

Introduction to TV Studio Unit 4: Public Service Announcement

Unit Focus

Video is an important communication tool that should be used for a reason: social awareness or change, news, entertainment, fostering community and culture. Students will use all of their production skills to create an effective civic message. In groups students will create an idea treatment, then Write, Film and Edit a Public Service Announcement for a Civic Need. In this culminating experience, students will create a video Public Service Announcement. This public service announcement will act as an all encompassing PBA and final exam for the entire course, allowing students to demonstrate a comprehensive understanding of the concepts acquired throughout all the units of the course.

Stage 1: Desired Results - Key Understandings

Established Goals

Connecticut Goals and Standards

Technology Education (CTE)

- Identify a target audience and design an appropriate message for the target market. *TE.DV.C.8*
- Describe the process used for concept development/treatment. *TE.DV.C.9*
- Describe the various types of sound equipment and techniques used with handheld, lavalier, shot gun, condenser, omni and directional methods. *TE.DV.D.15*
- Describe white balance, iris, aperture, auto and manual focus, audio settings, and levels in camera operations. *TE.DV.E.18*
- Create graphics and titles appropriate to the project. *TE.DV.F.22*
- Describe and apply import, file, and asset management. *TE.DV.F.24*
- Edit and finalize images and video for rough cut, transitions, color correction, keying, and pacing with nonlinear software. *TE.DV.F.25*
- Edit audio for voice over, sound levels, music, and sound effects with application software. *TE.DV.F.26*
- Media Components and Concepts: Identify and understand the technological literacy of video production. *TE.DV.G*

Student Growth and Development 21st Century Capacities Matrix

Creative Thinking

- Imagining: Students will be able to conceive of a novel approach to create a text, performance, solution, application, or inquiry. *MM.2.2*

Collaboration/Communication

- Product Creation: Students will be able to effectively use a medium to communicate important information (findings, ideas, feelings, issues, etc.) for a given purpose. *MM.3.2*

Global Thinking

- Citizenship: Students will be able to identify and contribute to critical issues in society in an ethical and responsible manner. *MM.5.3*

Transfer

- T1** Communicate effectively based on purpose, task, and audience using appropriate vocabulary.
- T2** Explore and hone techniques, skills, methods, and processes to create and innovate
- T3** Work together on a common goal to meet deadlines through addressing challenges and problems along the way both individually and collectively.

Meaning

Understandings

- U1** Powerful messages are grounded in emotions and showcase the depth, significance, and/or complexity of the problem/topic.
- U2** To create a production to encourage an authentic audience to act upon a social issue requires a high level of planning and coordination between the conceptual and technical acumen.

Essential Questions

- Q1** How do I create an emotional message that drives a viewer to take action?
- Q2** How would I organize my technical skills in expressing an artistry that creates a powerful message.

Acquisition of Knowledge and Skill

Knowledge

- K1** The Green Light process is used for collaborative, editorial decision making.

Skills

- S1** Develop a complex message that convinces the audience to emotionally react and respond to a social issue.