



Prepares Students for College and Careers

▲ Video Production I

COURSE CODES:

▲ ROP 61030 ▲ WUHSD 8012 ▲ ERUSD 0000 ▲ STATE (CALPADS) 7244

Course Leads to: Post-Secondary Education and Employment
Industry Sector: Arts, Media, & Entertainment
Career Pathway: Production and Managerial Arts – 113
Classroom Hours: 180
Work Based Learning: 180 (optional)

Course Level: Concentrator

Approved Textbook/Curriculum: Final Cut Pro

POST-SECONDARY EDUCATION	INDUSTRY CERTIFICATIONS	EMPLOYMENT
Articulation with College No Dual Enrollment with College No UC Approved a-g elective credit No COLLEGE MAJOR Animation and Special Effects Broadcast Journalism Design and Visual Communications Film Studies Photography	NONE Next Steps ROP Video Production II	Related Careers (O*NET) 27-4011.00 Audio and Video Equipment Technicians 27-4031.00 Camera Operators, Television, Video, and Motion Picture 27-4032.00 Film and Video Editors 27-4014.00 Sound Engineering Technicians 27-2012.02 Directors- Stage, Motion Pictures, Television, and Radio

Prerequisites:

None. This course fulfills district “Digital Literacy” requirements.

Course Description:

Video Production I provides students with a project-based learning. Students will be provided with technical instruction and practical experiences for aspiring video and film makers in the production of film, video, and new media projects for business and entertainment. Students experience both the creative and technical aspects of filmmaking in conjunction with learning about historical and contemporary traditions and conventions. Students are instructed on the three stages of project creation. In pre-production, students learn the basic principles of story development, screenplay writing, storyboarding, scheduling, and budget planning. Instruction in the production stage includes basic visual composition, color theory, set up and operation of a camera, sound and lighting equipment. Students learn to use cutting-edge software applications for video and audio post-production. Mastering and delivery methods, in both traditional and new media, are explored.

Integrated throughout the course are standards for Career Ready Practice and Academic Content Standards which include: appropriate technical skills and academic knowledge; communication skills; career planning; applied technology; critical thinking and problem solving; personal health and financial literacy; citizenship, integrity, ethical leadership and effective management; work productively while integrating cultural and global competence; creativity and innovation; reliable research strategies, and environment, social and economic impacts of decisions.

COURSE OUTLINE

I. ORIENTATION

- A. Introduce course and facilities
- B. Discuss syllabus and major objectives
- C. Explain attendance, grading, classroom procedures, code of conduct
- D. Complete course safety requirements/test

II. CAREERS IN VIDEO PRODUCTION

- A. Identify elements and principles of art in film, television, and media
- B. Research and analyze history, styles, roles, and influences of various filmmakers and media
- C. Research and understand various occupations within the Arts, Media, and Entertainment industry sector
- D. Discuss environmentally-sound practices and sustainability within the industry sector

III. PREPARING FOR COLLEGE AND CAREERS

- A. Review and Discuss California CTE Model Curriculum Standards for Career Ready Practice
- B. Create an Education Plan and a Career Plan aligned with personal goals
- C. Create a Resumé
- D. Create a Career Portfolio
- E. Complete a handwritten/hand-printed Job Application neatly, legibly and with no corrections or mistakes
- F. Practice a professional job interview
- G. Evening of Excellence Essay

IV. BASIC COMPUTER AND CAMERA OPERATION AND SHOT COMPOSITION

- A. Understand and use the computer operating system and appropriate programs
- B. Understand digital file theory and file organization
- C. Understand and identify the various aspects of a digital video camera
- D. Demonstrate the ability to use a digital camera operating manual
- E. Set up and use a digital video camera
- F. Understand the processes to properly care, maintain, and store the video camera
- G. Explore concepts of composition, perspectives, and point-of-view
- H. Identify and define different angles of video taping
- I. Demonstrate effective use of various camera angles in video assignments

V. WRITING FOR THE SCREEN

- A. Understand and apply the principles of story, plot, and character development
- B. Outline and format the script as a digital document
- C. Compose and story board script

VI. PRE-PRODUCTION

- A. Understand the roles of personnel in the production, camera, sound, grip, electric, and art departments
- B. Research legal aspects of video production including copyright law, fair use, and open source as they apply to media, film, and video projects
- C. Complete screenplay writing according to specifications
- D. Understand the purpose and process of storyboarding
- E. Explain the process to scheduling a production, timelines, and other considerations
- F. Construct a budget according to production schedule

VII. BASIC NARRATIVE PRODUCTION

- A. Explore and understand basic visual composition
- B. Understand color theory
- C. Identify various types of equipment needed for video production and their uses
- D. Properly record and edit voice narration

