



SPRING GROVE AREA SCHOOL DISTRICT



PLANNED COURSE OVERVIEW

Course Title: Advanced Video Journalism Grade Level(s): 10 - 12 Units of Credit: 1 Classification: Elective	Length of Course: Full Year Periods Per Cycle: 6 Length of Period: 40 Minutes Total Instructional Time: 120 Hours
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Course Description

Students will develop creative solutions for visual storytelling as they learn to leverage the expressive power of multimedia-based video journalism, social media, and marketing. Through film studies and the creation of video segments, students will explore dramatic structure, video composition, editing techniques, and the foundations of media writing and reporting. Projects may include, but are not limited to movies, video-based advertising/infomercials, documentaries, athletic livestreams, District livestreams, community relations, human interest, and film critiques. Students will develop a wide array of research methods, interpretive techniques, analytical strategies, and presentation approaches regarding videos made for a mass audience. Students will create numerous independent projects inside and outside of instructional periods.

Instructional Strategies, Learning Practices, Activities, and Experiences

Bell Ringers Teacher Demonstrations Guided Individual Practice	Digital/Video Storytelling Independent Reading and Research Homework Scripting	Set and Prop Design and Creation Lighting Techniques Constructed Responses/Journaling
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Assessments

Journals Tests/Quizzes Video Projects	Independent Projects Group Projects Sound and Editing Skill Checks	Local Current Events Homework School and Community Communication Checks
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Materials/Resources

Adobe Premiere Pro
After Effects

Original Content Suited for a Mass

Audience

Communication with clients and organizations

Various Film Segments and Films

Individual Journals

Instructional YouTube Videos

Industry Standard Video and Editing

Equipment

V-Mix

Video and Sound Mixers

Teacher Created Simulations/Tutorials

Hollyland Cosmos and 400s

DSLR (Digital Single Lens Reflex) Cameras and HD
Cameras

X4 Portable LiveStream Kit and Wireless Cameras

Adopted: 5/16/16

Revised: 5/22/23

https://springgroveareascho-my.sharepoint.com/personal/arnolda_sgasd_org/Documents/A - Sharepoint HOLDING FOLDER/Curriculum/ELA/AVJ/AVJ 1_Course and Overview.docx

Journalism	
CONTENT/KEY CONCEPTS	OBJECTIVES/STANDARDS
<p>Visual Storytelling</p>	<p>The students will:</p> <ul style="list-style-type: none"> • Demonstrate their knowledge of how a video is created. • Distinguish the characteristics of film, instructional, advertising, news reporting, and documentary style storytelling. • Demonstrate their knowledge of the components of storytelling. • Demonstrate their ability to script a story. • Demonstrate their understanding the components of a story—narratology. • Demonstrate their knowledge of visualization and understanding of the intended audience. • Demonstrate their knowledge of the purpose and history of the news. • Demonstrate their knowledge of studio vs. in the field reporting and recording. • Demonstrate their ability to create a news package: preproduction, production, and postproduction. • Demonstrate their knowledge of how to develop relationships to promote community, school, and business events. • Demonstrate their knowledge of distribution. • Demonstrate their knowledge of freedom of speech, expression, and publication. • Demonstrate their knowledge of Fair Use and Copyright Laws. • Demonstrate their knowledge of Understanding Media Bias. <p>Communication Arts</p> <p>1.11.1.D - Identify, describe, evaluate, and synthesize the essential ideas in text. Assess those reading strategies that were most effective in learning from a variety of texts.</p> <p>1.2.11.A - Read and understand essential content of informational texts and documents in all academic areas.</p> <p>1.9.C.A - Use media and technology resources for research, information analysis, problem solving, and decision making in content learning.</p> <p>1.9.C.A - Use media and technology resources for research, information analysis, problem solving, and decision making in content learning.</p> <p>1.9.C.B - Evaluate information found in selected sources on the basis of accuracy, validity, and appropriateness, importance, and social and cultural context.</p>

