Elizabethtown Area School District
Scope & Sequence - Quick Reference

Department: Technology And Engineering Education

Course: Video Production

Grade Level(s): 9-12

Unit Title	General Topic(s)	Pacing
1. **Introduction to Video Communication**	- Media Consumption - Creating Powerful Messages with Video - What does professional videography look like? - Camera Composition and Movement	1 Week
2. **Stages of the Production Process**	- The Importance of Preproduction - Pitch Proposals, Treatments, Shot Lists, Storyboarding - Camera and Tripod Operation - Creating Sequences - Editing Tools (Transitions, Titles, Shapes)	3 Weeks
3. **Continuity Techniques**	- Creating Visual Relationships - Matching Shots Together - In/Out of Frame Technique - Screen Direction - Cutting on Action - Comm Continuity Errors	3 Weeks
4. **Copyright and Media**	What is Copyright?	2 Week

		- Important Case Studies that Inform Copyright Law Interpretation. - Fair Use - Creative Commons - What is Attribution?	
5.	**Persuasion and Audience Analysis**	- Advertising Strategies - Persuasion: Pathos, Logos, Ethos - Developing Brand Identity - Logo Design - Online Advertising	4 Weeks
6.	**Scriptwriting and Narration**	- Creating a Narrative Script from a list of steps - Linking Words and Phrases - Creating an Introduction for Streaming Channel - Conducting a Table Read - Strategies for Recording Narration	3 Weeks
7.	**Developing Promotional Content**	- Communicating Mood - Summarizing Character and Plot - Creating 3D Titles - Basic Animation - Developing a Soundtrack	3 Weeks