

Course Title:	Digital Film Production III
Department:	Visual and Performing Arts
Course #:	7782
Grade/s:	11- 12
Course Length:	Year
Prerequisite/s:	Adv. TV/Digital Video Production II with grade "B" or higher and instructor approval.
UC/CSU A-G Reqs:	F (Pending)
Brief Course Description:	Digital Film Production III is designed to provide students with opportunities to apply their knowledge and skills of video and film production. Students will learn the following skills: careers in video and film, how to manage industry related video projects, marketing and business skills, and how to work with potential clients. Students will gain additional technical training in the design and critique of motion graphics and pictures. Student will understand the psychological impact of digital media on audiences. This course is the capstone course of the Digital Film Production Pathway.

I. GOALS

The students will:

- A. Originate, develop and research an idea for a media product with an outside client
- B. Develop and deliver a media product proposal
- C. Manage production processes
- D. Prepare and manage a budget
- E. Develop a product for potential income
- F. Understand legal obligations of a production business including: copyright, image releases and location film permits

II. OUTLINE OF CONTENT FOR MAJOR AREAS OF STUDY

Semester 1

- A. Introduction
 - 1. Review personal qualifications, interest, aptitudes, knowledge and skills necessary to succeed

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2. Review historical, cultural and economic significance of video and film in society
3. Research and share information about prominent figures in the field
Anchor Standards: 1.0, 6.1, 6.2, 6.7
Pathway Standards: A5.2, A8.1, C1.4
California Standards: WHSST 11-12.2, WHSST 11-12.6 WHSST 11-12.3 WHSST 11-12.7

B. Production Process

1. Develop knowledge of studio operations, production process and use of cameras and other audio/visual peripherals vital for film production
2. Learn proper uses and develop visual and auditory content
3. Develop knowledge of different peripherals including sound mixers, non-linear video editing equipment, cameras and lights
4. Demonstrate knowledge of writing a script, directing and editing a short film
Anchor Standards: 10.1, 10.2, 10.3
Pathway Standards: A1.7, A2.1, A2.2, A4.3, A4.4, A5.2, A5.3, A7.2, A8.1, A8.3, A8.4, C1.4, C2.2, C3.1, C4.3, C4.4, C5.1, C5.2, C6.1
California Standards: RSIT 11-12.7

C. Clientele Operations

1. Learn to professionally communicate with clients using appropriate business etiquette
2. Learn how to realign a prospective client's project to their target audience
3. Develop a project for an outside client to ensure their project goals are met
Anchor Standards: 2.1, 2.2, 2.3, 2.4, 2.5, 2.6, 3.8, 4.6, 5.1, 7.2, 7.3, 7.7, 8.1
Pathway Standards: A1.4, A1.5, A2.7, A3.2, A3.4, A3.6, A4.1, A4.4, A4.6, C7.3
California Standards: W11-12.1C, W11-12.3D, S11-12.1A, S11-12.3, WHS11-12.1D, WHS11-12.2C, WHS11-12.4, WHS11-12.10

D. The Line Production Process

1. Learn how to create a budget and steps needed for casting and hiring
2. Learn how to scout a location
3. Produce a cost/benefit analysis
Anchor Standards: 5.2, 5.3, 5.4, 6.5, 6.6, 7.6, 11.2
Pathway Standards: A1.4, A4.1, A7.4, C2.2, C3.1, C4.2, C4.3, C4.5, C5.1, C6.1, C6.2, C7.3
California Standards: A-SSE B4.0, A-SSE B5.0

Semester 2

A. Online Portfolio Development / Social Media Marketing

1. Create a virtual business in the community
2. Create a website
3. Create a logo which brands and identifies production style to the potential market
4. Create business cards
5. Create a highlight reel
6. Create a self-marketing portfolio and demo reel
Anchor Standards: 3.3, 3.5, 4.2
Pathway Standards: A1.7, A2.2, A2.6, A2.9, A3.1, A5.6, A8.2, C6.4, C7.2, C7.4, C7.5
California Standards: W11-12.4, W11-12.6, S11-12.5

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B. Contract and Legal Forms

1. Create a standardized photography release form
2. Create a client contact list
3. Secure copyright releases for all audio/video media to be included in the final film
Anchor Standards: 8.2, 8.3, 8.4, 8.6, 8.7
Pathway Standards: A7.4, C4.5, C6.1
California Standards: W11-12.4, S11-12.2, S11-12.6, L11-12.2, RS11-12.4, WHS11-12.4

C. The Promotional Video Project

1. Create a school promotional video focusing on: target audience, social media, clubs, curriculum pathways, athletics, the Arts and/or specific departments
Anchor Standards: 4.1, 6.4, 7.4, 7.5, 9.1, 9.2, 9.3, 9.7, 11.1
Pathway Standards: A1.2, A2.1, A2.4, A2.6, A2.7, A2.9, A4.6, A7.2, A8.2, C4.4, C6.5
California Standards: WHS11-12.4, W11-12.5, W11-12.6, S11-12.2, S11-12.3, S11-12.5

