



Introduction to T.V. Production 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

Standard(s)	Transfer	
<p>Connecticut Goals and Standards <i>Technology Education (CTE)</i></p> <ul style="list-style-type: none"> Identify a target audience and design an appropriate message for the target market. <i>TE.DV.C.8</i> Describe the process used for concept development/treatment. <i>TE.DV.C.9</i> Describe the various types of sound equipment and techniques used with handheld, lavalier, shot gun, condenser, omni and directional methods. <i>TE.DV.D.15</i> Describe white balance, iris, aperture, auto and manual focus, audio settings, and levels in camera operations. <i>TE.DV.E.18</i> Create graphics and titles appropriate to the project. <i>TE.DV.F.22</i> Describe and apply import, file, and asset management. <i>TE.DV.F.24</i> Edit and finalize images and video for rough cut, transitions, color correction, keying, and pacing with nonlinear software. <i>TE.DV.F.25</i> Edit audio for voice over, sound levels, music, and sound effects with application software. <i>TE.DV.F.26</i> Media Components and Concepts: Identify and understand the technological literacy of video production. <i>TE.DV.G</i> <p>ITEEA - Standards for Technological Literacy <i>Technological Literacy: K-12</i></p> <ul style="list-style-type: none"> Students will develop an understanding of the cultural, social, economic, and political effects of technology. (4) Students will develop the abilities to use and maintain technological products and systems. (12) Students will develop an understanding of and be able to select and use information and communication technologies. (17) 	<p><i>Students will be able to independently use their learning to...</i></p> <p>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.</p>	
	Meaning	
	<p style="text-align: center;">Understanding(s)</p> <p><i>Students will understand that...</i></p> <p>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.</p>	<p style="text-align: center;">Essential Question(s)</p> <p><i>Students will keep considering...</i></p> <p>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.</p>
	Acquisition of Knowledge and Skill	
<p style="text-align: center;">Knowledge</p> <p><i>Students will know...</i></p> <p>K1 The Green Light process is used for collaborative, editorial decision making.</p>	<p style="text-align: center;">Skill(s)</p> <p><i>Students will be skilled at...</i></p> <p>S1 Develop a complex message that convinces the audience to emotionally react and respond to a social issue.</p>	

Stage 1: Desired Results - Key Understandings

Madison Public Schools Profile of a Graduate

- Idea Generation: Studying a problem, need or model (mentor text, political piece, documents, art work, etc.) to consider limitations and imagine new solutions/transformations. (POG.2.1)
- Product Creation: Effectively use a medium to communicate important information. (POG.3.2)
- Citizenship: Identify, analyze and contribute to critical issues in society in an ethical and responsible manner. (POG.5.1)