

**YOSEMITE REGIONAL OCCUPATIONAL PROGRAM
COURSE OUTLINE**

COURSE TITLE: Video & Media Production (ROP)

COURSE NUMBER: 35100 (2-hour) 74600 (1 hour)

RECOMMENDED GRADE LEVEL: 10-12

ABILITY LEVEL: Unsectioned

DURATION: 2 semesters (repeatable)

CREDIT: 1hr: 5 units per semester | 2 hr: 10 units per semester

GRADING FORMAT: Standard

MEETS GRADUATION REQUIREMENTS IN: Practical Art, Visual/Performing Art, and/or
Computer Literacy

REQUIRED FOR GRADUATION:

CBEDS CODE: 5730

MEETS UC AND CSU ENTRANCE REQUIREMENTS:

CREDENTIAL REQUIREMENTS:

COURSE DESCRIPTION:

ROP Video & Media Production gives the student the opportunity to acquire the technical knowledge and requisite skills needed for successful entry level employment in media related occupations and/or advanced post-secondary studies. It provides training in still and motion picture acquisition, non-linear editing, presentation graphics and systems (electronic & print), sound and lighting design, digital animation, special effects and titling, multimedia workflows, as well as studio based and field (location) video production. Course content is structured through lecture-laboratory experiences as it relates to individual and group projects. Each student will complete a portfolio of his/her work.

REQUIRED PREREQUISITES: Successful completion of *Art 1-2, GRC 1-2, Photography, Video Arts and Production, or an equivalent course* with a 'C' or higher grade, or teacher approval.

Date Matched Against Framework,
Model Curriculum Standards, and
State Curriculum Guides:

Board Approved:

REVIEW CYCLE:

REQUIRED TEXTBOOKS: Video Communication and Production, Latest Edition, Stinson, Jim, The Goodheart-Willcox Company, ISBN: 978-1590707678 or Television Production Handbook, Latest Edition, Zettl, Herbert, Woodsworth Publishing, ISBN: 978-0495501886

INSTRUCTIONAL MATERIALS

Textbook:

Video Communication and Production, Latest Edition, Stinson, Jim, The Goodheart-Willcox Company, ISBN: 978-1590707678

Or

Television Production Handbook, Latest Edition, Zettl, Herbert, Woodsworth Publishing, ISBN: 978-0495501886

Software:

- Latest editions of:
 - Adobe Creative Suite/ Sony Vegas

Software needs may vary and/or change according to availability of funding, licensing, software availability, and keeping up with industry trends/standards. Additional plug-ins and codecs may also be required based on project needs.

Supplementary Texts:

Technical manuals and tutorials, online tutorials, and projects created by the instructor.

SUMMARY OF MAJOR UNITS OF INSTRUCTION

<u>UNIT</u>	Approximate length of Instruction per unit (in Weeks)
A. Equipment Use & Safety	
B. Script Writing/Storyboarding	
C. Filming & Camera Techniques	
D. Digital Video Editing	
E. Digital Audio	
F. Lighting & Accessories	
G. Special Effects	
H. Digital Delivery and Distribution	
I. Career and Industry	
J. Other	

The length of instruction for each unit will vary accordingly to the needs of the students. Additional units of study may also be added as needed to keep up with emerging technologies and further enhance learning.

Video & Media Production (ROP) Standards

CTE Model Curriculum Standards

This course has been aligned to the 2013 CTE Model Curriculum Standards in the Design, Visual, and Media Arts, Performing Arts, and Production and Managerial Arts Pathways. This course has also been aligned to the CTE Knowledge and Performance Anchor Standards and Career Readiness Standards.

1.0 GOAL: The student will understand the general principles and techniques associated with producing a variety of multimedia products. At the end of the instruction, the student will be able to:

- A. Recognize the role of media within a variety of marketplaces, including a small business, manufacturing environment, educational institution, and global web based markets.
- B. Understand the operation and utilization of both still and motion picture recording devices as they pertain to particular media products.
- C. Define the normal career progress on a specific media related field.
- D. Participate as a leader in the production of a commercial quality media product.
- E. Understand the need for effective leadership skills as they relate to managing creative personnel.
- F. Analyze a production work flow within both convention and digital image work flows.
- G. Produce a media production to a client's expectations.
- H. Explain the components required for both conventional and digital production work flows.

Anchor Standards: 2.3, 2.4, 3.1, 9.5, 10.1, 10.2

Career Readiness: 1, 3, 4, 5, 8, 10

CTE Pathway Arts Media and Entertainment: Design, Visual, and Media Arts Pathway (A) 5.2, 8.1, 8.2, Performing Arts Pathway (B) 6.1-6.6, Production and Managerial Arts Pathway (C) 4.1-4.3, 5.2

2.0 GOAL: Students will understand the safety and liability issues associated with both on-side and location production. At the end of instruction, the student will be able to:

- A. Create and maintain a safe working location while recording both still and motion images.
- B. Use lighting equipment properly without creating trip hazards, within electrical current loads.
- C. Demonstrate the correct use of digital cameras, audio production equipment, lighting equipment, associated stands, and playback devices.
- D. Describe and practice the correct procedures for handling and storing digital media.
- E. Observe electrical current load and use correct cords or cables.
- F. Use any equipment associated with video production in a safe manner.