Journalism (continued)	
CONTENT/KEY CONCEPTS	OBJECTIVES/STANDARDS
<p>Visual Storytelling (continued)</p>	<p>Science and Technology and Engineering Education 3.4.12.E.4 - Synthesizing the effects of information and communication systems and subsystems as an integral part of the development of the Information Age. 3.7.12.A.3 - Evaluate and use technological resources to solve complex multi-step problems.</p> <p>8.1 Historical Analysis and Skills Development 8.1.12.B - Synthesize and evaluate historical sources. 8.1.12.D - Synthesize historical research.</p> <p>Arts and Humanities 9.1.12.B - Recognize, know, use, and demonstrate a variety of appropriate arts elements and principles to produce, review and revise original works in the arts. 9.1.12.E - Delineate a unifying theme through the production of a work of art that reflects skills in media processes and techniques. 9.1.12.J - Analyze and evaluate the use of traditional and contemporary technologies for producing, performing, and exhibiting works in the arts or the works of others. 9.4.12.C - Compare and contrast the attributes of various audiences' environments as they influence individual aesthetic response.</p> <p>English Language Arts C.IE.1.1 - Write informative and explanatory pieces that describe, explain, or summarize information or ideas. C.IE.1.1.1 - Write with a sharp controlling point and an awareness of the audience and task. C.A.1.1 - Write argumentative pieces that include a clearly stated position made convincing through the use of appropriate methods. C.A.1.1.1 - Write with a sharp, distinct controlling point that clearly states a position and demonstrates awareness of task, purpose, and audience. C.A.1.1.2 - Construct a thorough argument with consistent, relevant support through the use of argumentative/persuasive strategies; address opposing viewpoints. C.A.1.1.3 - Organize the argument using effective strategies to develop a strong, well-supported position.</p>

Cinematography	
CONTENT/KEY CONCEPTS	OBJECTIVES/STANDARDS
<p>Camera, the Lens, and Lighting</p>	<p>The students will:</p> <ul style="list-style-type: none"> • Demonstrate their knowledge of the history of the camera. • Demonstrate their knowledge of the history of cinematography. • Demonstrate their understanding of color, black and white, and tonal range in film. • Demonstrate their knowledge of single camera and multiple camera shooting. • Demonstrate their knowledge of lighting styles. • Demonstrate their knowledge of storyboarding. • Demonstrate their understanding of influencing the audience’s perceptions. • Demonstrate their knowledge of tripods and steady cam shooting. • Demonstrate their knowledge of the rule of thirds. • Demonstrate their ability to be in front of and behind the camera. • Demonstrate their ability to operate and manipulate the camera and lens. • Demonstrate their knowledge of camera angles. • Demonstrate their knowledge of how to service and clean a camera. • Demonstrate their knowledge of how to implement the three-point lighting system. • Demonstrate their knowledge of how take video files off of a camera and save to a computer. • Demonstrate their knowledge of film segments and full length films. <p>Communication Arts</p> <p>1.11.1.D - Identify, describe, evaluate, and synthesize the essential ideas in text. Assess those reading strategies that were most effective in learning from a variety of texts.</p> <p>1.2.11.A - Read and understand essential content of informational texts and documents in all academic areas.</p> <p>1.9.C.A - Use media and technology resources for research, information analysis, problem solving, and decision making in content learning.</p> <p>1.9.C.A - Use media and technology resources for research, information analysis, problem solving, and decision making in content learning.</p> <p>1.9.C.B - Evaluate information found in selected sources on the basis of accuracy, validity, and appropriateness, importance, and social and cultural context.</p>

