Dublin City Schools
Media Production Academy - Year 1
Framework
2026

Dublin City Schools
Academy Framework

MEDIA PRODUCTION ACADEMY - YEAR 1

Overview

The Media Production Academy Year 1 is a year-long course that introduces students to the full spectrum of media production, from concept development and scriptwriting to filming, editing, and broadcasting. Students gain hands-on experience producing video projects by demonstrating skills in preproduction, production and post production techniques. Emphasis is placed on technical proficiency, creative storytelling, collaboration, and professional standards.

Year 1 of the Media Production Academy focuses on the following:

- The Power of Storytelling – Learning how to capture attention, evoke emotion, and share ideas through visual stories that make an impact.
- Creative Problem-Solving – Discovering how to plan, shoot, and edit your vision including how to troubleshoot challenges on the fly like a pro.
- Teamwork & Collaboration – Working as part of a production crew where every role from the director, videographer, and editor matters.
- Technical Mastery – Gaining hands-on experience with professional cameras, lighting, microphones, and editing software.
- Visual Composition & Design – Understanding how framing, angles, color, and movement communicate meaning and mood.
- Communication Skills – Learning to pitch ideas, give and receive feedback, and present work with confidence.
- Career Readiness – Experiencing real-world media production workflows used in film, TV, marketing, and social media industries.
- Digital Literacy – Developing advanced computer and technology skills that employers and colleges value.
- Creativity with Purpose – Using imagination to inform, inspire, and entertain — turning creative thinking into powerful content.
- A Portfolio You're Proud Of – Graduating with tangible projects that showcase their talent and set you apart from the crowd.

Digital Video Production I **Course Goals:** Students will be introduced to how to use the power of audio and video to communicate. They will cover topics including basic digital audio and video editing in a non-linear environment, basic shooting and camera work, production planning, importing of assets, and exporting to the web.		
Topic	**Standard**	**Standard Elaboration**
Videography Shoot video for professional and archival purposes.	**4.6.1.** Analyze and select appropriate video equipment, including cameras (e.g., Canon XA60), lenses, microphones, and lighting tools, based on production needs. **4.6.2.** Set up, prepare, clean, and maintain video, audio, and lighting equipment, ensuring safe and efficient operation during all phases of production. **4.6.3.** Apply manual camera controls (exposure, gain, white balance, focus, focal length) and audio settings to achieve technically accurate and visually effective footage. **4.6.4.** Select appropriate file formats, frame rates, and resolutions based on platform, workflow, and intended audience. **4.6.5.** Compose shots using professional framing techniques (e.g., shot types, head room, lead room) and create visual variety through intentional camera angles and movement. **4.6.6.** Develop and use storyboards to plan productions, applying screen direction, motion, and visual sequencing aligned to message and audience. **4.6.7.** Capture stable, high-quality footage using handheld techniques, tripods, and stabilizing equipment while executing smooth camera movements. **4.6.8.** Create visual effects in-camera by adjusting shutter speed and frame rate for slow-motion and fast-motion storytelling. **4.6.9.** Log footage and production notes during filming to support efficient post-production workflows.	Be a team collaboration: director, videographer, editor, and production assistant (PA) Learn the use of Canon XA60 (framing and composition): • Camera Setup & Operation • Manual Exposure Control • Focus Techniques • Framing & Composition • Shot Variety & Movement • Audio Recording • Lighting Awareness • File Management Learn the use of Premiere Pro (basic editing of audio and video) • Project Organization • Basic Editing Techniques • Titles & Graphics • Exporting for Delivery • Workflow Efficiency

