



# JC Schools Broadcast Media I Yearly Standards

## Overarching Standards-Understanding Digital Files (Taught in all units.)

### 10-12.BM.LO.01

Define terms related to the video production process

### 10-12.BM.LO.02

Classify and differentiate types of files used in digital applications

### 10-12.BM.LO.03

Electronically organize and manage digital files

### 11-12.RI.1.C

Interpret visual elements of a text including those from different media and draw conclusions from them (when applicable)

### 11-12.W.3.A.a-e

Review, revise, and edit writing with consideration for the task, purpose, and audience

- a. Organization and content: Introduce the topic, maintain a clear focus throughout the text, and provide a conclusion that follows from the text. Achieve the writer's purpose and enhance the reader's understanding of and experience with the text by making choices regarding organization and content
- b. Word choice, syntax, and style: Choose precise language and make syntactical choices to reflect an understanding of how language functions in different contexts and enhance the reader's understanding of the text
- c. Conventions of standard English and usage: Demonstrate a command of the conventions of standard English grammar and usage, including spelling and punctuation
- d. Use a variety of appropriate transitions to clarify relationships, connect ideas and claims, and signal time shifts
- e. Use technology, including the Internet, to produce, publish, and update individual or shared writing products in response to ongoing feedback, including new arguments or information

### 11-12.SL.1.A

Work with peers to promote civil, democratic discussions and decision-making, set clear goals and deadlines, and establish individual roles as needed

Unit 1

10-12.BM.LO.09

10-12.BM.LO.07

<p><b>Software Training</b></p> <p>(3 weeks)</p>	<p>Create image, title, and video animations</p> <p><b>10-12.BM.LO.10</b> Record, edit, export and import digital audio files</p> <p><b>10-12.BM.LO.11</b> Import video and still images from a variety of sources. (e.g., video camcorder, digital camera, Internet, media storage devices)</p> <p><b>10-12.BM.LO.12</b> Export (transfer/output) digital video projects into multiple formats for a variety of purposes (e.g., MPEG4, avi, mov, jpg)</p> <p><b>10-12.BM.LO.13</b> Write, design, and modify titles for video production</p> <p><b>10-12.BM.LO.19</b> Arrange, manipulate, and edit audio visual clips in a timeline</p>	<p>Modify and manipulate graphics, photos and images. (e.g., color, filters, tints, adjustments)</p>
<p><b>Unit 2</b></p> <p><b>Filming Techniques, Safety &amp; Operation of Audio Visual Equipment</b></p> <p>(3 weeks)</p>	<p><b>10-12.BM.LO.14</b> Compose/frame video shots utilizing the WALLDO technique</p> <p><b>10-12.BM.LO.16</b> Demonstrate setup, operation, and safe use of audio video equipment</p> <p><b>10-12.BM.LO.17</b> Utilize proper lighting techniques for video production</p>	
<p><b>Unit 3</b></p> <p><b>Pitching &amp; Planning News Stories</b></p>	<p><b>11-12.W.1.A (NEW)</b> <b>Research:</b> Conduct research to answer a question (including a self-generated question) or solve a problem; narrow or broaden the inquiry when appropriate; gather multiple relevant, credible sources, print and digital; integrate information using</p>	

(1 week)	<p>a standard citation system.</p> <p><b>Research:</b> Gather relevant information from multiple authoritative print and digital sources, using advanced searches effectively; assess the strengths and limitations of each source in terms of the task, purpose, and audience; integrate information into the text selectively to maintain the flow of ideas, avoiding plagiarism and overreliance on any one source and following a standard format for citation.</p> <p><b>10-12.BM.LO.04</b> Construct/create organizational tools and content in the preproduction phase of planning multimedia productions (e.g., focus statements, storyboarding, video logs, outlining, flowcharts, schedules, infographics, and interview questions)</p> <p><b>10-12.BM.LO.05</b> Utilize components of storytelling to research, write, and develop news stories. (e.g., focus statements, scripts, anchor spots, voice-overs, continuity, etc.)</p> <p><b>10-12.BM.LO.15 (moved from Unit 2)</b> Develop/create a sequence of clips with the storytelling elements of a clear beginning, middle, and end (wide medium, tight, super tight, low, linking, depth, opposite)</p>	
<p><b>Unit 4</b></p> <p><b>News Story Production</b></p> <p>(3 weeks)</p>	<p><b>10-12.BM.LO.08</b> Write questions for, and conduct interviews when developing news stories</p> <p><b>10-12.BM.LO.09</b> Create image, title and video animations</p> <p><b>10-12.BM.LO.10</b> Record, edit, export and import digital audio files</p>	<p><b>10-12.BM.LO.06</b> Produce digitally scanned images saved with appropriate file formats and resolutions</p> <p><b>10-12.BM.LO.07</b> Modify and manipulate graphics, photos and images (e.g., color, filters, tints, adjustments)</p>

	<p><b>10-12.BM.LO.11</b> Import video and still images from a variety of sources. (e.g., video camcorder, digital camera, Internet, media storage devices)</p> <p><b>10-12.BM.LO.12</b> Export (transfer/output) digital video projects into multiple formats for a variety of purposes (e.g., MPEG4, avi, mov, jpg)</p> <p><b>10-12.BM.LO.13</b> Write, design, and modify titles for video production</p> <p><b>10-12.BM.LO.14</b> Compose/frame video shots utilizing the WALLDO technique</p> <p><b>10-12.BM.LO.15</b> Develop/create a sequence of clips with the storytelling elements of a clear beginning, middle, and end (wide medium, tight, super tight, low, linking, depth, opposite)</p>	
<p><b>Unit 5</b></p> <p><b>News Story Assessment &amp; Publication and Continued Story Development</b></p> <p>(Weeks 11-36)</p>	<p><b>10-12.BM.LO.12</b> Export (transfer/output) digital video projects into multiple formats for a variety of purposes. (e.g., MPEG4, avi, mov, jpg)</p>	<p><b>10-12.BM.LO.18</b> Modify/update an online website to post broadcast media projects</p>