Cinematography (continued)	
CONTENT/KEY CONCEPTS	OBJECTIVES/STANDARDS
<p>Camera, the Lens, and Lighting (continued)</p>	<p>Science and Technology and Engineering Education 3.4.12.E.4 - Synthesizing the effects of information and communication systems and subsystems as an integral part of the development of the Information Age. 3.7.12.A.3 - Evaluate and use technological resources to solve complex multi-step problems.</p> <p>Arts and Humanities 9.1.12.B - Recognize, know, use, and demonstrate a variety of appropriate arts elements and principles to produce, review and revise original works in the arts. 9.1.12.E - Delineate a unifying theme through the production of a work of art that reflects skills in media processes and techniques. 9.1.12.J - Analyze and evaluate the use of traditional and contemporary technologies for producing, performing, and exhibiting works in the arts or the works of others. 9.4.12.C - Compare and contrast the attributes of various audiences' environments as they influence individual aesthetic response.</p> <p>English Language Arts C.IE.1.1 - Write informative and explanatory pieces that describe, explain, or summarize information or ideas. C.IE.1.1.1 - Write with a sharp controlling point and an awareness of the audience and task. C.A.1.1 - Write argumentative pieces that include a clearly stated position made convincing through the use of appropriate methods. C.A.1.1.1 - Write with a sharp, distinct controlling point that clearly states a position and demonstrates awareness of task, purpose, and audience. C.A.1.1.2 - Construct a thorough argument with consistent, relevant support through the use of argumentative/persuasive strategies; address opposing viewpoints. C.A.1.1.3 - Organize the argument using effective strategies to develop a strong, well-supported position.</p>

Editing	
CONTENT/KEY CONCEPTS	OBJECTIVES/STANDARDS
<p>The Element of Editing</p>	<p>The students will:</p> <ul style="list-style-type: none"> • Demonstrate their knowledge of the ethics of editing. • Demonstrate their knowledge of how to manipulate video. • Demonstrate their knowledge of continuous editing styles. • Demonstrate their knowledge of discontinuous editing styles. • Demonstrate their knowledge of cinematic time vs. real time. • Demonstrate basic to expert use of Adobe Premier Pro. • Demonstrate their ability to create basic, intermediate, and advanced editing techniques. • Demonstrate their knowledge of video transitions. • Demonstrate their knowledge of cinematography editing. • Demonstrate their knowledge of sound editing. • Demonstrate their knowledge of the differences among raw video, visual enhancement effects, and special effects. • Demonstrate their knowledge of editing patterns: ex. ABBA, ABCD, AABB, etc. • Demonstrate their knowledge of Chroma Key or “Green Screening”. • Demonstrate their understanding the 180° Rule. • Demonstrate their knowledge of key framing. • Demonstrate their knowledge of parallel editing. <p>Communication Arts</p> <p>1.11.1.D - Identify, describe, evaluate, and synthesize the essential ideas in text. Assess those reading strategies that were most effective in learning from a variety of texts.</p> <p>1.2.11.A - Read and understand essential content of informational texts and documents in all academic areas.</p> <p>1.5.C.A - Write with clear focus, identifying topic, task, and audience.</p> <p>1.5.C.B - Develop content appropriate for the topic. Gather, organize, and determine validity and reliability of information.</p> <p>1.5.C.C - Write with controlled and/or subtle organization. Sustain a logical order throughout the piece.</p> <p>1.5.C.D - Write with an understanding of style using a variety of sentence structures and descriptive word choices.</p> <p>1.5.C.E - Revise writing to improve style, word choice, sentence variety, and subtlety of meaning after rethinking how questions of purpose, audience, and genre have been addressed.</p> <p>1.5.C.F - Use grade appropriate conventions of language when writing and editing. Spell all words correctly.</p>

