

Everett Public Schools Framework: Digital Video Production III

Course: Video ProductionTechnology/Technician	Total Framework Hours: 90 Hours
CIP Code: 100202	Type: Preparatory
Career Cluster: Arts, Audio/Video Technology & Communications	Date Last Modified: Friday, January 10, 2014

Resources and Standard used in Framework Development:

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.

Unit 1 CAMERA CONTROL DSLR	Hours: 20
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Performance Assessment(s):

Shooting exercise
Experimental Video

Leadership Alignment:

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

Standards and Competencies

Standard 8: Production Overview

- How Video Process Works
- World Video Standards
- SD/HDTV Standards

Standard 9: Technical

- Type of Lenses
- Focal length/Angle of View
- Zoom and Zoom Ratio
- F-Stops/Lens Speed/Iris
- Depth of Field
- Image Stabilization
- Video Resolution
- Frame Rate

Aligned to Washington State Standards

Arts

Communication - Speaking and Listening

Health and Fitness

Language

Mathematics

CC: Mathematical Practices (MP)

4 - Model with mathematics.

5 - Use appropriate tools strategically.

6 - Attend to precision.

Reading

CC: Reading for Literacy in Science and Technical Subjects

Integration of Knowledge and Ideas (9-10)

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.

8 - Assess the extent to which the reasoning and evidence in a text support the author's claim or a recommendation for solving a scientific or technical problem.

9 - Compare and contrast findings presented in a text to those from other sources (including their own experiments), noting when the findings support or contradict previous explanations or accounts.

Science		
Social Studies		
Writing		
21st Century Skills		
LEARNING AND INNOVATION Creativity and Innovation <input checked="" type="checkbox"/> Think Creatively <input checked="" type="checkbox"/> Work Creatively with Others <input checked="" type="checkbox"/> Implement Innovations Creative Thinking and Problem Solving <input checked="" type="checkbox"/> Reason Effectively <input checked="" type="checkbox"/> Use Systems Thinking <input checked="" type="checkbox"/> Make Judgements and Decisions <input checked="" type="checkbox"/> Solve Problems Communication and Collaboration <input checked="" type="checkbox"/> Communicate Clearly <input type="checkbox"/> Collaborate with Others	INFORMATION, MEDIA AND TECHNOLOGY SKILLS Information Literacy <input checked="" type="checkbox"/> Access and Evaluate Information <input checked="" type="checkbox"/> Use and Manage Information Media Literacy <input checked="" type="checkbox"/> Analyze Media <input checked="" type="checkbox"/> Create Media Products Information, Communications, and Technology (ICT Literacy) <input checked="" type="checkbox"/> Apply Technology Effectively	LIFE AND CAREER SKILLS Flexibility and Adaptability <input checked="" type="checkbox"/> Adapt to Change <input checked="" type="checkbox"/> Be Flexible Initiative and Self-Direction <input checked="" type="checkbox"/> Mange Goals and Time <input checked="" type="checkbox"/> Work Independently <input checked="" type="checkbox"/> Be Self-Directed Learners Social and Cross-Cultural <input checked="" type="checkbox"/> Interact Effectively with Others <input checked="" type="checkbox"/> Work Effectively in Diverse Teams Productivity and Accountability <input checked="" type="checkbox"/> Manage Projects <input checked="" type="checkbox"/> Produce Results Leadership and Responsibility <input checked="" type="checkbox"/> Guide and Lead Others <input checked="" type="checkbox"/> Be Responsible to Others

Unit 2 ANIMATION (PHOTOSHOP/ FLASH)		Hours: 5
Performance Assessment(s):		
Create a 60 second animation using Photoshop. Create a 30 second animation using Flash.		
Leadership Alignment:		
TSA Video Production TSA On Demand Video Challenge NW High School Film Festivals Scholastic Arts Contest		
Standards and Competencies		
Standard 8: Production Overview <ul style="list-style-type: none"> - Video Production careers - Production overview - Program Proposals and Treatments - Scriptwriting - How Video Process Works Standard 10: Creative Production <ul style="list-style-type: none"> - Form vs. Content - Defining Composition - Shifting the Center of Interest - Rule of Thirds - Foreground/Background Framing - Depth/Prospective - Basic Camera Angles - Subject-to-Background Distance 		
Aligned to Washington State Standards		
Arts		
Communication - Speaking and Listening		
Health and Fitness		
Language		
Mathematics		
CC: Mathematical Practices (MP) <ul style="list-style-type: none"> 2 - Reason abstractly and quantitatively. 4 - Model with mathematics. 5 - Use appropriate tools strategically. 6 - Attend to precision. 7 - Look for and make use of structure. 		

