INTERMEDIATE DIGITAL VIDEO IV

COURSE INFORMATION:

Length :	90 Hours
Type:	Preparatory
Program:	100202 Video ProductionTechnology/Technician
Cluster:	Arts, Audio/Video Technology & Communications
CTSO:	SkillsUSA
Standards:	States' Career Cluster ATVC Standards; Occupational Skills Network Skills Standards; Television Production/Broadcasting Standards (Cybercollege)

COURSE DESCRIPTION:

Cinematography and Film / Digital   Video Production IV
Registration Code: CTE 307/308Preparatory
Grade Levels: 10-12
Credits: 0.5 Occupational or Elective Credit
Length: One Semester
Prerequisites: Must have met the standards of Cinematography III
Other: Upon successful completion students will have the option of earning college credit through Shoreline
Community College (Film 256 – 5.0 credits) or Lake Washington Technical College (MMDP 119 – 5.0 credits) A grade
of a "B" or better is required to earn college credit.
CIP Code: 100202
Career Cluster: Arts Audio / Video Technology Communications
Location: CHS, EHS, JHS

Video Production IV will continue where the previous class left off. Students will work on writing for TV and explore the historical aspect of the TV industry. Motion graphic applications will also be introduced and explored. Programs such as Adobe After Effects and Photoshop will be used to produce content for video projects. The use and art of lighting will be introduced and applied to student work. Directing and music production techniques will also be implemented into personal projects. The class will also offer support and opportunities for CE projects.

COURSE UNIT OUTLINE:

Unit#	Unit Title/Topic	Hours
1	Writing for TV	10
2	History of TV	10
3	Graphics for TV and Digtial Film (After Effects)	20
4	Into to Lighting	15
5	Directing	15
6	Music/Audio Production	20

Unit

Hours

ESSENTIAL QUESTIONS OR OBJECTIVES

PERFORMANCE ASSESSMENT(S)

INDUSTRY STANDARDS

ACADEMIC STANDARDS (EALR's and GLE's)

LEADERSHIP SKILLS

EMPLOYABILITY SKILLS

THINKING SKILLS

- [ ] Observe
- [ ] Patterns
- [ ] Sequence
- [ ] Classify
- [ ] Compare/Constrast
- [ ] Predict
- [ ] Cause/Effect
- [ ] Fact/Opinion

- [ ] Main Idea
- [ ] Summary
- [ ] Point of View
- [ ] Analysis
- [ ] Finding Evidence
- [ ] Evaluation
- [ ] Detect Bias
- [ ] Inference

- [ ] Conclusion
- [ ] Metacognition
- [ ] Reasoning
- [ ] Problem Solving
- [ ] Goal Setting
- [ ] Fluency
- [ ] Elaboration
- [ ] Flexibility

- [ ] Originality
- [ ] Risking
- [ ] Inquisitiveness
- [ ] Attending
- [ ] Persistence
- [ ] Precision

Unit 1 WRITING FOR TV   10 Hours

ESSENTIAL QUESTIONS OR OBJECTIVES

What are the basic guidelines and rules for writing news stories?
How does writing for news differ from writing for TV sitcoms and features?

PERFORMANCE ASSESSMENT(S)

Write and produce a news story for school broadcast.
Write a 10 minute sitcom.

INDUSTRY STANDARDS

CS- 6: Demonstrate writing processes for video and broadcast media.

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.

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

ACADEMIC STANDARDS (EALR's and GLE's)

Standards: Writing

Writing 1.1: Pre-writes to generate ideas and plan writing.

1.1.1 Analyzes and selects effective strategies for generating ideas and planning writing.

Writing 1.6: Adjusts writing process as necessary.

1.6.2 Uses collaborative skills to adapt writing process.

Writing 2.1: Adapts writing for a variety of audiences.

2.1.1 Applies understanding of multiple and varied audiences to write effectively.

Writing 2.2: Writes for different purposes.

2.2.1 Demonstrates understanding of different purposes for writing.

Writing 2.3: Writes in a variety of forms/genres.

2.3.1 Uses a variety of forms/genres.

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

THINKING SKILLS

☑ Observe	☑ Main Idea	☐ Conclusion	☑ Originality
☐ Patterns	☐ Summary	☐ Metacognition	☐ Risking
☐ Sequence	☐ Point of View	☑ Reasoning	☑ Inquisitiveness
☐ Classify	☐ Analysis	☑ Problem Solving	☐ Attending
☑ Compare/Constrast	☑ Finding Evidence	☐ Goal Setting	☐ Persistence
☐ Predict	☐ Evaluation	☐ Fluency	☐ Precision
☐ Cause/Effect	☐ Detect Bias	☐ Elaboration	
☑ Fact/Opinion	☐ Inference	☐ Flexibility	

Unit 2   HISTORY OF TV   10 Hours

ESSENTIAL QUESTIONS OR OBJECTIVES

Important events in TV history from WWII to the present.

PERFORMANCE ASSESSMENT(S)

Create a presentation highlighting the important events in TV history.