Editing (continued)	
CONTENT/KEY CONCEPTS	OBJECTIVES/STANDARDS
The Element of Editing (continued)	<p>1.6.11.B - Listen to selections of literature (fiction and/or nonfiction).</p> <p>1.6.11.F - Use media for learning purposes.</p> <p>1.9.C.A - Use media and technology resources for research, information analysis, problem solving, and decision making in content learning.</p> <p>1.9.C.B - Evaluate information found in selected sources on the basis of accuracy, validity, and appropriateness, importance, and social and cultural context.</p> <p>Science and Technology and Engineering Education</p> <p>3.4.12.E.4 - Synthesizing the effects of information and communication systems and subsystems as an integral part of the development of the Information Age.</p> <p>3.7.12.A.3 - Evaluate and use technological resources to solve complex multi-step problems.</p> <p>Arts and Humanities</p> <p>9.1.12.B - Recognize, know, use, and demonstrate a variety of appropriate arts elements and principles to produce, review and revise original works in the arts.</p> <p>9.1.12.E - Delineate a unifying theme through the production of a work of art that reflects skills in media processes and techniques.</p> <p>9.1.12.J - Analyze and evaluate the use of traditional and contemporary technologies for producing, performing, and exhibiting works in the arts or the works of others.</p> <p>9.4.12.C - Compare and contrast the attributes of various audiences' environments as they influence individual aesthetic response.</p> <p>English Language Arts</p> <p>C.IE.1.1 - Write informative and explanatory pieces that describe, explain, or summarize information or ideas.</p> <p>C.IE.1.1.1 - Write with a sharp controlling point and an awareness of the audience and task.</p> <p>C.A.1.1 - Write argumentative pieces that include a clearly stated position made convincing through the use of appropriate methods.</p> <p>C.A.1.1.1 - Write with a sharp, distinct controlling point that clearly states a position and demonstrates awareness of task, purpose, and audience.</p> <p>C.A.1.1.2 - Construct a thorough argument with consistent, relevant support through the use of argumentative/persuasive strategies; address opposing viewpoints.</p> <p>C.A.1.1.3 - Organize the argument using effective strategies to develop a strong, well-supported position.</p>

Sound	
CONTENT/KEY CONCEPTS	OBJECTIVES/STANDARDS
<p>Music and Sound</p>	<p>The students will:</p> <ul style="list-style-type: none"> • Demonstrate their knowledge of fair use and copyright. • Demonstrate their knowledge of the influence of music. • Demonstrate their knowledge of the elements of a music video. • Demonstrate their knowledge of recording sound effects. • Demonstrate their understanding of the emotional connections through sound. • Demonstrate their ability to manipulate sound. • Demonstrate their ability to record and process sounds. • Demonstrate their knowledge of how to create Foley Effects and their history. • Demonstrate their knowledge of diegetic vs. non-diegetic sounds. • Demonstrate their knowledge of on-screen, off-screen, internal, and external sounds. • Demonstrate their knowledge of the utilization of vocal, environmental, music, and silence. <p>Communication Arts</p> <p>1.6.11.B - Listen to selections of literature (fiction and/or nonfiction).</p> <p>1.6.11.F - Use media for learning purposes.</p> <p>1.11.1.D - Identify, describe, evaluate, and synthesize the essential ideas in text. Assess those reading strategies that were most effective in learning from a variety of texts.</p> <p>1.2.11.A - Read and understand essential content of informational texts and documents in all academic areas.</p> <p>1.9.C.B - Evaluate information found in selected sources on the basis of accuracy, validity, and appropriateness, importance, and social and cultural context.</p> <p>Arts and Humanities</p> <p>9.1.12.E - Delineate a unifying theme through the production of a work of art that reflects skills in media processes and techniques.</p> <p>9.4.12.C - Compare and contrast the attributes of various audiences' environments as they influence individual aesthetic response.</p> <p>9.1.12.J - Analyze and evaluate the use of traditional and contemporary technologies for producing, performing, and exhibiting works in the arts or the works of others.</p> <p>9.1.12.B - Recognize, know, use, and demonstrate a variety of appropriate arts elements and principles to produce, review, and revise original works in the arts.</p>