Reading

CC: Reading for Literacy in Science and Technical Subjects

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.

5 - Analyze the structure of the relationships among concepts in a text, including relationships among key terms (e.g., force, friction, reaction force, energy).

Integration of Knowledge and Ideas (9-10)

8 - Assess the extent to which the reasoning and evidence in a text support the author's claim or a recommendation for solving a scientific or technical problem.

9 - Compare and contrast findings presented in a text to those from other sources (including their own experiments), noting when the findings support or contradict previous explanations or accounts.

Science

Social Studies

Writing

21st Century Skills

LEARNING AND INNOVATION

Creativity and Innovation

- ☒ Think Creatively
- ☒ Work Creatively with Others
- ☒ Implement Innovations

Creative Thinking and Problem Solving

- ☒ Reason Effectively
- ☒ Use Systems Thinking
- ☒ Make Judgements and Decisions
- ☒ Solve Problems

Communication and Collaboration

- ☒ Communicate Clearly
- ☒ Collaborate with Others

INFORMATION, MEDIA AND TECHNOLOGY SKILLS

Information Literacy

- ☒ Access and Evaluate Information
- ☒ Use and Manage Information

Media Literacy

- ☒ Analyze Media
- ☒ Create Media Products

Information, Communications, and Technology (ICT Literacy)

- ☒ Apply Technology Effectively

LIFE AND CAREER SKILLS

Flexibility and Adaptability

- ☒ Adapt to Change
- ☒ Be Flexible

Initiative and Self-Direction

- ☒ Manage Goals and Time
- ☒ Work Independently
- ☒ Be Self-Directed Learners

Social and Cross-Cultural

- ☒ Interact Effectively with Others
- ☒ Work Effectively in Diverse Teams

Productivity and Accountability

- ☒ Manage Projects
- ☒ Produce Results

Leadership and Responsibility

- ☐ Guide and Lead Others
- ☒ Be Responsible to Others

Unit 3 AUDIO EDITING		Hours: 20
Performance Assessment(s):		
Create a new soundtrack for a popular Hollywood movie scene,		
Leadership Alignment:		
TSA Video Production TSA On Demand Video Challenge NW High School Film Festivals Scholastic Arts Contest		
Standards and Competencies		
<p>Standard 8: Production Overview</p> <ul style="list-style-type: none"> - Video Production careers - Production overview - How Video Process Works - World Video Standards <p>Standard 12: Audio</p> <ul style="list-style-type: none"> - Loudness - Frequency - Room Acoustics - Major Microphone Designs - Directional Characteristics - Microphones Types and Applications - Positioning Handheld Mics - Positioning Mic Cables - Wire/Wireless Microphones - Multi-Track Recording - Analog / Digital - Audio Levels - Boards, Consoles, and Mixers - Audio Recording, Editing and Playback <p>Standard 13: Post Production</p> <ul style="list-style-type: none"> - Audio Continuity - Linear and Non-Linear Editing Systems 		

Aligned to Washington State Standards

Arts

Communication - Speaking and Listening

Health and Fitness

Language

Mathematics

CC: Mathematical Practices (MP)
2 - Reason abstractly and quantitatively.
4 - Model with mathematics.
7 - Look for and make use of structure.

