

Murrieta Valley Unified School District
High School Course Outline
April 2008

Department: Visual and Performing Arts

Course Title: Advanced Television/Digital Video Production

Course Number: 7781

Grade Level: 10 - 12

Length of Course: 1 Year

Prerequisite: Successful completion of TV/Digital Video Production

UC/CSU (A-G) Requirement: N/A

Brief Course Description: Advanced Television Production is a concentration course that provides students with a variety of real world learning opportunities through hands on experiences in television writing, producing, performance, photography, editing, and studio operations. Students perform specialized roles in a regularly scheduled school television program. Students create video products, including news stories, commercials, public service announcements, promotional videos, and the video yearbook. Students demonstrate leadership, citizenship, work ethics, cooperative attitudes, patriotism, community service and social skills through participation in classroom and community activities. Advanced Television Production prepares students for further study in broadcasting at the college level or for entry level positions in the television industry. Knowledge and utilization of microphones, digital video cameras, analog and digital computer-based audio/video editing equipment, and software programs such as Apple I-movie and Apple Final Cut Pro will be a secondary focal point to that of meeting the elements of art and principles of design as well as the components in the state standards.

I. Goals

The Student will:

- A. Read and study literature about television production
- B. Complete assignments independently and in groups
- C. Follow and apply basic safety requirements
- D. Prepare written reports
- E. Communicate effectively – written and verbal
- F. Leave class for on campus video shoots
- G. Use a variety of technology equipment
- H. Cover news events at night and on weekends – 2 events each six weeks

- I. Care and be responsible for expensive video equipment on campus and off campus
- J. Represent themselves, the program, their high school, and the Murrieta Valley Unified School District in a positive and dignified manner.
- K. Develop skills needed for an entry level video production position.
- L. Prepare for post-secondary studies in television and video production.

II. Outline of Content for Major Areas of Study

- A. Orientation
 - 1. Video production equipment
 - a. Basic safety
 - b. Review of handling procedures
 - c. Review of equipment and programs
 - 2. Professional requirements
 - a. Time management
 - b. Professional appearance
 - c. Public relations
 - d. Teamwork
 - e. Problem solving
- B. News Production
 - 1. Real world television news programming
 - 2. Roles and responsibilities
 - 3. Production strategies and procedures
 - 4. News story production
 - 5. Feature story production
 - 6. Video quality
 - 7. Editing
- C. Production of Nighthawk News
- D. Community Service Projects
- E. Post-Secondary Options in Television and Video Production
 - 1. Post-secondary education opportunities
 - 2. Employment opportunities

III. Accountability Determinants

A. Key Assignment

The students will participate in all aspects associated with the production of the daily morning school announcements; including scriptwriting, directing, editing, remote cameraman, remote talent, in-studio cameraman, in-studio camera talent, teleprompter operator, and development of remote segments.

B. Assessment Methods

Students will be expected to meet all course goals listed above and comply with all school and classroom rules. Through the production of a regularly scheduled television program, this course integrates verbal, written, and visual communication, also integrating English, math, science and social studies when applicable. As a concentration course, this course provides students with real world television experience, developing the skills needed for an entry level video production position. Students will participate in many on campus and off campus video shoots and a great deal of group work. The course also provides students access to technology and visual arts unlike any other high school course. Students are held to a very high level of standards, including performance, participation, public relations, and ethics. All students will be accommodated to meet their needs. Extra help is available when requested by a student or parent.

1. Job Performance: 50% of Grade

Semester 1 & 2 - 10 points per day

Daily Job Performance Breakdown

- Actively involved in production
- Procedure compliance (equipment, sign in/out, attire)
- Time Management – present/on time,
- Staff/Public Relations – attitude, reliability, teamwork

2. Group Projects: 25% of Grade

Semester 1 - News Package (Topical news story) 100 pts

- Group Participation/Time (25)
- Video Quality/Editing (25)
- Writing/Script (25)
- Overall PKG Impact (25)

Semester 2 - Feature (School related short video) 100 pts

- Group Participation/Time (25)
- Video Quality/Editing (25)
- Storyboard/Creativity (25)
- Overall PKG Impact (25)

3. Outside School Shoots: 25% of Grade

Semester 1 - After Hours Shoot * 100 pts

- Video Quality (50)
- Information Sheet (50)

Semester 2 - After Hours Shoot * 100 pts

- Video Quality (50)
- Information Sheet (50)

*Points will also be deducted for any violation of school policies, unprofessional behavior (including professional dress), or avoidable equipment problems.

IV. Instructional Materials and Methodologies

A. Required Text

1. Whittaker, Ron. Television Production :A Comprehensive On-line Cyber Text in Studio and Field Production
2. Whittaker, Ron. Elements of Mass Communication: An Interactive Cyber Text

B. Supplementary Materials

1. Multimedia Computers
2. Adobe Photoshop
3. Apple Imovie
4. Apple Final Cut
5. Digital Video Camcorder
6. Digital Still Camera
7. Microphones, Speakers, & Head Phones
8. Digital Video Editing Deck
9. VCR

C. Instructional Methodologies

Hands on experience in the use of all equipment and software.