INDUSTRY STANDARDS

F- 4: Information Technology Applications

4.03 Use Internet applications.

4.04 Use Writing/Publishing applications.

4.05 Use Presentation applications.

F- 5: Systems

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.

ACADEMIC STANDARDS (EALR's and GLE's)

Standards: Communication

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

3.1.1 Applies skills to plan and organize effective oral communication and presentation.

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 3.0 Community and Career Skills

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

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.

THINKING SKILLS

☑ Observe	☐ Main Idea	☐ Conclusion	☐ Originality
☐ Patterns	☐ Summary	☐ Metacognition	☐ Risking
☐ Sequence	☐ Point of View	☑ Reasoning	☐ Inquisitiveness
☐ Classify	☐ Analysis	☐ Problem Solving	☐ Attending
☐ Compare/Constrast	☑ Finding Evidence	☐ Goal Setting	☐ Persistence
☐ Predict	☐ Evaluation	☐ Fluency	☐ Precision
☐ Cause/Effect	☐ Detect Bias	☐ Elaboration	
☑ Fact/Opinion	☐ Inference	☐ Flexibility	

Unit 3	GRAPHICS FOR TV AND DIGTIAL FILM (AFTER EFFECTS)	20 Hours

ESSENTIAL QUESTIONS OR OBJECTIVES

What are the basic elements of design?
Color, Line, Shape, Scale and Size, Space, Texture, Value, and Purpose
Understand the basic layout of Adobe After Effects.
Be able to create a basic animated logo and export for video.

Basic Composition Elements:
Order: Focus subject, Depth Isolation, Light/Dark, Focal length, Framing within the frame, Reduce #s Odd vs. even
Balance: Size (relative size denotes special relationship), Moment arm, Light/Dark, Color
Placemen" Rule of 1/3, Horizons, Subject placement, Headroom/leading room, Panning, Close up framing, Cutting off, Merging tone and dimension, Loosing edges
Using lines: Frame depth/leading lines, Vertical strength, Horizontal open, Curved movement, Jagged unrest, Broken uncertainty
Space: Flat space/deep space

PERFORMANCE ASSESSMENT(S)

Design a animated logo for the school broadcast.

INDUSTRY STANDARDS

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.

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

ACADEMIC STANDARDS (EALR's and GLE's)

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.

Arts 2.0 The student demonstrates thinking skills using artistic processes.

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.

Arts 3.0 The student communicates through the arts.

3.1   Uses the arts to express and present ideas and feelings.

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

4.5. Understands how arts knowledge and skills are used in the world of work including careers in the arts.

LEADERSHIP SKILLS

Leadership 1.0 Individual Skills

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.

THINKING SKILLS

- ☐ Observe
- ☑ Patterns
- ☐ Sequence
- ☐ Classify
- ☐ Compare/Constrast
- ☐ Predict
- ☐ Cause/Effect
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- ☐ Main Idea
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- ☐ Analysis
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- ☐ Evaluation
- ☐ Detect Bias
- ☐ Inference

- ☐ Conclusion
- ☐ Metacognition
- ☐ Reasoning
- ☑ Problem Solving
- ☐ Goal Setting
- ☐ Fluency
- ☐ Elaboration
- ☐ Flexibility

- ☐ Originality
- ☐ Risking
- ☐ Inquisitiveness
- ☐ Attending
- ☐ Persistence
- ☐ Precision

Unit 4	INTO TO LIGHTING	15 Hours

ESSENTIAL QUESTIONS OR OBJECTIVES

Be able to ID the different types of lights used in video.
Understand the theory of light and color.
Setup a basic 3 point lighting system.
Be aware of the hazards accompanying the use of lights and electricity in video.

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

F- 6: Safety, Health, and Environmental

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.

SP- 4: Apply knowledge of lighting to the production process

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

ACADEMIC STANDARDS (EALR's and GLE's)

Standards: Arts

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

1.1 Understands and applies arts concepts and vocabulary.

Arts 2.0 The student demonstrates thinking skills using artistic processes.

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.

Arts 3.0 The student communicates through the arts.

3.1   Uses the arts to express and present ideas and feelings.

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

4.1. Demonstrates and analyzes the connections among the arts disciplines.

LEADERSHIP SKILLS

Leadership 1.0 Individual Skills

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

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.

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.

1.3: Materials and facilities - Acquires, stores, allocates, and uses materials or space efficiently.

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

2.1: Participates as a member of a team

2.4: Exercises Leadership

SCANS 3.0 The student acquires and uses information

3.1: Acquires and evaluates 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.

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.

