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| <p><b>Mr. Randy Young</b><br/>Teacher<br/>Phone: (229) 413-1761<br/>ryoung@tcjackets.net</p> |  | <p><b>Ms. Kristy Maxwell</b><br/>Teacher<br/>Phone: (229) 413-1761<br/>kmaxwell@tcjackets.net</p> |
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**Career Cluster:** Arts, Audio-Video Technology & Communications  
**Pathway:** Broadcast-Video Production Applications

**Course Description:** This is the lab class for the Arts, Audio-Video Technology & Communications pathway that specifically moves students toward the type of environment they will see in a college media program. In advanced college track, students will use the foundational knowledge of video/audio production learned in previous advanced courses to create professionally produced works.

The year in advanced AAVTC College Track revolves around projects. Each student is responsible for several projects throughout the year, both audio and video. These include school news features, tailgate show interviews, Pro Tools audio project and two short films. Students will have a structured schedule to follow in regard to the completion of all projects. Students will receive regular daily grades for classroom work and participation, as well as grades on project progress and components of each assignment.

**Course of Study:**

| Topic:                                      | Standards:  |
|---|-------------|
| Employability Skills                        | AATC-BVPA-1 |
| Mastery Proficiency of Production Equipment | AATC-BVPA-2 |
| Produce a Variety of Programming            | AATC-BVPA-3 |
| Student Portfolio                           | AATC-BVPA-4 |

**P.R.E.P. Academy Grading Policy for First Semester:**

|   |     |
|---|-----|
| Daily Grades/Participation              | 20% |
| Other Video/Audio Projects              | 20% |
| Short Film Components/Progress/Projects | 40% |
| Benchmark (Final)                       | 20% |

**P.R.E.P. Academy Grading Policy for Second Semester:**

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| Daily Grades/Participation/College Portfolio | 20% |
| Other Video/Audio Projects                   | 20% |
| Short Film Progress/Project                  | 40% |
| Benchmark (Final)                            | 20% |

**Literacy Standard Statement:**

In addition to content standards, students will be responsible for showing mastery of the Common Core literacy standards. These standards will be taught using reading and writing activities related to the content area. Reading materials may include novels, technical manuals, articles or other appropriate materials as determined by the instructor.

**Late/Make Up Work:**

This is a deadline driven industry. You are expected to turn in your assignments on time. You will, however, have the opportunity to turn in assignments late, but you will be penalized **a minimum of five points per day late. Projects more than five days late will not be accepted.** If a student

has an issue, that student must let Mr. Young, Ms. Maxwell know as soon as said student is aware of it.

#### **Textbook/Materials:**

- A. Textbook: Television Production Handbook, Zettl (used in class)
- B. SD memory card at least 8GB Class 10 (must be provided by student)
- D. Flash drive or Portable hard drive (optional)

#### **Classroom Rules/Conduct:**

- Be respectful of your teachers and each other. This means no more than one person talking at a time during class discussion. This is non-negotiable.
- No horseplay. Period.
- If you break a piece of equipment, you are responsible for its repair or replacement.
- Never adjust any piece of equipment without instructions to do so and permission. One wrong adjustment can render a piece of equipment inoperable.
- Cellphones are **not allowed** during class. Period. Phones will be collected at the beginning of each class and locked in the office. During journal time each day phones will be returned. If you have an emergency and need to use your phone, please tell Mr. Young or Ms. Maxwell.
- No drinks, food, candy, or gum of **any** kind. Period. Anyone with a medical need for food or drink should see Mr. Young/Ms. Maxwell.
- **Label your memory cards, flash drives and any discs or other items you use! You are responsible for keeping up with your stuff!**
- **There should be no more than two students in an editing room at any time.** Editing rooms are here for project work. They are *NOT* to be used for sleeping, braiding hair, chatting, or doing homework from another class.
- **The office is not a hang out area.** It is off limits during class time unless you have permission to be in there.
- Computers are for class projects ONLY.
- Students are responsible for turning in work on time. Students – **unless there is a legitimate problem or excuse – are expected to turn all work in on the due date.**
- No one is to come to the Broadcasting room during another class period.

#### **Computer Use:**

Students will be required to access the Internet for some assignments and projects. Each student must have an Acceptable Use Policy (AUP) on file at the school. All policies in the AUP will be followed.