D. Commercial Business Projects

1. Create and advertise a commercial for a product or service
2. Create a market analysis for the commercial business project based on information provided by the client (local business or 501c(3) non-profit company)
3. Identify potential customers in need of advertising services
4. Consolidate a client's idea into a production
5. Negotiate production price, identify the target audience and deliver a final project
Anchor Standards: 4.1, 6.4, 7.4, 7.5, 9.1, 9.2, 9.3, 9.7, 11.1
Pathway Standards: A1.2, A2.1, A2.4, A2.6, A2.7, A2.9, A3.3, A4.6, A7.2, A8.2, C4.4, C6.5
California Standards: PE 12.2.1, R11-12.7, W11-12.5, W11-12.6, S11-12.2, S11-12.3, S11-12.5

E. Film Festival and Video Contests

1. Research local film festivals and video contests which meet school district's submission requirements
2. Write, produce and edit a selection for a film festival or video contest
3. Complete a portfolio
Anchor Standards: 4.1, 6.4, 7.4, 7.5, 9.1, 9.2, 9.3, 9.7, 11.1
Pathway Standards: A1.2, A2.1, A2.4, A2.6, A2.7, A2.9, A5.5, A7.2, A8.2, C4.4, C6.5
California Standards: W11-12.5, W11-12.6, S11-12.2, S11-12.5

F. Career Planning

1. Explore career opportunities and professional/education requirements
2. Identify personal qualifications, interest, aptitudes, information and skills needed for post-secondary options
3. Develop career plan and personal portfolio
Anchor Standards: 3.1 3.2 3.4 3.6 3.7 3.9 9.4 11.3 11.4 11.5
Pathway Standards: A4.4, A4.5, C7.2
California Standards: WHSST 11-12.5, WHSST 11-12.6

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III. ACCOUNTABILITY DETERMINANTS

A. Key Assignments

1. Safety training and investigation - Students will learn about workplace safety and complete a safety checklist and successfully pass the approved safety test with a score of 100%.
2. Short film – Students will create a short film utilizing a recording device, scriptwriting software (such as Celtx), and non-linear film editing software (such as Final Cut Pro X) on an iMac computer.
3. Script Writing - Students will create a narrative (or script) that will not contain no grammatical or structural errors. Scripts and the short films will be presented and critiqued by peers utilizing film specific language.
4. Business Proposal - Students will create a project questionnaire and business proposal. The proposal will include: crew list, budget, cost benefit analysis, pre-production materials, production needs, and post-production.
5. Third Party Hosting Platforms - Students will research third party hosting platform and the cost associated with live streaming an event. Students will select a provider and establish a live streaming test.
6. Behind the Scenes – Students will create a “Behind the Scenes” video demonstrating website creativity and a logo. This video will be submitted to a local film festival.
7. Social media - Students will demonstrate their understanding and knowledge of social media by creating and maintaining a social media account on three (3) separate websites: Twitter, LinkedIn and Google.
8. Contracts and Legal Forms - Students will develop and/or utilize professional/copyright/location/photography/video releases, broadcast agreements and liability forms.
9. Promotional Film - Students will produce a promotional school film. This film will highlight key strengths of the school and feature a breadth and depth of student activities and school culture.
10. Marketing Proposal - Students will collaborate with their production crew partners to creating a written marketing proposal for a potential film. This written proposal will include a story treatment and script. Students will create and submit a public service announcement.
11. Film Festival - Students will select their best work, locate, and compete in a local film festival.
12. Career Readiness - Students will generate a cover letter, resume and follow up letter as part of a job application. Students will participate in a mock interview with the instructor, other staff or industry related partners. Students will be provided feedback based on an interview rubric to further prepare students to enter the film and video industry.

B. Assessment Methods

1. Skill mastery and quality of work
2. Classwork/homework
3. Performance tasks
4. Projects
5. Presentations
6. Quizzes

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7. Response questions
8. Multiple choice tests
9. End of unit exams
10. Semester final exams

IV. INSTRUCTIONAL MATERIALS AND METHODOLOGIES

A. Required Textbook(s):
None

B. Supplementary Materials

1. Equipment (Adopted by PLC and RCOE Approved):
 - a. iMac I Mac Pro Computers
 - b. Broadcast Level Video Cameras
 - c. Camera Stabilizers
 - d. Monitors
 - e. Lights (Studio & Stand Alone)
 - f. Digital Audio Recorders
 7. Digital Storage Media
 - g. Microphones
 - h. Tricaster Streaming Device (or equivalent)
2. Software (Adopted by PLC and RCOE Approved)
 - a. Final Cut Pro X
 - b. Motion I After Effects
 - c. Logic Pro X
 - d. GarageBand
 - e. Celtx
 - f. Adobe Photoshop
 - g. Adobe Illustrator
 - h. Compressor
 - i. Wirecast

C. Instructional Methodologies

1. Teacher lectures/direct instruction
2. Class discussions
3. Cooperative learning
4. Guided Inquiry
5. Simulation activities
6. Collaborative peer review
7. Teacher and student lead inquiry
8. Group projects/presentations