Reading		
Science		
Social Studies		
Writing		
21st Century Skills		
<p>LEARNING AND INNOVATION</p> <p>Creativity and Innovation</p> <p><input checked="" type="checkbox"/> Think Creatively</p> <p><input type="checkbox"/> Work Creatively with Others</p> <p><input checked="" type="checkbox"/> Implement Innovations</p> <p>Creative Thinking and Problem Solving</p> <p><input type="checkbox"/> Reason Effectively</p> <p><input checked="" type="checkbox"/> Use Systems Thinking</p> <p><input checked="" type="checkbox"/> Make Judgements and Decisions</p> <p><input checked="" type="checkbox"/> Solve Problems</p> <p>Communication and Collaboration</p> <p><input checked="" type="checkbox"/> Communicate Clearly</p> <p><input type="checkbox"/> Collaborate with Others</p>	<p>INFORMATION, MEDIA AND TECHNOLOGY SKILLS</p> <p>Information Literacy</p> <p><input checked="" type="checkbox"/> Access and Evaluate Information</p> <p><input checked="" type="checkbox"/> Use and Manage Information</p> <p>Media Literacy</p> <p><input checked="" type="checkbox"/> Analyze Media</p> <p><input checked="" type="checkbox"/> Create Media Products</p> <p>Information, Communications, and Technology (ICT Literacy)</p> <p><input checked="" type="checkbox"/> Apply Technology Effectively</p>	<p>LIFE AND CAREER SKILLS</p> <p>Flexibility and Adaptability</p> <p><input checked="" type="checkbox"/> Adapt to Change</p> <p><input checked="" type="checkbox"/> Be Flexible</p> <p>Initiative and Self-Direction</p> <p><input checked="" type="checkbox"/> Mange Goals and Time</p> <p><input checked="" type="checkbox"/> Work Independently</p> <p><input checked="" 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 checked="" type="checkbox"/> Manage Projects</p> <p><input checked="" 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>

Unit 4 DV EDITING	Hours: 10
Performance Assessment(s):	
Producing a News Feature for Broadcast	
Leadership Alignment:	
TSA Video Production TSA On Demand Video Challenge NW High School Film Festivals Scholastic Arts Contest	
Standards and Competencies	
Standard 8: Production Overview <ul style="list-style-type: none"> - Video Production careers - Production overview Standard 13: Post Production <ul style="list-style-type: none"> - Continuity Editing - Acceleration Editing - Continuity Techniques - Insert Shots - Cutaways - Thematic Editing - Continuity - Bridging Jumps in Action - Bridging Interview Edits - Angles Editing - Audio Continuity - Linear and Non-Linear Editing Systems - Titling 	
Aligned to Washington State Standards	
Arts	
Communication - Speaking and Listening	
<u>CC: College and Career Readiness Anchor Standards for Speaking and Listening</u> 1 - Prepare for and participate effectively in a range of conversations and collaborations with diverse partners, building on others' ideas and expressing their own clearly and persuasively. 2 - Integrate and evaluate information presented in diverse media and formats, including visually, quantitatively, and orally. 3 - Evaluate a speaker's point of view, reasoning, and use of evidence and rhetoric. 4 - Present information, findings, and supporting evidence such that listeners can follow the line of reasoning and the organization, development, and style are appropriate to task, purpose, and audience. 5 - Make strategic use of digital media and visual displays of data to express information and enhance understanding of presentations. 6 - Adapt speech to a variety of contexts and communicative tasks, demonstrating command of formal English when indicated or appropriate.	

Health and Fitness
Language
Mathematics
Reading
<p><u>CC: Reading for Literacy in Science and Technical Subjects</u></p> <p>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> <p>5 - Analyze the structure of the relationships among concepts in a text, including relationships among key terms (e.g., force, friction, reaction force, energy).</p> <p>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.</p>
Science
Social Studies
Writing
<p><u>CC: Writing for Literacy in History/Social Studies, Science, and Technical Subjects (9-10)</u></p> <p>1e - Provide a concluding statement or section that follows from or supports the argument presented.</p> <p>2a - Introduce a topic and organize ideas, concepts, and information to make important connections and distinctions; include formatting (e.g., headings), graphics (e.g., figures, tables), and multimedia when useful to aiding comprehension.</p> <p>2d - Use precise language and domain-specific vocabulary to manage the complexity of the topic and convey a style appropriate to the discipline and context as well as to the expertise of likely readers.</p> <p>4 - Produce clear and coherent writing in which the development, organization, and style are appropriate to task, purpose, and audience.</p> <p>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> <p>8 - Gather relevant information from multiple authoritative print and digital sources, using advanced searches effectively; assess the usefulness of each source in answering the research question; integrate information into the text selectively to maintain the flow of ideas, avoiding plagiarism and following a standard format for citation.</p>