	4.6.10. Apply foundational production phases (pre-production, production, post-production) to plan, shoot, and organize video projects effectively. **4.6.11.** Collaborate in production roles (e.g., director, videographer, editor, production assistant) to execute a cohesive video project. **4.6.12.** Capture high-quality audio using handheld and lavalier microphones, incorporating ambient, natural, and Foley sound to enhance storytelling. **4.6.13.** Apply lighting techniques (1-point, 2-point, 3-point lighting) and manipulate hard and soft light to create mood, depth, and visual clarity. **4.6.14.** Set up and adjust lighting equipment (e.g., key, fill, backlight, diffusion tools, gels) to support subject visibility, tone, and story intent. **4.6.15.** Analyze audience needs and adapt filming choices (visuals, tone, pacing) to effectively communicate a targeted message.	
Audio/Video Editing Edit post-production audio or video for commercial purposes.	**4.7.1.** Compare and apply linear and non-linear editing systems, including industry-standard tools (e.g., Adobe Premiere Pro). **4.7.2.** Import, organize, and log media assets using effective file management and project organization workflows. **4.7.3.** Manage digital files, ensuring proper naming, storage, and retrieval for efficient editing and collaboration. **4.7.4.** Apply storyboard and planning techniques to structure and sequence media on a timeline. **4.7.5.** Edit video by trimming clips, arranging sequences, and refining pacing to enhance clarity and storytelling. **4.7.6.** Apply editing techniques (cuts, transitions, continuity, sequencing) to produce coherent and engaging final products. **4.7.7.** Enhance video through color correction, filters,	Students cultivate the ability to understand who their audience is: interests, needs, background, and expectations, and to create media that connects with them effectively. Choose a message, tone, and style that fit their viewers. Select visuals, music, and pacing that appeal to the intended audience. ● Write scripts or captions that use language their audience understands. ● Analyze feedback and adjust their content for better engagement. ● Design videos or campaigns that match the goals of a client, brand, or school community. Audio: use handheld and lavalier microphones, ambient/nat sound/Foley

	keying, and visual effects to achieve a polished, professional look. **4.7.8.** Mix and edit audio using tools such as equalization (EQ), sound effects, ambient sound, and level balancing to ensure clarity and consistency. **4.7.9.** Create and integrate graphics (titles, still images, essential graphics) to support communication and branding. **4.7.10.** Export and publish media in appropriate formats and specifications for different platforms and audiences. **4.7.11.** Apply workflow efficiency strategies to manage time, revisions, and production deadlines. **4.7.12.** Select music, visuals, pacing, and tone that align with the intended audience, message, and purpose. **4.7.13.** Write and refine scripts, captions, and on-screen text that clearly communicate to a defined audience. **4.7.14.** Analyze feedback and performance data to revise and improve video content for stronger audience engagement. **4.7.15.** Design and produce video content that meets the goals of a client, brand, or school community.	Sound ● Audio Mixing Lighting: 3 point, 2 point, 1 point ● Differentiate between hard vs. soft light and know how it affects shadows and highlights. ● Choose appropriate diffusion (softboxes, umbrellas) for desired look. ● Use key light, fill light, and backlight to create depth and dimension. ● Position lights to emphasize the subject, create mood, or reduce unwanted shadows. ● Adjust lights or camera settings to maintain natural or artistic color tones. ● Use gels or filters to correct or creatively alter light color. ● Demonstrate proficiency in key, fill, and backlighting for interviews, actors, or objects. ● Understand the balance of lights to prevent overexposure or flat-looking shots. ● Use lighting to communicate emotion, time of day, or location. ● Adjust intensity, angle, and color to reinforce the story or message. ● Set up and break down lighting kits safely. ● Manage cords, stands, and heat to prevent accidents. Create Graphics and Essential Graphics Capability to Edit ● Transitions & Effects - Apply fades, dissolves, and motion effects to

		enhance storytelling.
Sound effects	**4.7.11.** Design, record, and integrate sound effects and Foley audio to enhance narrative structure, improve production quality, and create immersive viewing experiences, demonstrating effective timing, layering, realism, and ethical audio sourcing.	Ability to design, record, and integrate sound effects and Foley audio to support narrative structure, improve production quality, and create immersive viewing experiences. • Emphasis is placed on timing, layering, realism, and ethical audio sourcing.

Digital Video Production II

Course Goals:
Students will be provided with a comprehensive overview and advanced application of the production process. They will analyze specific genres, write an appropriate script, create a storyboard, and produce a genre-focused video in a collaborative setting.

