

Wallenpaupack Area School District Planned Course Curriculum Guide

VISUAL ARTS - FINE ARTS

VIDEO PRODUCTION I

Course Description:

This course is designed to allow students to explore careers and opportunities in the field of video production. This course is aligned with six related areas of study: Audio Production, Video Production {pre-production, production, post-production}, Television News, Media Ethics, Large Scale Remotes, and Television Advertising. Students will learn to write scripts for radio and television, design television lighting diagrams and applications, studio set blocking, operation of video cameras and computerized video editing. Students will also learn the complete operation procedures of portable and studio video cameras, and on-location interviews and applications. Students are required to maintain production notes, handouts to reinforce techniques learned for sequential video courses.

Initial Creation Date (if applicable) and Revision Dates: 2008 (Revised December 2025)

Wallenpaupack Area School District Curriculum	
COURSE: Video Production I	GRADE/S: 9-12
UNIT 6: Large Scale Remotes and Television Ad.	TIMEFRAME: 5-10-days

<p>PA COMMON CORE/NATIONAL STANDARDS:</p> <p>9.1 12A: Elements of Visual Arts</p> <p>9.12 C, E: Identify and use comprehensive vocabulary; How art can communicate emotions</p> <p>9.2. 12D: Analyze work of art from its historical perspective</p> <p>9.3 12A: Explain and apply critical examination process, interpret, test, evaluate</p>
<p>UNIT OBJECTIVES (SWBATS): Students will understand how Large-Scale Remotes such as the Superbowl, New Year’s celebration in Times Square, Concerts and other productions require extensive equipment, crews, permits, and solving logistical problems on site. This lesson also combines the area of television advertising to inform students how marketing campaigns can be powerful not only to influence the consumer through product or service advertising, but to demonstrate how large television events can reach millions of people with one advertisement on television. In addition, the field of television advertising is also another career based in the field of video production.</p>
<p>INSTRUCTIONAL STRATEGIES/ACTIVITIES: Students will learn the basic set-up of video production trucks, and the operation of equipment. Students will set up the portable equipment on location, test and evaluate all possibilities of troubleshooting and procedures. Also, students will research company logos, branding, and color schemes that resonate with consumer buying trends.</p>
<p>ASSESSMENTS (Diagnostic/Benchmark/Formative/Summative): Student notebook check, regular and modified tests, a series of handouts from my experience they will use to evaluate camera set-up, microphone placement.</p>
<p>DIFFERENTIATED INSTRUCTION (Acceleration/Enrichment): Students will identify branding logos and color schemes through class visual games. Critique of older television commercials, trends from YouTube. How television production values have increased in terms of HD and 4K technology. Revisit the Superbowl camera footage, N.Y. Times Square broadcast and analyze the production content.</p>
<p>RESOURCES (Technology Based Resources, Text Resources, etc.): “Video Production Handbook” Jim Owens 6th Edition</p>
<p>KEY VOCABULARY: Large-Scale Remotes, Logos and Branding, Color Scheme, Business of Advertising</p>