VIII. AUDIO FOR FILM AND VIDEO

- A. Utilize various audio file formats
- B. Utilize condenser and dynamic microphones properly
- C. Set up audio equipment properly for a variety of applications in video production
- D. Download internet audio files from open-source sites
- E. Utilize multiple audio tracks in a project

COURSE OUTLINE

IX. BASIC LIGHTING FOR FILM AND VIDEO

- A. Identify and utilize the concepts and equipment used for video lighting
- B. Understand the principles, theory, and techniques in the use of grip and electric equipment
- C. Properly set up a scene with the key light, fill light, set light, and back light

X. COMMERCIAL, PSA, AND PROMOTIONAL VIDEO

- A. Research the historical timeline and purposes of commercials, PSA's, and promotional videos
- B. Understand the different styles of video production used in the creation of commercials, PSA's and promotional videos
- C. Explain how technology has impacted these video messages

XI. BASIC PICTURE AND SOUND EDITING

- A. Apply proper transitions, edits, titles, effects, media, and output control
- B. Understand and demonstrate proper montage and continuity editing scenarios
- C. Understand and utilize various industry standard software used in picture and sound editing

XII. ART DIRECTION AND PRODUCTION DESIGN

- A. Research how art direction and production design can impact the final product
- B. Understand the fundamentals of set, prop, and costume design
- C. Explore current trends in filmmaking relating to sets, props, and costume design

ESSENTIAL STANDARDS AND KEY ASSIGNMENTS **INDUSTRY SECTOR: Arts, Media, & Entertainment**

ESSENTIAL PATHWAY STANDARD -

KEY ASSIGNMENT

Friday Film analysis-students write to a short film with vocabulary learned in class.

ESSENTIAL PATHWAY STANDARD -

KEY ASSIGNMENT

Motion 5 title sequence project – create a 30-45 second sequence on motion software.

ESSENTIAL PATHWAY STANDARD –

KEY ASSIGNMENT

Create a digital multi-media project showing the cultural background, pictures, ad video inter....

ESSENTIAL PATHWAY STANDARD –

KEY ASSIGNMENT

PSA assignment-students create also analyze others PSA's

ESSENTIAL PATHWAY STANDARDS –

KEY ASSIGNMENT

Advertising Analysis-students pick a major company to compare/contrast there us of cards.

CTE MODEL CURRICULUM STANDARDS FOR CAREER READY PRACTICE

- 1. Apply appropriate technical skills and academic knowledge.** Career-ready individuals readily access and use the knowledge and skills acquired through experience and education. They make connections between abstract concepts with real-world applications and recognize the value of academic preparation for solving problems, communicating with others, calculating measures, and performing other work-related practices.
- 2. Communicate clearly, effectively, and with reason.** Career-ready individuals communicate thoughts, ideas, and action plans with clarity, using written, verbal, electronic, and/or visual methods. They are skilled at interacting with others: they are active listeners who speak clearly and with purpose, and they are comfortable with terminology that is common to workplace environments. Career-ready individuals consider the audience for their communication and prepare accordingly to ensure the desired outcome.
- 3. Develop an education and career plan aligned with personal goals.** Career-ready individuals take personal ownership of their educational and career goals and manage their individual plan to attain these goals. They recognize the value of each step in the educational and experiential process, and they understand that nearly all career paths require ongoing education and experience to adapt to practices, procedures, and expectations of an ever-changing work environment. They seek counselors, mentors, and other experts to assist in the planning and execution of education and career plans.
- 4. Apply technology to enhance productivity.** Career-ready individuals find and maximize the productive value of existing and new technology to accomplish workplace tasks and solve workplace problems. They are flexible and adaptive in acquiring and using new technology. They understand the inherent risks—personal and organizational—of technology applications, and they take actions to prevent or mitigate these risks.
- 5. Utilize critical thinking to make sense of problems and persevere in solving them.** Career-ready individuals recognize problems in the workplace, understand the nature of the problems, and devise effective plans to solve the problems. They thoughtfully investigate the root cause of a problem prior to introducing solutions. They carefully consider options to solve a problem and, once agreed upon, follow through to ensure the problem is resolved.
- 6. Practice personal health and understand financial literacy.** Career-ready individuals understand the relationship between personal health and workplace performance. They contribute to their personal well-being through a healthy diet, regular exercise, and mental health activities. Career-ready individuals also understand that financial literacy leads to a secure future that enables career success.
- 7. Act as a responsible citizen in the workplace and the community.** Career-ready individuals understand the obligations and responsibilities of being a member of a community and demonstrate this understanding every day through their interactions with others. They are aware of the impacts of their decisions on others and the environment around them, and they think about the short-term and long-term consequences of their actions. They are reliable and consistent in going beyond minimum expectations and in participating in activities that serve the greater good.
- 8. Model integrity, ethical leadership, and effective management.** Career-ready individuals consistently act in ways that align with personal and community-held ideals and principles. They employ ethical behaviors and actions that positively influence others. They have a clear understanding of integrity and act on this understanding in every decision. They use a variety of means to positively impact the direction and actions of a team or organization, and they recognize the short-term and long-term effects that management's actions and attitudes can have on productivity, morale, and organizational culture.
- 9. Work productively in teams while integrating cultural and global competence.** Career-ready individuals contribute positively to every team, as both team leaders and team members. To avoid barriers to productive and positive interaction, they apply an awareness of cultural differences. They interact effectively and sensitively with all members of the team and find ways to increase the engagement and contribution of other members.
- 10. Demonstrate creativity and innovation.** Career-ready individuals recommend ideas that solve problems in new and different ways and contribute to the improvement of the organization. They consider unconventional ideas and suggestions by others as solutions to issues, tasks, or problems. They discern which ideas and suggestions may have the greatest value. They seek new methods, practices, and ideas from a variety of sources and apply those ideas to their own workplace practices.
- 11. Employ valid and reliable research strategies.** Career-ready individuals employ research practices to plan and carry out investigations, create solutions, and keep abreast of the most current findings related to workplace environments and practices. They use a reliable research process to search for new information and confirm the validity of sources when considering the use and adoption of external information or practices.
- 12. Understand the environmental, social, and economic impacts of decisions.** Career-ready individuals understand the interrelated nature of their actions and regularly make decisions that positively impact other people, organizations, the workplace, and the environment. They are aware of and utilize new technologies, understandings, procedures, and materials and adhere to regulations affecting the nature of their work. They are cognizant of impacts on the social condition, environment, workplace, and profitability of the organization.