Sound (continued)	
CONTENT/KEY CONCEPTS	OBJECTIVES/STANDARDS
<p>Music and Sound (continued)</p>	<p>Science and Technology and Engineering Education 3.4.12.E.4 - Synthesizing the effects of information and communication systems and subsystems as an integral part of the development of the Information Age. 3.7.12.A.3 - Evaluate and use technological resources to solve complex multi-step problems.</p> <p>English Language Arts C.IE.1.1 - Write informative and explanatory pieces that describe, explain, or summarize information or ideas. C.IE.1.1.1 - Write with a sharp controlling point and an awareness of the audience and task. C.A.1.1 - Write argumentative pieces that include a clearly stated position made convincing through the use of appropriate methods. C.A.1.1.1 - Write with a sharp, distinct controlling point that clearly states a position and demonstrates awareness of task, purpose, and audience. C.A.1.1.2 - Construct a thorough argument with consistent, relevant support through the use of argumentative/persuasive strategies; address opposing viewpoints. C.A.1.1.3 - Organize the argument using effective strategies to develop a strong, well-supported position.</p>

Reporting to Studio	
CONTENT/KEY CONCEPTS	OBJECTIVES/STANDARDS
Development to Distribution	<p>The students will:</p> <ul style="list-style-type: none"> • Demonstrate their knowledge of interviewing. • Demonstrate their knowledge of documenting. • Demonstrate their ability to formulate the right questions. • Demonstrate their ability to work within a group and as a community member. • Demonstrate their knowledge of tone, voice projection, and on-screen presence. • Demonstrate their ability to frame the shot. • Demonstrate their ability to shooting with multiple cameras—over the shoulder shot. • Demonstrate their knowledge of staging the set and design. • Demonstrate their knowledge of mise-en-scene. • Demonstrate their knowledge of lighting. • Demonstrate their knowledge of editing. • Demonstrate their knowledge of conception/development. • Demonstrate their knowledge of preproduction. • Demonstrate their knowledge of producing. • Demonstrate their knowledge of postproduction. • Demonstrate their knowledge of distributing to the audience—Spring Grove Area High School. • Demonstrate their ability to managing the YouTube Channel or www.sgasd.org. <p>Communication Arts</p> <p>1.11.1.D - Identify, describe, evaluate, and synthesize the essential ideas in text. Assess those reading strategies that were most effective in learning from a variety of texts.</p> <p>1.2.11.A - Read and understand essential content of informational texts and documents in all academic areas.</p> <p>1.6.11.B - Listen to selections of literature (fiction and/or nonfiction).</p> <p>1.6.11.F - Use media for learning purposes.</p> <p>1.9.C.A - Use media and technology resources for research, information analysis, problem solving, and decision making in content learning.</p> <p>1.9.C.B - Evaluate information found in selected sources on the basis of accuracy, validity, and appropriateness, importance, and social and cultural context.</p>

Reporting to Studio (continued)	
CONTENT/KEY CONCEPTS	OBJECTIVES/STANDARDS
<p>Development to Distribution (continued)</p>	<p>Science and Technology and Engineering Education</p> <p>3.4.12.E.4 - Synthesizing the effects of information and communication systems and subsystems as an integral part of the development of the Information Age.</p> <p>3.7.12.A.3 - Evaluate and use technological resources to solve complex multi-step problems.</p> <p>Arts and Humanities</p> <p>9.1.12.B - Recognize, know, use, and demonstrate a variety of appropriate arts elements and principles to produce, review and revise original works in the arts.</p> <p>9.1.12.E - Delineate a unifying theme through the production of a work of art that reflects skills in media processes and techniques.</p> <p>9.1.12.J - Analyze and evaluate the use of traditional and contemporary technologies for producing, performing, and exhibiting works in the arts or the works of others.</p> <p>9.4.12.C - Compare and contrast the attributes of various audiences' environments as they influence individual aesthetic response.</p> <p>English Language Arts</p> <p>C.IE.1.1 - Write informative and explanatory pieces that describe, explain, or summarize information or ideas.</p> <p>C.IE.1.1.1 - Write with a sharp controlling point and an awareness of the audience and task.</p> <p>C.A.1.1 - Write argumentative pieces that include a clearly stated position made convincing through the use of appropriate methods.</p> <p>C.A.1.1.1 - Write with a sharp, distinct controlling point that clearly states a position and demonstrates awareness of task, purpose, and audience.</p> <p>C.A.1.1.2 - Construct a thorough argument with consistent, relevant support through the use of argumentative/persuasive strategies; address opposing viewpoints.</p> <p>C.A.1.1.3 - Organize the argument using effective strategies to develop a strong, well-supported position.</p>

