



Syllabus: Video Production

Course Overview:

Course Description: This course will teach students the basics of photography, camera functions, video editing, media analysis, and filmmaking. Students will work individually and in groups to write, shoot, and edit their own projects. Sample student projects during the semester include PSA's, commercials, short films, music video and news stories. Selected videos are screened during class throughout the semester to enhance the critique process. Students will work with the following software on desktop computers: **Adobe Premiere Pro and Adobe Photoshop.**

Department: Business, Marketing and IT	Instructor: Mr. Mankiewicz
Credits Earned/Length of Course: .5 Credits (Semester Course)	Office Hours: Monday-Friday at Lunch
Instructor Contact Info: Email: smankiewicz@madison.k12.wi.us	Pathway(s): Web & Digital Communication

Course Standards:

- [Common Core State Standards for Literacy in All Subjects](#)
- [Common Core State Standards for Mathematics -- Standards for Mathematical Practice](#)
- [Wisconsin Common Career Technical Core Standards](#)
- [Wisconsin Standards for Business & Information Technology](#)

Course Outline (including Unit(s) of Time and Essential Questions):

Unit #1 Careers in Video Production

- What are the available careers in Video Production and what is involved with each?
- What are: Videographer, Video Editor, Sound engineer, Technical Director, Director, News Producer, Assignment Editor, Graphics Editor/Producer?

Unit #2 Orientation & Safety (2 days)

- What are the classroom rules for Video Production?
- What is the behavioral contract and how is it applied in Video Production?
- What are the expectations regarding appropriate use of class equipment?

Unit #3 Historical Foundations of Cinema and TV (12 days)

- Who and how was the first video camera invented?
- Who were Lumiere and Edison and what was their impact on the beginnings of Film?
- How was the motion picture industry started and what impact did the "Studio System" have on its beginnings?

Unit #4 Basic Camera Operation and Shot Composition (12 days)



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- What are the basics of using a video camera?
- What are the basic camera shots and angles along with framing heights?
- What is a video sequence, how are wide, medium and tight shots incorporated into video?
- What is the 180 degree rule for video composition?
- What is continuity in video production?
- What is zoom, pan and tilt and how are they used in getting video camera shots?
- What are the basic operational techniques you need to know to operate a video camera?

Unit #5 Basic Pictures and Sound Editing (14 days)

- What is a logging sheet for video and how is it used?
- What are the basic project settings to begin editing in Adobe Premiere?
- How is video imported into the program to begin editing?
- How is a simple edit accomplished in Premiere?
- How is a shot placed on a timeline in Premiere?
- What is the function of the toolbar in Premiere?
- How are transitions added to video clips in Premiere?
- How are titles formatted and entered in Premiere?
- What special effects are available for video in Premiere?
- How is audio edited in Premiere?
- What effects can be used to manipulate audio in Premiere?
- How are videos exported in Premiere?

Unit #6 Writing for Video (20 days)

- What is basic story structure and how does the beginning, middle and end of a story relate to video segments?
- What is a story arc?
- What is the difference between a dramatic and factual story for video?
- What is a commercial, and how does it differ from a Public Service Announcement?
- What is a Focus Statement and how is it used to help create a story?
- What is a storyboard and how is it used to organize and plan a story?

Unit #7 Interviewing (12 days)

- How are questions formulated for a video interview?
- What is the proper video set up for an interview?
- What are the proper lighting and audio considerations for video interviews?

Unit #8 Career Development/21st Century Skills (Ongoing)

- How do the skills and knowledge I am learning in this class get applied within a job setting?
- How can I work with a team to develop an answer to a question or solution to problem?
- How I apply the skills that my future employers will value?