



Media Production

Career Cluster	Arts, A/V Technology, Communications
Course Code	
Prerequisite(s)	Recommend: Multi-Media Design
Credit	
Graduation Requirement	
Program of Study and Sequence	Introduction to Arts, A/V Technology & Communications – Level I pathway course – Level II pathway course – Multimedia Design – Media Production – capstone experience
Student Organization	SkillsUSA
Coordinating Work-Based Learning	Guest Speakers, Field Trips, Informational Interviews, Tours,
Industry Certifications	Student can work toward Adobe Certified Associate(ACA) Certification in Adobe Products (http://www.adobe.com/education/certification-programs.html)
Dual Credit or Dual Enrollment	
Teacher Certification	K-12 Educational Technology
Resources	ISMFilms.com, vtc.com, youtube.com

Course Description:

Media Production focuses on technical skills and knowledge in all phases of Media Production. Students will also explore equipment operation, software applications, careers, social networking, and media law.

Program of Study Application:

Media Production is a Level IV pathway course appropriate for all four pathways in the Arts, A/V Technology & Communications cluster: Printing Technology/Journalism & Broadcasting, Telecommunications/A-V Technology & Film, Visual Arts, and Performing Arts. It is recommended that Media Production would be preceded by Multimedia Design. Completion of Media Production would prepare a student for a capstone experience.

Course Standards

MP 1 Develop an Awareness of Career Opportunities and Professionalism in Media Production

<i>Webb Level</i>	<i>Sub-indicator</i>	<i>Integrated Content</i>
Two Skill/Concept	MP 1.1 Identify personal interests and abilities related to media production careers. Examples: <ul style="list-style-type: none"> • identify personal creative talents • identify technical/production talents 	
Two Skill/Concept	MP 1.2 Investigate career opportunities, trends, and requirements related to media production careers Examples: <ul style="list-style-type: none"> • Research job opportunities • Investigate trends associated with media production • Discuss related career pathways 	
Three Strategic Thinking	MP 1.3 Demonstrate Employability Skills required by business and industry Examples: <ul style="list-style-type: none"> • Attendance and punctuality • Positive attitude • Positive work ethic • Use of Proper Social Skills • Display ability to work as part of a team and take direction from others 	
Three Strategic Thinking	MP 1.4 Describe and Apply Principles of Media Law Examples: <ul style="list-style-type: none"> • Identify and apply principles of copyright • Explore the Federal Communications Commission’s (FCC) role in mass media • Predict consequences of media misuse • Role-play filmmaker explaining “informed consent” to subject 	

Notes

MP 2 Evaluate Information in Media

<i>Webb Level</i>	<i>Sub-indicator</i>	<i>Integrated Content</i>
Four Extended Thinking	MP 2.1 Evaluate Web-Based Social Networks Examples: <ul style="list-style-type: none"> • Distinguish differences in media delivery • Differentiate among fact finding sites • Critique numerous social media sites 	
Two Skill/Concept	MP 2.2 Categorize Digital Media Communication Examples: <ul style="list-style-type: none"> • Compare differences in media • Explain media biases 	
Three Strategic Thinking	MP 2.3 Evaluate information in the media Examples: <ul style="list-style-type: none"> • Distinguish role of society in media • Determine source credibility • Analyze the impact of print and television commercials 	

Notes

MP 3 Exhibit basic skills in operating production equipment

<i>Webb Level</i>	<i>Sub-indicator</i>	<i>Integrated Content</i>
Three Strategic Thinking	MP 3.1 Demonstrate skills and safety procedures used in video production Examples: <ul style="list-style-type: none"> • Select equipment based on a specific project • Demonstrate skills with specific pieces of equipment • Discuss basic equipment care, how to maintain batteries, use of auxiliary power • Discuss problems that occur in different production scenarios • Demonstrate safety practices for both operator and equipment 	

Notes

MP 4 Produce Media for Distribution using Phases of Production

<i>Webb Level</i>	<i>Sub-indicator</i>	<i>Integrated Content</i>
Four Extended Thinking	<p>MP 4.1 Design and connect production plans, techniques, and roles</p> <p>Examples:</p> <ul style="list-style-type: none"> • Brainstorm new ideas for a media project • Create a Script and Storyboard with a coherent theme • Evaluate/Revise Scripts and Storyboards • Analyze edited projects for shot composition and/or sound quality • Develop cast, director, props, locations, and sets 	
Three Strategic Thinking	<p>MP 4.2 Utilize Production Plan to Capture raw Media Footage</p> <p>Examples:</p> <ul style="list-style-type: none"> • Prepare set (site location), cast, and equipment • Ensure proper lighting and sound • Record from multiple angles and takes 	
Four Extended Thinking	<p>MP 4.3 Produce a Final Media Project Using an Editing Software</p> <p>Examples:</p> <ul style="list-style-type: none"> • Combine all raw media footage • Insert Special Effects, Animation, Layer Audio, Visual Effects, Transition, Title Pages, Credit, • Review and Edit for Corrections 	
Three Strategic Thinking	<p>MP 4.4 Prepare finished production for distribution via desired delivery format</p> <p>Examples:</p> <ul style="list-style-type: none"> • Render Final Media Production • Research the publishing formats available for your media • Evaluate the publish format for a specified end use of media. • Publish media to external sources 	

Notes