Movie and Short Film Making	
CONTENT/KEY CONCEPTS	OBJECTIVES/STANDARDS
<p>Narratology</p>	<p>The students will:</p> <ul style="list-style-type: none"> • Demonstrate their ability to utilize proper writing standards. • Demonstrate their knowledge of props and stage development. • Demonstrate their knowledge of scriptwriting and storyboards. • Demonstrate their knowledge of the purpose of scripts and storyboards. • Demonstrate their knowledge of different script formats. • Demonstrate their knowledge of what information must be included in a script/storyboard. • Demonstrate their knowledge of how ideas are translated into an effective script/storyboard. • Demonstrate their knowledge of conception/development. • Demonstrate their knowledge of preproduction. • Demonstrate their knowledge of producing. • Demonstrate their knowledge of postproduction. • Demonstrate their knowledge of distributing to the audience—Spring Grove Area High School. • Demonstrate their knowledge of multimedia distribution. <p>Communication Arts</p> <p>1.4.C.A - Write poems, short stories, and plays with various organizational methods; include literacy elements and devices.</p> <p>1.4.C.B - Write complex pieces that use precise language, employ relevant graphics, use primary/secondary sources, as appropriate and include a variety of methods to develop the main idea.</p> <p>1.11.1.D - Identify, describe, evaluate, and synthesize the essential ideas in text. Assess those reading strategies that were most effective in learning from a variety of texts.</p> <p>1.4.C.C - Write persuasive pieces that include a clearly stated position, convincing, and properly cited evidence that anticipates and counters reader arguments and a variety of methods to advance the writer’s position.</p> <p>1.5.C.A - Write with clear focus, identifying topic, task, and audience.</p> <p>1.5.C.B - Develop content appropriate for the topic. Gather, organize, and determine validity and reliability of information.</p> <p>1.5.C.C - Write with controlled and/or subtle organization. Sustain a logical order throughout the piece.</p> <p>1.5.C.D - Write with an understanding of style using a variety of sentence structures and descriptive word choices.</p> <p>1.5.C.E - Revise writing to improve style, word choice, sentence variety, and subtlety of meaning after rethinking how questions of purpose, audience, and genre have been addressed.</p> <p>1.5.C.F - Use grade appropriate conventions of language when writing and editing. Spell all words correctly.</p>

Movie and Short Film Making (continued)	
CONTENT/KEY CONCEPTS	OBJECTIVES/STANDARDS
Narratology (continued)	<p>8.1 Historical Analysis and Skills Development 8.1.12.B - Synthesize and evaluate historical sources. 8.1.12.D - Synthesize historical research.</p> <p>Arts and Humanities 9.1.12.B - Recognize, know, use, and demonstrate a variety of appropriate arts elements and principles to produce, review and revise original works in the arts. 9.1.12.E - Delineate a unifying theme through the production of a work of art that reflects skills in media processes and techniques. 9.1.12.J - Analyze and evaluate the use of traditional and contemporary technologies for producing, performing, and exhibiting works in the arts or the works of others. 9.4.12.C - Compare and contrast the attributes of various audiences' environments as they influence individual aesthetic response.</p>