THINKING SKILLS

- ☑ Observe
- ☑ Patterns
- ☐ Sequence
- ☐ Classify
- ☑ Compare/Constrast
- ☐ Predict
- ☑ Cause/Effect
- ☐ Fact/Opinion

- ☐ Main Idea
- ☐ Summary
- ☐ Point of View
- ☐ Analysis
- ☐ Finding Evidence
- ☑ Evaluation
- ☐ Detect Bias
- ☐ Inference

- ☐ Conclusion
- ☐ Metacognition
- ☑ Reasoning
- ☑ Problem Solving
- ☐ Goal Setting
- ☐ Fluency
- ☐ Elaboration
- ☐ Flexibility

- ☑ Originality
- ☐ Risking
- ☑ Inquisitiveness
- ☐ Attending
- ☐ Persistence
- ☐ Precision

| Unit 5 | DIRECTING | 15 Hours |

ESSENTIAL QUESTIONS OR OBJECTIVES

Understand the role of the director.
Know the directing process
How is directing for TV different from directing for drama?

PERFORMANCE ASSESSMENT(S)

Direct one episode of school broadcast.

INDUSTRY STANDARDS

CS- 1: Apply knowledge of basic equipment and skills related to audio and video production.

1.10   Demonstrate how to write a variety of script, storyboards, and directors notes

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.

CS- 7: Demonstrate the ability to plan and deliver video and broadcast productions.

7.01 Write a plan based on format and production assignment, including script, budget, storyboard, location, number of cameras, and time restrictions.

7.02 Apply knowledge of rundown sheets and their uses.

7.05 Exhibit awareness of production functions.

7.06 Demonstrate promoting productions.

7.07 Exhibit awareness of how image capturing and graphics design support the development of electronic presentations.

7.09 Demonstrate understanding of the business and economic factors that influence programming content, sales, distribution and promotion.

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

1.01 Demonstrate knowledge of the types of video production and associated jobs.

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

1.05 Demonstrate knowledge of costing out a production

ACADEMIC STANDARDS (EALR's and GLE's)

Standards: Communication

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

1.1.1 Applies a variety of listening strategies to accommodate the listening situation.

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

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

2.2.1 Uses communication skills that demonstrate respect.

2.2.2 Applies skills and strategies to contribute responsibly in a group setting.

Communication 2.3: Uses skills and strategies to communicate interculturally.

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

LEADERSHIP SKILLS

Leadership 1.0 Individual Skills

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

Leadership 1.0 Individual Skills

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.

Leadership 3.0 Community and Career Skills

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

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.

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.

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

2.1: Participates as a member of a team

2.3: Serves clients/customers

2.4: Exercises Leadership

SCANS 3.0 The student acquires and uses information

3.1: Acquires and evaluates information

3.2: Organizes and maintains 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.

4.2: Monitors and Corrects Performance - Distinguishes trends, predicts impacts on system operations, diagnoses deviations in performance and makes corrections.

SCANS 5.0 The student works with a variety of technologies

5.1: Selects Technology - Chooses procedures, tools or equipment including computers and related technologies.

THINKING SKILLS

☑ Observe	☑ Main Idea	☐ Conclusion	☑ Originality
☐ Patterns	☑ Summary	☐ Metacognition	☐ Risking
☐ Sequence	☐ Point of View	☑ Reasoning	☐ Inquisitiveness
☐ Classify	☐ Analysis	☑ Problem Solving	☐ Attending
☐ Compare/Constrast	☐ Finding Evidence	☑ Goal Setting	☑ Persistence
☑ Predict	☐ Evaluation	☐ Fluency	☐ Precision
☑ Cause/Effect	☑ Detect Bias	☐ Elaboration	
☐ Fact/Opinion	☐ Inference	☑ Flexibility	

Unit 6	MUSIC/AUDIO PRODUCTION	20 Hours

ESSENTIAL QUESTIONS OR OBJECTIVES

Understand the importance of mic placement.

Distinguish the different styles of recording for studio and live events.

Understand the different applications for various mic types.

Use advance editing software to manipulate and correct recordings.

Be able to record narration and re-record bad dialogue (ADR).

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

CS- 1: Apply knowledge of basic equipment and skills related to audio and video production.

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.

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.

3.02   Analyze the objectives of production activities.

CS- 7: Demonstrate the ability to plan and deliver video and broadcast productions.

7.08 Understand the distinctions between various musical forms.

ACADEMIC STANDARDS (EALR's and GLE's)

Standards: Arts

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

Arts 2.0 The student demonstrates thinking skills using artistic processes.

   - Explores, gathers, and interprets information from diverse sources.

Standards: Communication

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

1.1.1 Applies a variety of listening strategies to accommodate the listening situation.

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 2.3: Uses skills and strategies to communicate interculturally.

2.3.1 Analyzes the influence of cultural principles, beliefs, and world views on intercultural communication.

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.

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.

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.

1.3: Materials and facilities - Acquires, stores, allocates, and uses materials or space efficiently.

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

2.1: Participates as a member of a team

SCANS 3.0 The student acquires and uses information

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3.2: Organizes and maintains information

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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.

THINKING SKILLS

- ☑ Observe
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- ☐ Conclusion
- ☐ Metacognition
- ☑ Reasoning
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- ☐ Goal Setting
- ☐ Fluency
- ☐ Elaboration
- ☐ Flexibility

- ☑ Originality
- ☐ Risking
- ☐ Inquisitiveness
- ☐ Attending
- ☐ Persistence
- ☐ Precision