

Audio/Visual Production

Course Code: 11051

Rationale Statement:

Audio/Visual Production in digital media offers instructional lessons for planning, filming, editing and viewing of quality digital video. Designed to instruct students and provide them with the technical skills and knowledge for the creation of video productions. Students whose career interests are in digital video technologies will benefit from this overall production techniques course.

Suggested Grade Level: 9-12

Topics Covered:

- Careers and Professionalism
- Pre-production
- Equipment Operation
- Production
- Post-production

Core Technical Standards & Examples:

Indicator #1 Explain professionalism in real world jobs and opportunities	
Bloom's Taxonomy Level	Standard & Examples
Understanding	<p>AVP1.1 Classify professional relationships with clients and team members</p> <p>Examples:</p> <ul style="list-style-type: none"> • Have students fill out goals they hope to achieve for the class • Define individually and as a group the word “professionalism” and compare it to the class expectations • Write a paper on the importance of fulfilling assigned roles in creating a production • Meet with a “client” who wants a video done, create a storyboard based on the client meeting and explain how it meets with the clients expectations
Understanding	<p>AVP1.2 Clarify the responsibilities of legal, ethical, and moral issues of media use</p> <p>Examples:</p> <ul style="list-style-type: none"> • Write a research paper on current copyright laws • Discuss copyright laws, intellectual property, public domain and fair

	<p>use concerning media production (writing, music, pictures and video)</p> <ul style="list-style-type: none"> • Role-play filmmaker explaining “informed consent” to subject
Understanding	<p>AVP1.3 Compare careers in broadcast, film and video</p> <p>Examples:</p> <ul style="list-style-type: none"> • Write a paper describing job responsibilities on field trips • Summarize key points from guest speakers • Participate in job shadowing
<p>Indicator #2 Apply the knowledge of equipment operation</p>	
<p>Bloom’s Taxonomy Level</p>	<p>Standard & Examples</p>
Understanding	<p>AVP2.1 Explain tools, skills, and safety procedures used in video production</p> <p>Examples:</p> <ul style="list-style-type: none"> • List tools that are used in video production • Select tools based on a specific project • Match skills with specific pieces of equipment • Discuss basic camera care, how to maintain batteries, use of auxiliary power • Discuss problems that occur in different production scenarios • List good and poor safety practices for both operator and equipment
Applying	<p>AVP2.2 Use video equipment</p> <p>Examples:</p> <ul style="list-style-type: none"> • Select and setup a microphone for a given situation • Choose and setup cameras before videotaping a project • Setup a teleprompter or cue cards • Setup and adjust the lighting for three-point lighting scenario • Demonstrate the use of different camera controls such as the iris, video gain, shutter speed, focus, and audio inputs • Model camera movement in a variety of settings or scenarios • Demonstrate the ability to field mix multiple audio sources
<p>Indicator #3 Organize video projects during Pre-production</p>	
<p>Bloom’s Taxonomy</p>	<p>Standard & Examples</p>

Level	
Analyzing	<p>AVP3.1 Outline customer requirements by collecting data</p> <p>Examples:</p> <ul style="list-style-type: none"> • Research ways businesses use digital media in marketing • Brainstorm new ideas for a video advertisement • Write a paper identifying a product for a target audience, target audience needs, and how to meet those needs • Observe an existing commercial and then brainstorm concept alternatives
Analyzing	<p>AVP3.2 Organize project plans</p> <p>Examples:</p> <ul style="list-style-type: none"> • Create a basic script and storyboard with an effective message • Develop three or more ideas for digital projects • Evaluate/revise scripts and storyboards • Present script/storyboard to the class for feedback • Study, identify, and discuss various scripting terminology • Analyze edited projects for shot composition and sound quality
Analyzing	<p>AVP3.3 Organize project content into using tools, techniques, and personnel</p> <p>Examples:</p> <ul style="list-style-type: none"> • Examine scripts to identify production roles to be filled and equipment needed • Plan how to film the basic camera shots based on the storyboard • Develop cast, props, locations, and sets • Explore the role of the director in a project
Indicator #4 Produce video for production	
Bloom's Taxonomy Level	Standard & Examples
Creating	<p>AVP4.1 Plan production personnel positions</p> <p>Examples:</p> <ul style="list-style-type: none"> • Research various production roles and associated tasks • Describe and demonstrate the expectations of various personnel positions • Rotate through a simulation of the jobs required for studio and field

	<p>production</p> <ul style="list-style-type: none"> • Act as the director for a project • Prepare a simple set for a talk show and have students rotate through positions
Creating	<p>AVP4.2 Plan tools, talent, studio and location for video production</p> <p>Examples:</p> <ul style="list-style-type: none"> • Scout their location and list tools needed for production • Request talent to participate in video production • Assemble personnel for video production as needed
Creating	<p>AVP4.3 Produce video footage</p> <p>Examples:</p> <ul style="list-style-type: none"> • Interview a family member • Film a sporting event • Film a news story on site
<p>Indicator #5 Construct project in post-production</p>	
<p>Bloom's Taxonomy Level</p>	<p>Standard & Examples</p>
Creating	<p>AVP5.1 Produce all media</p> <p>Examples:</p> <ul style="list-style-type: none"> • Log and capture footage called for from the script • Identify content sources for additional media • Generate the various elements used such as video footage, still photos, graphics, and sound in a video
Creating	<p>AVP5.2 Produce a cohesive story for specific audiences</p> <p>Examples:</p> <ul style="list-style-type: none"> • Edit a final video project complete with music, effects, and transitions • Assess the different parts of an edited piece for the shot, the sequence, the acts (beginning, middle and end), music and use of transitions • Review edited piece and correct any problems • Enter video into film contest • Present final videos in class for peer review • Present videos in school assembly for audience review • Post final on the Intranet • Submit videos for public access channel