The Music Video	
CONTENT/KEY CONCEPTS	OBJECTIVES/STANDARDS
<p>Music Video Production</p>	<p>The students will:</p> <ul style="list-style-type: none"> • Demonstrate their knowledge of sound recording. • Demonstrate their knowledge of diegetic vs. non-diegetic sounds. • Demonstrate their knowledge of the varying differences between musicals, plays, and videos. • Demonstrate their knowledge of the purpose of making and distributing a music video. • Demonstrate their knowledge of editing. • Demonstrate their ability to produce jump cuts, eye-line match cuts, match-on-action cuts, graphic match cuts, and match cuts. • Demonstrate their knowledge of dolly-in and dolly-out. • Demonstrate their knowledge of tracking shots, panoramic shots, and tilt shots. • Demonstrate their knowledge of creating spatial relationships between shots, temporal relationships between shots, and the overall rhythm of the film. • Demonstrate their knowledge of parallel editing. <p>Communication Arts</p> <p>1.11.1.D - Identify, describe, evaluate, and synthesize the essential ideas in text. Assess those reading strategies that were most effective in learning from a variety of texts.</p> <p>1.2.11.A - Read and understand essential content of informational texts and documents in all academic areas.</p> <p>1.4.C.A. - Write poems, short stories, and plays with various organizational methods; include literacy elements and devices.</p> <p>1.4.C.B. - Write complex pieces that use precise language, employ relevant graphics, use primary/secondary sources, as appropriate, and include a variety of methods to develop the main idea.</p> <p>1.4.C.C. - Write persuasive pieces that include a clearly stated position, convincing, and properly cited evidence that anticipates and counters reader arguments and a variety of methods to advance the writer's position.</p> <p>1.5.C.A. - Write with clear focus, identifying topic, task, and audience.</p> <p>1.5.C.B. - Develop content appropriate for the topic. Gather, organize, and determine validity and reliability of information.</p> <p>1.5.C.C. - Write with controlled and/or subtle organization. Sustain a logical order throughout the piece.</p> <p>1.5.C.D. - Write with an understanding of style using a variety of sentence structures and descriptive word choices.</p> <p>1.5.C.E. - Revise writing to improve style, word choice, sentence variety, and subtlety of meaning after rethinking how questions of purpose, audience, and genre have been addressed.</p> <p>1.5.C.F. - Use grade appropriate conventions of language when writing and editing. Spell all words correctly.</p> <p>1.6.11.B - Listen to selections of literature (fiction and/or nonfiction).</p> <p>1.6.11.F - Use media for learning purposes.</p>

The Music Video (continued)	
CONTENT/KEY CONCEPTS	OBJECTIVES/STANDARDS
<p>Music Video Production (continued)</p>	<p>1.9.C.A. - Use media and technology resources for research, information analysis, problem solving, and decision making in content learning.</p> <p>1.9.C.B - Evaluate information found in selected sources on the basis of accuracy, validity, and appropriateness, importance, and social and cultural context.</p> <p>Science and Technology and Engineering Education</p> <p>3.4.12.E.4 - Synthesizing the effects of information and communication systems and subsystems as an integral part of the development of the Information Age.</p> <p>3.7.12.A.3 - Evaluate and use technological resources to solve complex multi-step problems.</p> <p>Arts and Humanities</p> <p>9.1.12.B - Recognize, know, use, and demonstrate a variety of appropriate arts elements and principles to produce, review and revise original works in the arts.</p> <p>9.1.12.E - Delineate a unifying theme through the production of a work of art that reflects skills in media processes and techniques.</p> <p>9.1.12.J - Analyze and evaluate the use of traditional and contemporary technologies for producing, performing, and exhibiting works in the arts or the works of others.</p> <p>9.4.12.C - Compare and contrast the attributes of various audiences' environments as they influence individual aesthetic response.</p> <p>English Language Arts</p> <p>C.A.1.1 - Write argumentative pieces that include a clearly stated position made convincing through the use of appropriate methods.</p> <p>C.A.1.1.1 - Write with a sharp, distinct controlling point that clearly states a position and demonstrates awareness of task, purpose, and audience.</p> <p>C.A.1.1.2 - Construct a thorough argument with consistent, relevant support through the use of argumentative/persuasive strategies; address opposing viewpoints.</p> <p>C.A.1.1.3 - Organize the argument using effective strategies to develop a strong, well-supported position.</p>

