



Fairfield Ludlowe High School - Fairfield Warde High School

Video Production

Insert Teacher Name

Insert Room Number

Insert Full
Year/Semester

Insert Period

Insert Email Address

COURSE DESCRIPTION

This course is project-based, and students will work collaboratively as part of a production crew. Students will learn the fundamental aspects of video and audio, such as camera techniques, audio remastering, Foley sound production, lighting, voice-over recording, storyboarding, and video editing using district software.

COURSE OBJECTIVES

Students will:

- apply their understanding of critical media literacy concepts to analyze media messages for meaning, technique, form, underlying meaning, and impact on a target audience.
- utilize the advertising techniques of ethos, pathos, and logos to construct an advertisement intended for a target audience.
- utilize creative storytelling techniques to construct public service announcements that address an identified community issue crafted for a target audience.
- plan and produce a visual story that utilizes special editing techniques which manipulate time and space.
- explore the use of sound as a storytelling element and develop a sound story utilizing self-made sound effects and stock sound by layer, manipulating, and enhancing sound when needed in their projects.

UNITS OF STUDY

Unit 1: Media & Visual Literacy: Composition and Camera Movement for Better Communication and Messaging

Unit 2: Influencing Audience: Creating Advertisements to Influence Consumer Behavior

Unit 3: Influencing Audience: Creating Public Service Announcements to Raise Awareness and Influence Public Attitudes and Behaviors

Unit 4: Editing for Meaning: Manipulating Time and Space

Unit 5: Film Sound: Understand the Role of Sound in the Storytelling Process

COURSE POLICIES AND REQUIREMENTS

GRADING

Cumulative/ In- Progress Grading

10% of the grade will be based on formative assessments, homework completion, or behavior
(See FPS BOE [Policy 6154.1AR.](#))

90% will be based on assessments

End of Course Grade

80% of the overall course grade will reflect the student's mastery of course content and skills during the school year through the Cumulative/In-Progress Grade.

10% of the end-of-the-Year course grade will be based on the Mid-Year Assessment

10% of the end-of-the-Year course grade will be based on the Final Assessment.

In addition, please see [Policy 6146.1AR](#) for additional information on grade reporting and late work.

REASSESSMENT GUIDELINES

Eligibility of assessments	Students will decide which assessments they will revisit. Only summative assessments are eligible.
Process	Students will speak to or email their teacher (no form required) within 2 class periods after receiving feedback on the original assessment. Students have one week to revise their work after requesting a reassessment.
Frequency	Students will have the opportunity to reassess on two summatives per year but not more than one per term (quarter).
Assessment Format	Students may make revisions to their project timelines and resubmit a new version of their project based on teacher / student feedback.
Gradebook impact:	Original and reassessment scores will be averaged in the gradebook.

MATERIALS

Prosumer quality video cameras, tripods, lighting kits, audio equipment, professional editing software, access to a subscription-based streaming film database with royalty-free sound effects, and a music library. Textbook: *Bare Bones Camera Course for Film and Video*

EXPECTATIONS OF STUDENTS

Creating and Constructing: The student transforms existing ideas and knowledge into original ideas, products and processes.

Collaborating Strategically: The student takes into account prior knowledge, beliefs and experiences of self and others; roles and relationships within the group; and the group's purpose, roles and norms.

EXTRA HELP

Students should seek out extra help as needed. Teachers will be available upon request.