Anchor Standards: 2.6, 6.3, 6.4

Career Readiness: 4, 7, 12

CTE Pathway Arts, Media, and Entertainment; Design, Visual, and Media Arts (A)8.6, Performing Arts Pathway (B) 9.2, 9.4, Production and Managerial Arts Pathway (C)1.4

3.0 GOAL: The student will understand how specific equipment and software is used to produce a variety of multimedia products. At the end of instruction, the student will be able to:

- A. Set up a video camera on a tripod and record a basic shot.
- B. Demonstrate mastery of basic shots used in video production.
- C. Development of a simple story board for a video production.
- D. Describe the basic procedures for capturing audio.
- E. Select the correct microphone for a specific recording situation.
- F. Describe the basic procedures for setting up lighting for various locations.

Anchor Standards: 4.5, 4.6, 10.1-10.3, 11.2, 11.5

Career Readiness: 1, 4, 5

CTE Pathway Arts, Media, and Entertainment (A)1.1, 2.2, 8.1, 8.2, 8.7, 7.4, Production and Managerial Arts Pathway (C)4.4, 5.1, 5.2

4.0 GOAL: The student will understand the multimedia industries. At the end of instruction, the student will be able to:

- A. Identify each of the major multimedia industries.
- B. Describe the multimedia industry in the greater Stanislaus County area.
- C. Identify several multimedia occupations.
- D. Explain the need for the variety of multimedia products.
- E. Find examples of current multimedia productions.
- F. Determine how a multimedia product was created using correct production terminology.
- G. Define the expectations for an entry level employee in a multimedia career path.
- H. Select the appropriate multimedia product for a given market or application.
- I. Define the difference between commercial and institutional multimedia settings.

Anchor Standards: 3.4, 3.6, 3.7, 3.8, 10.2, 10.3

Career Readiness: 3, 11, 12

CTE Arts, Media, and Entertainment Pathway; Design, Visual, and Media Arts Pathway (A)5.2-5.3, 8.1-8.3, Production and Managerial Pathway (C)1.4, 3.1

5.0 GOAL: Be able to use verbal communication skills in the multimedia industry. At the end of instruction, the student will be able to:

- A. Write a set of camera directions from a simple script.
- B. Prepare a production schedule.
- C. Write a simple script, with visual direction, for a production.
- D. Follow a detailed script while shooting, recording sound, or editing a video production.
- E. Use equipment manuals to perform routine maintenance.
- F. Correctly transfer footage to digital media.

Anchor Standards: 2.2, 2.4, 2.6, 5.2, 5.3
Career Readiness: 1, 2, 4, 5, 10
CTE Arts, Media, and Entertainment Pathway; Design, Visual, and Media Arts Pathway
(A) 7.1-7.3, 7.5, Performing Arts Pathway (B) 6.1-6.3, 6.5

6.0 GOAL: Understand all aspects of the multimedia industry, including planning, management, finances, technical and production skills, underlying principles of technology, labor and community issues, health and safety issues, and libel and copyright laws.

Anchor Standards: 4.1, 4.3, 4.6, 8.1-8.7
Career Readiness: 3, 6, 7, 11, 12
CTE Arts, Media, and Entertainment Pathway; Design, Visual, and Media Arts
Pathway (A)5.2, Production and Managerial Arts Pathway (C)1.4, 4.1, 4.2

7.0 GOAL: Understand how personal skill development, including positive attitude, honesty, self-confidence, time management and other positive traits affect employability. At the end of instruction, the student will be able to:

- A. Demonstrate an understanding of classroom policies and procedures.
- B. Define business ethics and explain the importance of ethical standards and social responsibilities in the business environment.
- C. Discuss the importance of the following personal skills in a business environment:
 1. Positive attitude
 2. Self-confidence
 3. Honesty
 4. Perseverance
 5. Self-discipline
 6. Time-management
- D. Define appropriate attire for a specific work situation.
- E. Prioritize tasks and meet deadlines.
- F. Discuss the merits of lifelong learning.

Anchor Standards: 5.1-5.5, 7.7, 8.3, 8.4, 8.6, 9.1
Career Readiness: 2, 7, 8, 9, 12
CTE Arts, Media and Entertainment Pathway; Performing Arts (B)9.3, Production and
Managerial Arts Pathway (C)3.1, 4.3

8.0 GOAL: Understanding the principles of effective interpersonal skills, including group dynamics, conflict resolution, and negotiation. At the end of instruction, the student will be able to:

- A. Identify and discuss the key concepts of group dynamics.
- B. Discuss and demonstrate the dynamics of conflict resolution and negotiation and their importance within the business environment.