Independent Video Projects	
CONTENT/KEY CONCEPTS	OBJECTIVES/STANDARDS
<p>Directing, Producing, and Editing for a Large Group Audience</p>	<p>The students will:</p> <ul style="list-style-type: none"> • Demonstrate their ability to develop relationships to promote community, school, and business events. • Demonstrate their ability to develop relationships with local video and audio specialists in the greater central Pennsylvania Area and throughout York County. • Demonstrate their knowledge of advertisements/commercials. • Demonstrate their knowledge of varying advertising techniques. • Demonstrate their knowledge of PSAs. • Demonstrate their knowledge of the history of PSAs. • Demonstrate their knowledge of the framing and conduct of PSAs. • Demonstrate their knowledge of the strategies often used to make an emotional connection to the audience. • Demonstrate their knowledge of promotions. • Demonstrate their knowledge of the behind-the-scenes video. • Demonstrate their ability to making instructional videos. • Demonstrate their knowledge of conception/development. • Demonstrate their knowledge of preproduction. • Demonstrate their knowledge of producing. • Demonstrate their knowledge of postproduction. • Demonstrate their ability to distribute to the audience—Spring Grove Area High School. • Demonstrate their knowledge of fair use and copyright law. <p>Communication Arts</p> <p>1.11.1.D - Identify, describe, evaluate, and synthesize the essential ideas in text. Assess those reading strategies that were most effective in learning from a variety of texts.</p> <p>1.4.C.A - Write poems, short stories, and plays with various organizational methods; include literacy elements and devices.</p> <p>1.6.11.F - Use media for learning purposes.</p> <p>1.9.C.A - Use media and technology resources for research, information analysis, problem solving, and decision making in content learning.</p> <p>1.9.C.B - Evaluate information found in selected sources on the basis of accuracy, validity, and appropriateness, importance, and social and cultural context.</p>

Independent Video Projects (continued)	
CONTENT/KEY CONCEPTS	OBJECTIVES/STANDARDS
<p>Directing, Producing, and Editing for a Large Group Audience (continued)</p>	<p>Science and Technology and Engineering Education 3.4.12.E.4 - Synthesizing the effects of information and communication systems and subsystems as an integral part of the development of the Information Age. 3.7.12.A.3 - Evaluate and use technological resources to solve complex multi-step problems.</p> <p>Arts and Humanities 9.1.12.B - Recognize, know, use, and demonstrate a variety of appropriate arts elements and principles to produce, review and revise original works in the arts. 9.1.12.E - Delineate a unifying theme through the production of a work of art that reflects skills in media processes and techniques. 9.1.12.J - Analyze and evaluate the use of traditional and contemporary technologies for producing, performing, and exhibiting works in the arts or the works of others. 9.4.12.C - Compare and contrast the attributes of various audiences' environments as they influence individual aesthetic response.</p> <p>English Language Arts C.A.1.1 - Write argumentative pieces that include a clearly stated position made convincing through the use of appropriate methods. C.A.1.1.1 - Write with a sharp, distinct controlling point that clearly states a position and demonstrates awareness of task, purpose, and audience. C.A.1.1.2 - Construct a thorough argument with consistent, relevant support through the use of argumentative/persuasive strategies; address opposing viewpoints. C.A.1.1.3 - Organize the argument using effective strategies to develop a strong, well-supported position.</p>