercultural communication.		

Health and Fitness
Mathematics
Reading
Science
Social Studies
Writing
Other Skills
Leadership Skills
<u>Leadership 1.0 Individual Skills</u> 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. <u>Leadership 1.0 Individual Skills</u> 2.3 The student will analyze the complex responsibilities of the leader and follower and demonstrate the ability to both lead and follow.
Employability Skills
<u>SCANS 1.0 The student identifies, organizes, plans and allocates resources</u> 1.1: Time - Selects goal-relevant activities, ranks them, allocates time, and prepares and follows schedules. 1.3: Materials and facilities - Acquires, stores, allocates, and uses materials or space efficiently. <u>SCANS 2.0 The student demonstrates interpersonal skills in working well with others.</u> 2.1: Participates as a member of a team <u>SCANS 3.0 The student acquires and uses information</u> 3.1: Acquires and evaluates information 3.2: Organizes and maintains information 3.3: Interprets and communicates information 3.4: Uses computers to process information <u>SCANS 4.0 The student understands complex systems and inter-relationships</u> 4.1: Understands Systems - Knows how social, organizational, and technological systems work and operates effectively with them. <u>SCANS 5.0 The student works with a variety of technologies</u> 5.2: Applies Technology to Task - Understands overall intent and proper procedures for setup and operation of equipment.

Analytical, Logical, and Creative Thinking Skills				
<input checked="" type="checkbox"/> Observe <input type="checkbox"/> Patterns <input type="checkbox"/> Sequence <input checked="" type="checkbox"/> Classify <input type="checkbox"/> Compare/Constrast <input type="checkbox"/> Predict	<input checked="" type="checkbox"/> Cause/Effect <input type="checkbox"/> Fact/Opinion <input type="checkbox"/> Main Idea <input type="checkbox"/> Summary <input type="checkbox"/> Point of View <input type="checkbox"/> Analysis	<input type="checkbox"/> Finding Evidence <input type="checkbox"/> Evaluation <input type="checkbox"/> Detect Bias <input type="checkbox"/> Inference <input type="checkbox"/> Conclusion <input type="checkbox"/> Metacognition	<input checked="" type="checkbox"/> Reasoning <input checked="" type="checkbox"/> Problem Solving <input type="checkbox"/> Goal Setting <input type="checkbox"/> Fluency <input type="checkbox"/> Elaboration <input type="checkbox"/> Flexibility	<input checked="" type="checkbox"/> Originality <input type="checkbox"/> Risking <input type="checkbox"/> Inquisitiveness <input type="checkbox"/> Attending <input type="checkbox"/> Persistence <input type="checkbox"/> Precision
Relevance to Work				
Students will understand the production process and techniques used in the creation and application of audio in TV and film productions.				