21st Century Skills

LEARNING AND INNOVATION

Creativity and Innovation

- ☒ Think Creatively
- ☒ Work Creatively with Others
- ☒ Implement Innovations

Creative Thinking and Problem Solving

- ☒ Reason Effectively
- ☒ Use Systems Thinking
- ☒ Make Judgements and Decisions
- ☒ Solve Problems

Communication and Collaboration

- ☒ Communicate Clearly
- ☒ Collaborate with Others

INFORMATION, MEDIA AND TECHNOLOGY SKILLS

Information Literacy

- ☒ Access and Evaluate Information
- ☒ Use and Manage Information

Media Literacy

- ☒ Analyze Media
- ☒ Create Media Products

Information, Communications, and Technology (ICT Literacy)

- ☒ Apply Technology Effectively

LIFE AND CAREER SKILLS

Flexibility and Adaptability

- ☒ Adapt to Change
- ☒ Be Flexible

Initiative and Self-Direction

- ☒ Manage Goals and Time
- ☒ Work Independently
- ☒ Be Self-Directed Learners

Social and Cross-Cultural

- ☒ Interact Effectively with Others
- ☒ Work Effectively in Diverse Teams

Productivity and Accountability

- ☒ Manage Projects
- ☒ Produce Results

Leadership and Responsibility

- ☐ Guide and Lead Others
- ☒ Be Responsible to Others

Unit 5 SCREEN WRITING		Hours: 20
Performance Assessment(s):		
Write a short narrative screen play Read "Invisible Ink" and struture script after t 7 ste story.		
Leadership Alignment:		
TSA Video Production TSA On Demand Video Challenge NW High School Film Festivals Scholastic Arts Contest		
Standards and Competencies		
Standard 16: Production Styles - Documentary Production - 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-1.11 Develop strategies to make an effective transition from school to career WR-1.13 Identify industry certification opportunities		
Aligned to Washington State Standards		
Arts		
Communication - Speaking and Listening		
Health and Fitness		
Language		
Mathematics		
Reading		
CC: Reading Informational Text 4 - Determine the meaning of words and phrases as they are used in a text, including figurative, connotative, and technical meanings; analyze the cumulative impact of specific word choices on meaning and tone (e.g., how the language of a court opinion differs from that of a newspaper). 5 - Analyze in detail how an author's ideas or claims are developed and refined by particular sentences, paragraphs, or larger portions of a text (e.g., a section or chapter). 6 - Determine an author's point of view or purpose in a text and analyze how an author uses rhetoric to advance that point of view or purpose.		
Science		
Social Studies		
Writing		
CC: Writing (9-10)		

3 - Write narratives to develop real or imagined experiences or events using effective technique, well-chosen details, and well-structured event sequences.

3a - Engage and orient the reader by setting out a problem, situation, or observation, establishing one or multiple point(s) of view, and introducing a narrator and/or characters; create a smooth progression of experiences or events.

3b - Use narrative techniques, such as dialogue, pacing, description, reflection, and multiple plot lines, to develop experiences, events, and/or characters.

3c - Use a variety of techniques to sequence events so that they build on one another to create a coherent whole.

3d - Use precise words and phrases, telling details, and sensory language to convey a vivid picture of the experiences, events, setting, and/or characters.

3e - Provide a conclusion that follows from and reflects on what is experienced, observed, or resolved over the course of the narrative.

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. (Grade-specific expectations for writing types are defined in standards 1–3 above.)

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.