- C. Work cooperatively, share responsibility, accept supervision and assume leadership roles.
- D. Demonstrate cooperative working relationships and proper etiquette across gender and cultural groups.
- E. Accept and give criticism in a positive, respectful manner.

Anchor Standards: 2.2, 2.3, 7.7, 8.5, 9.1-9.7
Career Readiness: 2, 5, 7, 8, 9, 12
CTE Arts, Media and Entertainment Pathway; Performing Arts (B): B6.2, B6.5, B6.6, Production and Managerial Arts Pathway (C) C5.2

9.0 GOAL: Understand the importance of good academic skills, critical thinking, and problem solving skills in the workplace. At the end of instruction, the student will be able to:

- A. Recognize the importance of good reading, writing.
- B. Apply estimation, measurement, and calculation skills to production applications including the following:
 - a. Whole number math
 - b. Decimals and fractions
 - c. Use tables
 - d. Calculate close edits within a timeline
- C. Read, write, and give directions.
- D. Exhibit critical and creative thinking skills, and logical reasoning skills.
- E. Recognize problem situations, identify, locate, and organize needed information of data; and purpose, evaluate, and select from alternative solutions.

Anchor Standards: 5.2, 5.3, 9.2, 9.4
Career Readiness: 2, 5, 6, 8
CTE Arts, Media, and Entertainment Pathway: Design, Visual, and Media Arts (A)7.2, Performing Arts Pathway (B)6.3, 9.1, Production and Managerial Arts Pathway (C)6.2

10.0 GOAL: Understand the principle of effective communication within a variety of workplace settings. At the end of instruction, the student will be able to:

- A. Read and implement written instructions, technical manuals, written communication, and reference books.
- B. Present a positive image through verbal and non-verbal communication.
- C. Demonstrate active listening through oral and written feedback.
- D. Demonstrate proper etiquette in business communications, including an awareness of requisite for international communications (languages, customs, time zones, currency and exchange rates).
- E. Demonstrate writing/editing skills as follows:
 - a. Write, proofread, and edit business correspondence.
 - b. Use correct grammar, punctuation, capitalization, vocabulary and spelling.
 - c. Select and use appropriate forms of technology for communication.

- F. Exhibit a proficiency in the use of dictionary, thesaurus, telephone directory, almanac, zip code directory, office handbook, and appropriate web search engines.
- G. Research, compose and orally present information for a variety of business situations utilizing appropriate technology.
- H. Demonstrate effective communication techniques using telephone and fax.
- I. Give clear directions during production activities.

Anchor Standards: 2.3-2.5, 9.1, 9.3, 9.4

Career Readiness: 1, 2, 4, 7, 11, 12

CTE Arts, Media, and Entertainment: Design, Visual, and Media Arts Pathway (A) 7.1-7.5, Performing Arts Pathway (B) 6.3, 6.5, 8.1, 8.4

11.0 GOAL: Understand career paths and strategies for obtaining employment and advancement. At the end of instruction, the student will be able to:

- A. Explore career opportunities and projected trends, investigate required education, training and experience, and develop an individual education plan.
- B. Identify steps for setting goals and writing personal goals and objectives.
- C. Examine aptitudes related to career options; relate personal characteristics and interests to educational and occupation opportunities.
- D. Develop a demo reel of current work.

Anchor Standards: 3.1-3.8, 11.5

Career Readiness: 2, 3, 8

CTE Arts, Media, and Entertainment: Design, Visual, and Media Arts Pathway (A) 5.6, 5.7

12.0 GOAL: Understand the practical and theoretical applications of linear and non-linear editing. At the end of instruction, the student will be able to:

- A. Describe the differences associated with video editing in an analog (linear) work flow with those in a non-linear work flow.
- B. Define the equipment used in a production work flow.
- C. Identify the different video inputs.
- D. Explain the advantages of a non-linear editing system.
- E. Edit raw video within non-linear work flows.

Anchor Standards: 10.1-10.4, 11.1, 11.2

Career Readiness: 1, 4, 5

CTE Arts, Media, and Entertainment: Design, Visual, and Media Arts Pathway (A) 8.1, 8.2, 8.4-8.7, Performing Arts Pathway (B) 9.2

13.0 GOAL: Understand the basic components of video production and digital image capture. At the end of instruction, the student will be able to:

- A. Script, shoot, and edit a short video sequence.
- B. Perform the role of screen writer, director of photography, producer, sound engineer, or editor within a production team.
- C. Select the correct type of digital format for a specified output device or application.
- D. Acquire and save files in the correct format required for cross-platform utilization.
- E. Explain the need for white balancing all devices used in video production.

Anchor Standards: 2.5, 7.3-7.5

Career Readiness: 1, 2, 4, 5

CTE Arts, Media and Entertainment: Performing Arts Pathway (B) 6.1-6.6, Production and Managerial Arts Pathway (C) 2.1-2.3, 4.1-4.5