Topic	Standard	Standard Elaboration
Career-Based Writing Develop writing skills for fact-based, marketing, and production-focused media.	**3.1.1.** Analyze and evaluate writing styles across fact-based, marketing, and media production contexts, including documentary and promotional content. **3.1.2.** Differentiate between fiction and nonfiction writing and apply appropriate structures for each purpose. **3.1.3.** Select appropriate platforms (video, audio, print, digital, social media) and adapt writing style, format, and structure accordingly. **3.1.4.** Apply effective writing techniques (diction, tone, syntax, transitions, and structure) to create clear, engaging, and professional copy. **3.1.5.** Develop writing that communicates a clear central message using supporting details, facts, and credible sources. **3.1.6.** Conduct research and evaluate sources for credibility and accuracy to support media writing and storytelling.	Research & Source Evaluation • Gather credible information and verify facts to support documentary storytelling. Story Structure & Narrative Arc • Organize content into a clear beginning, middle, and end with purposeful pacing. Writing for Voiceover • Craft concise, conversational narration that complements visuals. Integrating Interviews (SOTs) • Select and script sound-on-tape moments that advance the story. Visual Planning in Script Format

	3.1.7. Adapt writing for a specific audience, considering literacy level, background, and expectations. **3.1.8.** Write for media production, including voiceover narration and two-column (audio/video) script formats that align visuals with messaging. **3.1.9.** Integrate visual elements and imagery to enhance written content and support storytelling. **3.1.10.** Revise, edit, and refine writing based on feedback, deadlines, and professional standards (tone, style guides, and client expectations). **3.1.11.** Evaluate the effectiveness of writing and incorporate feedback to improve clarity, engagement, and impact.	• Write in two-column (audio/video) format to align narration with visuals and B-roll. Emotional & Thematic Development • Use tone, sequencing, and storytelling techniques to create audience impact. Revision & Collaboration • Refine scripts based on peer and producer feedback to meet production deadlines.
Narrative Entertainment Based Writing Produce writing for storytelling, performance, and audience engagement across media.	**3.2.1.** Analyze and compare entertainment writing across media formats (print, digital, audio, video, and live performance). **3.2.2.** Distinguish between writing for reading and writing for performance, adapting tone, pacing, and structure accordingly. **3.2.3.** Develop story ideas using brainstorming, outlining, and storyboarding to create clear narrative structure (beginning, middle, end). **3.2.4.** Write scripts and narratives that incorporate character, setting, dialogue, and plot for fiction and nonfiction media. **3.2.5.** Apply storytelling techniques (tone, pacing, sequencing, emotion) to create engaging and meaningful audience experiences. **3.2.6.** Write for production, including scripts that guide visual elements such as interviews, music, blocking, and scene direction. **3.2.7.** Integrate interviews (SOTs), narration, and visual planning to support documentary and narrative storytelling.	Ethos (Credibility & Authority) • Recognize and incorporate credible sources, spokespersons, or expert testimony. • Build trust with the target audience through visual and verbal cues. Pathos (Emotional Appeal) • Identify emotional triggers (humor, fear, happiness, empathy). • Use music, imagery, pacing, and voiceover to evoke intended emotions. Logos (Logical Appeal) • Present facts, statistics, and clear reasoning to support the message. • Structure arguments in a way that is easy for viewers to understand and remember. Audience Analysis & Targeting

	3.2.8. Apply rhetorical strategies (ethos, pathos, logos) to develop persuasive media such as commercials, PSAs, and campaigns. **3.2.9.** Analyze target audiences and design content that aligns with their interests, needs, and expectations. **3.2.10.** Revise and refine scripts through feedback, collaboration, and production constraints to improve clarity and impact. **3.2.11.** Evaluate and reflect on the effectiveness of media writing, using feedback and analysis to strengthen future work.	• Identify target demographics and tailor appeals to resonate with them. • Analyze competing messages to refine effectiveness. Scriptwriting & Storyboarding for Persuasion • Plan visual and audio elements to support rhetorical strategies. • Align voiceover, on-screen text, and imagery with intended appeals. Editing for Impact • Layer music, sound effects, and pacing to strengthen persuasive effects. • Refine timing and transitions to maximize viewer engagement. Critical Analysis & Reflection • Evaluate the effectiveness of rhetorical appeals in peer and professional media. • Make evidence-based decisions to improve future productions.

