



Mount Pleasant Central School District

Media/Video, Visual & Media Arts

We believe that all students should experience visual and media arts as an essential component of their total development, through which each child can refine their critical thinking skills by creating, presenting, responding, producing, and connecting with art and culture.

Video Media introduces students to the fundamentals of film and digital video production through hands-on creative projects. Students learn how to plan, shoot, and edit using professional techniques in composition, lighting, sound, and storytelling. Working individually and in teams, they produce short films, interviews, and commercials that demonstrate both technical skill and artistic vision. The course emphasizes creativity, collaboration, and effective communication through visual media.

Unit Title	Month	Content	Vocabulary	Standards	Skills	Big Ideas	Assessments
FILMING BASICS	1	Explore camera functions and framing, learning nine composition types used in filmmaking. Practice movement, shot size, and angle variation. Introduction to storytelling through visuals	<ul style="list-style-type: none"> ● RAW FOOTAGE ● EDITED FOOTAGE ● ADOBE PREMIERE PRO ● SD CARD ● SIZE SHOT ● CAMERA MOVEMENTS ● STORYBOARD ● THUMBNAIL 	VA:Re7.2.HSI VA:Cr1.1.HSI	<ul style="list-style-type: none"> -Identifying and creating artwork based on nine compositions used in filmmaking. -Uploading & creating a short film using Adobe Premiere Pro 	Technical control of the camera enables intentional visual language.	A variety of quick videos that focus on the vocabulary introduced in the unit.
EDITING BASICS/ADOBE PREMIER SKILLS	2	Basic editing workflow using Adobe Premiere Pro. Importing, cutting, transitions, sound, and exporting. Understanding continuity editing and	<ul style="list-style-type: none"> ● CONTUNITY ● TIMELINE ● CROSS SHOT ● SEQUENCE SHOT ● STORYBOARD 	VA:Pr5.1.HSI VA:Re9.1.HSI	Develop workspace fluency with Adobe Premiere by sequencing footage, syncing sound, and using tools to maintain visual	Narrative is shaped in the edit, controlling both clarity and emotional impact.	Students will produce a longer video using Adobe Premiere and a storyboard to ensure consistency.

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		sequencing.			continuity,		
FEATURE FILM CHALLENGE	3	Story development and short script writing. Team-based production for STN Horrorfest or 10-Day Film Challenge. Emphasis on production roles (director, cinematographer, editor).	<ul style="list-style-type: none"> ● SCRIPT ● STORYBOARD ● 3 PLOT STRUCTURE ● PROTAGONIST/ ANISGONIST ● ESTABLISHING SHOT ● DIALOGUE ● SHOT LIST 	VA:Cr2.1.HSI VA:Pr6.1.HSI	Applying pre-production planning, direction and editing to collaboratively develop a short film.	Every strong film begins with a clear story and purpose. Collaboration and role specialization are key to effective filmmaking.	Students will create a film using a pre-set challenge that includes specific requirements such as characters, props, genre, and time.
EXPLORING FILM GENRES	4	Study characteristics of major film genres (comedy, horror, drama, action, etc.). Analyze how camera angles, lighting, and sound define tone. Create a 5-minute	<ul style="list-style-type: none"> ● GENRE ● TONE ● PACING ● VISUAL SYMBOLISM ● SCRIPT ● STORYBOARD 	VA:Re7.1.HSI VA:Cr2.3.HSI	Analyzing and applying genre conventions by directions, filming, and editing to match tone, acting and visual style of the selected genre.	-Genre conventions guide audiences expectations - a creative filmmaker uses them to engage audiences. -Understanding genre specific elements	After presenting about a genre, students will work to create a short film that demonstrates the genre using key elements.

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		short film inspired by a chosen genre.				enhances storytelling effectiveness.	
COMMERCIAL ARTS	5	- Exploring advertising and persuasive media. Analyzing brand identity and tone. Creating a parody or commercial concept (e.g., Snickers “You’re Not You When You’re Hungry”).	<ul style="list-style-type: none"> ● TARGET AUDIENCE ● SLOGAN ● TONE ● PRODUCT SHOT ● TAGLINE ● PACING 	VA:Cr2.2.HSI VA:Pr4.1.HSI	- Crafting quick persuasive visuals and scripts that use humor, pacing and brand identity to influence and audience.	Persuasive media uses clear and creative visuals to communicate identity and drive action.	Students will research previous commercials and create their own using various advertising techniques.
CREATIVE CINEMATOGRAPHY / VISUAL EXPERIMENTATION	6	- Exploring cinematography as an expressive art form. Experimenting with ISO, shutter speed, aperture, and lighting. Creating short artistic pieces or music videos that emphasize mood	<ul style="list-style-type: none"> ● ISO/ SHUTTER SPEED ● MOTION BLUR ● COLOR GRADING ● TEMPO ● MONTAGE ● MUSIC VIDEO 	VA:Cr2.1.HSI VA:Re9.1.HSI (- Experimenting with manual camera controls, lighting and editing to create mood and rhythm in visually expressive work.	-Cinematography is more than storytelling, it's exploring light, movements and emotion. -Experimentation with technical elements fosters unique artistic	Students will create a short creative film that explores what it means to create art for art sake.

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		and motion. Incorporating creative camera angles, color grading, and rhythmic editing.				expression.	