Students should only use the Internet when instructed for classroom purposes. Students who are caught downloading/streaming music, on inappropriate websites, attempting to bypass the server, or participating in other questionable activities will receive a referral and their computer privileges may be revoked.

Course: Audio &amp; Video Technology &amp; Film III

Instructors: Ms. Maxwell, Mr. Young

| Week  | Content Outline   | Essential Question(s)   |
|-------|---|---|
| 1-34  | Video Production/News 4 You   | How do you create a professional quality video? What are the steps and components involved?<br>How do you make a daily school news show?<br>How do you shoot and edit video footage for a cohesive, informative video?      |
| 2-3   | Safety Procedures (GFA)   | How do I properly and safely use video equipment?<br>What do I do in case of an accident and/or emergency?  |
| 3     | Production Company Name & Logo Project  | How do you use Adobe Photoshop?<br>How do you use Photoshop to create logos?  |
| 4-6   | Employability Skills  | What are some qualities that employers look for when hiring?<br>Why is it important to meet deadlines?<br>Why is professional appearance important?   |
| 6-8   | Career Exploration (GFA)  |   |
| 9     | Review for Benchmark  |   |
| 10-15 | Short Film  | What are the different ways you can structure this project?<br>Why is it important to have experience on the varying pieces of equipment used in a studio production?   |
| 10    | The Video Switcher  | What is the purpose of the video switcher?<br>What are the different transitions and how are they used?<br>What is keying?<br>What is the difference between a preview and program bus?                                     |
| 11    | Lighting  | What is three point lighting?<br>What is the purpose of white balance?<br>What are the different types of lights and their applications?  |
| 12-15 | News 4 You  |   |
| 16    | Review for Benchmark  |   |
| 17-20 | Public Service Announcement or Television Commercial Project                                  | What is a Public Service Announcement?<br>How does this differ from advertising?<br>How do you make a television commercial visually appealing?<br>What component is necessary for the commercial to be successful?         |
| 17    | Public Service Announcement or Television Commercial Script                                   | How do you write a Public Service Announcement script?  |
| 19-22 | College Portfolio<br><br>Week 20: check portfolio progress<br>Week 22: college portfolios due | Why is development of a professional portfolio important at all stages of a media career?<br>Which items from your classroom work are the best examples of your video production skills that can be used in your portfolio? |

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|              |   | How do you write a college interest letter?<br>What career options are most appealing to you in the media field?  |
| <b>23-25</b> | <b>Skills Test Training &amp; ProTools/Audition or Audacity Project</b>     | How does the concept of "teamwork" apply to audio/video/film production?<br>Explain the different jobs crew members are responsible for with your film production.<br>Why is consistent progress on projects especially important in audio/video/film production? |
| <b>25</b>    | <b>Review for Benchmark</b>   |   |
| <b>26-34</b> | <b>Chroma Key Project</b>   | What is Chroma Key?<br>What are some effective uses for Chroma-Key?   |
| <b>26-32</b> | <b>Skills Test</b>  | Why is it important to have experience on the varying pieces of equipment used in a studio production?  |
| <b>29</b>    | <b>Script Development for Chroma Key Project &amp; Lower Thirds Project</b> | What is a lower third?<br>Why is it important to use a bold simple font?<br>Why is a transparent background important?<br>What is the difference between PNG & JPG?   |
| <b>34</b>    | <b>Review for Benchmark</b>   |   |

**Please read the following statements, print your name, give your signature, and fill out the information below.**

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As the **student**, I have read the Broadcast-Video Production Applications syllabus and understand the expectations and requirements of the course. I also agree to follow the rules in the classroom.

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**Student's Printed Name**

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**Student's Signature**

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**Date**

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As the **parent/guardian**, I have read the Broadcast-Video Production Applications syllabus and understand the expectations and requirements of the course. I also expect my TCCHS student to follow the rules in the classroom.

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**Parent/Guardian Printed Name**

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**Parent/Guardian Signature**

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**Date**

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**Phone Numbers: Please circle the phone number preferred.**

Home: \_\_\_\_\_ Best time to call: \_\_\_\_\_

Work: \_\_\_\_\_ Best time to call: \_\_\_\_\_

Cell: \_\_\_\_\_ Best time to call: \_\_\_\_\_

E-mail address: \_\_\_\_\_