21st Century Skills

LEARNING AND INNOVATION

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- ☒ Think Creatively
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- ☒ Communicate Clearly
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INFORMATION, MEDIA AND TECHNOLOGY SKILLS

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LIFE AND CAREER SKILLS

Flexibility and Adaptability

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Social and Cross-Cultural

- ☒ Interact Effectively with Others
- ☒ Work Effectively in Diverse Teams

Productivity and Accountability

- ☒ Manage Projects
- ☒ Produce Results

Leadership and Responsibility

- ☐ Guide and Lead Others
- ☒ Be Responsible to Others

Unit 6 TV/VIDEO TECHNOLOGY	Hours: 5
Performance Assessment(s):	
Written Exam Project set up and operate multicamera switcher. Participate in live productn broadcast.	
Leadership Alignment:	
TSA Video Production TSA On Demand Video Challenge NW High School Film Festivals Scholastic Arts Contest	
Standards and Competencies	
Standard 8: Production Overview <ul style="list-style-type: none"> - Crew Positions - Scriptwriting - How Video Process Works - SD/HDTV Standards Standard 15: Remotes <ul style="list-style-type: none"> - Location Survey - Camera Positions - On-Location Audio - Lighting - Production Communication - Single-Camera vs. Multiple-Camera Production - Multiple-Camera Production - Single-Camera Production Standard 16: Production Styles <ul style="list-style-type: none"> - ENG and EFP - Documentary Production - Short Film Production Standard WR 3: Employability and Entrepreneurship WR-3.1 Demonstrate effective verbal, nonverbal, written, and electronic communication skills; WR-3.11Exhibit productive work habits, ethical practices, and a positive attitude;	

Aligned to Washington State Standards

Arts

Communication - Speaking and Listening

Health and Fitness

Language

Mathematics

Reading

CC: Reading Informational Text

Key Ideas and Details (9-10)

2 - Determine a central idea of a text and analyze its development over the course of the text, including how it emerges and is shaped and refined by specific details; provide an objective summary of the text.

Craft and Structure (9-10)

4 - Determine the meaning of words and phrases as they are used in a text, including figurative, connotative, and technical meanings; analyze the cumulative impact of specific word choices on meaning and tone (e.g., how the language of a court opinion differs from that of a newspaper).

Integration of Knowledge and Ideas (9-10)

7 - Analyze various accounts of a subject told in different mediums (e.g., a person's life story in both print and multimedia), determining which details are emphasized in each account.

Science		
Social Studies		
Writing		
21st Century Skills		
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Unit 7 TV PRODUCTION		Hours: 10
Performance Assessment(s):		
Produce a 10-15 minute promotional video for high school homecoming. Produce food drive documentary for school TV		
Leadership Alignment:		
TSA Video Production TSA On Demand Video Challenge NW High School Film Festivals Scholastic Arts Contest		
Standards and Competencies		
<p>Standard 6: Teamwork and Cooperation</p> <ul style="list-style-type: none"> - Employ leadership skills to accomplish organizational goals and objectives. - Establish and maintain effective working relationships with others in order to accomplish objectives and tasks. - Conduct and participate in meetings to accomplish work tasks. - Employ mentoring skills to inspire and teach others. <p>Standard 9: Technical</p> <ul style="list-style-type: none"> - Analog and Digital Signals - HDMI, Component, and Composite Video - Focal length/Angle of View - Viewfinder - The Videotape Recording Process - Disk-Based Recording - Solid State Memory <p>Standard 15: Remotes</p> <ul style="list-style-type: none"> - Location Survey - Camera Positions - On-Location Audio - Lighting - Production Communication - Single-Camera vs. Multiple-Camera Production - Multiple-Camera Production - Single-Camera Production - Film-Style Dramatic Production 		

Aligned to Washington State Standards

Arts

Communication - Speaking and Listening

Health and Fitness

Language

CC: College and Career Readiness Anchor Standards for Language

Vocabulary Acquisition and Use

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.

Mathematics

Reading

CC: Reading Informational Text

Craft and Structure (9-10)

4 - Determine the meaning of words and phrases as they are used in a text, including figurative, connotative, and technical meanings; analyze the cumulative impact of specific word choices on meaning and tone (e.g., how the language of a court opinion differs from that of a newspaper).

5 - Analyze in detail how an author's ideas or claims are developed and refined by particular sentences, paragraphs, or larger portions of a text (e.g., a section or chapter).

6 - Determine an author's point of view or purpose in a text and analyze how an author uses rhetoric to advance that point of view or purpose.

Integration of Knowledge and Ideas (9-10)

7 - Analyze various accounts of a subject told in different mediums (e.g., a person's life story in both print and multimedia), determining which details are emphasized in each account.

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