Chroma Key Technology Apply chroma key techniques to replace backgrounds, integrate visual elements, and create seamless, story-driven video compositions.	Apply lighting techniques for green screen production. Apply camera and framing techniques for green screen production. Use post-production tools to remove green screen backgrounds. Select and integrate backgrounds. Use green screen technology to enhance storytelling. Troubleshoot and refine green screen productions.	Lighting for Green Screen ● Evenly light the green backdrop to avoid shadows or hot spots. ● Separate subject lighting from background lighting to prevent spill. Camera & Framing Techniques ● Position subjects to maintain correct scale and perspective. ● Avoid reflections, green clothing, or objects that interfere with keying. Chroma Keying in Post-Production ● Remove green backgrounds using software (e.g., Premiere Pro, Final Cut, DaVinci). ● Adjust settings for clean keying and minimal artifacts. Background Selection & Integration ● Choose or design backgrounds that match lighting, perspective, and style. ● Layer multiple elements (images, video, motion graphics) for seamless compositing. Creative Storytelling with Green Screen ● Use a green screen to enhance narrative, simulate locations, or add visual effects. ● Plan shots during pre-production to account for post-production effects. Problem-Solving & Troubleshooting ● Correct keying issues caused by shadows, wrinkles, or color spill. ● Adjust lighting and camera angles for better results.

Music Driven Story Telling Apply music, visual composition, and editing techniques to create narrative-driven video productions that communicate emotion, rhythm, and story.	Capture a variety of shots (close-ups, wide shots, dynamic angles, and camera movements) to match musical rhythm and enhance visual storytelling. Edit video sequences to align with musical timing, beats, and transitions to create cohesive and engaging productions. Integrate music, natural sound, and sound effects to support narrative structure, pacing, and emotional impact. Synchronize visuals with audio, including lip-syncing, motion timing, and performance alignment. Apply principles of design (composition, balance, emphasis, movement, and visual hierarchy) to create visually engaging video scenes inspired by music. Use color, lighting, and contrast intentionally to establish mood, tone, and emotional impact. Apply compositional techniques (camera angles, framing, rule of thirds, depth, and perspective) to enhance storytelling and visual interest. Design visual layouts and shot sequences that create continuity and reinforce the intended message for an audience.	Use music to convey emotion, theme, or story beats. Match visual pacing to musical rhythm and tempo. Tell a short story visually without relying solely on dialogue. Cut video clips to match beats or musical accents. Apply editing techniques (cuts, transitions, layering, and effects) that enhance rhythm, pacing, and storytelling. Layer B-roll or performance footage over music for storytelling.
Performance (Directing & Expression)	Plan and film simple performance sequences (acting, lip-syncing, or dancing). Stage scenes creatively while maintaining story clarity.	Apply dynamic camera angles (close-ups, wide shots, low/high angles) inspired by music videos. Experiment with movement (tracking shots, pans, zooms) to enhance rhythm.

	Direct peers or themselves to perform convincingly on camera.	Use lighting, color, and contrast to reinforce mood
Creative Experimentation	Use split screens, overlays, filters, or color grading inspired by music videos. Encourage visual metaphors or symbolic imagery to reinforce the story.	
Project Planning & Production Skills	Script or storyboard short music-video-style projects. Organize shots and locations for efficient filming. Collaborate effectively in small teams.	

Culminating Experience **Arts and Communication Capstone** *Through a dynamic and creative project, students engage in every phase of the production process including planning, recording, and editing. Students will gain hands-on training with professional-grade equipment, including HD camcorders, microphones, and studio lighting. In addition, students will have the opportunity to collaborate as crew members, working both behind the scenes and in front of the camera. This experience will culminate with a student portfolio.*	
Topic	**Student Competencies**
Video Project	Ability to create the following projects: • Basic Shot composition • 6-word story • 25 ways to shoot a thing & Haunted prop narrative story • Match action/ match on action • Day and a Life Narrative & Product Commercial • Sally Soup/Scientific Method (Foley Audio) & PSA (teen 'issues' target market) • Green Screen (visual effects transform storytelling) • Dialogue scene or Instructional video • Music Video (narrative)