

Course Title:	Video & TV Production
Grade(s):	9-12

Course Description
Today's media landscape provides a dazzling array of motion picture platforms to communicate to audiences. In this course, students develop skills in analyzing, investigating, and producing multimedia journalism, public service announcements, short documentaries, fiction stories, and portraits related to topics of community and personal interest. Students will explore television studio and streaming media standards along with types of motion picture development and content. Course themes include all phases of motion picture production and project management, different types of current media messages and streaming platforms, and other sources of topical importance and student interest. Students will learn advanced editing techniques, VFX applications, journalism standards, and related skills.
Approved Curricular Materials/Textbook(s)
<i>Moving Images: Making Movies, Understanding Media</i> (Casinghino)

Unit Title	Unit Description (Include Unit Objectives)	Unit Pacing
Unit 1: Contemporary Media Production	Through this unit, students will classify and evaluate ways that televised media function and communicate to audiences, articulate and assess production principles and currents in contemporary media production, and produce a short news feature and a commercial. • Students will plan and produce a portrait from well-developed pre-production packages. • Students will assess media samples and models to create objectives and game plans for proposed projects or new productions. • Students will compare and contrast the use of image, sound, and structural elements in motion pictures to evaluate the effect of communicative elements. • Students will work effectively in collaborative situations, including the coordination of planning and implementation of production roles.	Weeks 1-7

	Students will complete projects by working collaboratively in post-production and demonstrating proper cinematographic techniques.	
Unit 2: Journalism and Documentary	Through this unit, students will develop and produce journalistic segments and short documentaries; analyze platforms, techniques, and standards of non-fiction motion picture media; and evaluate historic and contemporary non-fiction media techniques. - Students will use current standard documentary techniques and digital tools involved in non-fiction production. - Students will employ systems of journalistic production to develop short documentary projects. - Students will produce media messages that employ rhetorical, categorical, or associational techniques. - Students will create a documentary pre-production package, including the use of a two-tiered format. - Students will apply communicative techniques in devising structure through editing and journalistic techniques, including transitions, titles, and animation. - Students will complete post-production using digital editing systems with multiple tracks and visual and sound effects.	Weeks 8-13
Unit 3: The Digital Production Pipeline	Through this unit, students will classify and utilize techniques of the contemporary media production pipeline, evaluate the impact of story development in a variety of media messages, and produce a narrative fiction or non-fiction project from development through post-production. - Students will plan and produce motion picture sequences that involve incrementally developed pre-production plans. - Students will pitch a project in the development stages. - Students will compare and contrast the use of production pipeline techniques related to story in motion pictures from across the spectrum of film history, including contemporary digital media. - Students will evaluate various media messages related to story structure and editing. - Students will work effectively in collaborative situations, including the coordination of planning and implementation of production roles. - Students will complete projects by working collaboratively in post-	Weeks 14-20

	production and demonstrating proper narrative techniques, including use of scripts and story editing. • Students will produce a complete narrative short film, public service announcement, or school-based advertisement from pre-production through post-production. • Students will work collaboratively to produce non-fiction projects for school-based needs.	
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