1: Academics

Analyze and apply appropriate academic standards required for successful industry sector pathway completion leading to postsecondary education and employment. Refer to the industry sector alignment matrix for identification of standards. Note: alignment listed within each sector Anchor Standard

2: Communications Language Standard

Acquire and accurately use general academic and domain-specific words and phrases sufficient for reading, writing, speaking, and listening at the (career and college) readiness level; demonstrate independence in gathering vocabulary knowledge when considering a word or phrase important to comprehension or expression. LS 9-10, 11-12.6 Anchor Standard

3: Career Planning and Management Speaking and Listening Standard

Integrate multiple sources of information presented in diverse formats and media (e.g., visually, quantitatively, orally) in order to make informed decisions and solve problems, evaluating the credibility and accuracy of each source and noting any discrepancies among the data. SLS 11-12.2 Anchor Standard

4: Technology Writing Standard

Use technology, including the Internet, to produce, publish, and update individual or shared writing products in response to ongoing feedback, including new arguments and information. WS 11-12.6 Anchor Standard

5: Problem Solving and Critical Thinking Writing Standard

Conduct short as well as more sustained research projects to answer a question (including a self-generated question) or solve a problem, narrow or broaden the inquiry when appropriate, and synthesize multiple sources on the subject, demonstrating understanding of the subject under investigation. WS 11-12.7 Anchor Standard

6: Health and Safety Reading Standards for Science and Technical Subjects

Determine the meaning of symbols, key words, and other domain-specific words and phrases as they are used in a specific scientific or technical context. RSTS 9-10 11-12.4 Anchor Standard

7: Responsibility and Flexibility Speaking and Listening Standard

Initiate and participate effectively in a range of collaborative discussions (one-on-one, in groups, and teacher-led) with diverse partners, building on others' ideas and expressing their own clearly and persuasively. SLS 9-10 11-12.1 Anchor Standard

8: Ethics and Legal Responsibilities Speaking and Listening Standard

Respond thoughtfully to diverse perspectives; synthesize comments, claims, and evidence made on all sides of an issue; resolve contradictions when possible; and determine what additional information or research is required to deepen the investigation or complete the work. SLS 11-12.1d Anchor Standard

9: Leadership and Teamwork Speaking and Listening Standard

Work with peers to promote civil, democratic discussions and decision making; set clear goals and deadlines; and establish individual roles as needed. SLS 11-12.1b Anchor Standard

10: Technical Knowledge and Skills Writing Standard

Use technology, including the Internet, to produce, publish, and update individual or shared writing products in response to ongoing feedback, including new arguments or information. WS 11-12.6 Anchor Standard

11: Demonstration and Application

Demonstrate and apply the knowledge and skills contained in the industry-sector anchor standards, pathway standards, and performance indicators in classroom, laboratory, and workplace settings, and the career technical student organization.