

Mendocino High School  
Production and Managerial Arts | KAKX 89.3FM  
2019-2020 School Year  
Unit Outline: Video Production



## **Unit 1: Introduction and Orientation**

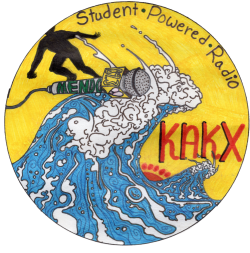
During this unit, a discussion of the objectives of the course, course content, student and teacher expectations, facilities, policies, industry standards, and career opportunities will be conducted.

## **Unit 2: Understanding Signal Flow**

Before students get their hands on the various audio, radio, and video technologies in the classroom, they will be introduced to the concept of audio signal flow. Students will be able to understand how audio signal flow travels in, through, or out of both analog and digital radio/audio devices. In addition, students will also learn how to setup and configure various recording stations - simple and complex - so they can be prepared for various productions. Lastly, students will understand the importance of maintaining a safe, clean, and organized studio.

## **Unit 3: Desktop Production and Editing - Through Radio**

Students will continue developing their audio/video editing skills by creating various programming/radio shows for broadcast in accordance to FCC and school regulations. Students will learn all of technical skills to create both live and pre-recorded shows in addition to learning the important legal and ethical parameters necessary to produce radio programming for a high school radio station. This includes DJ hosted music shows, talk shows, radio theater, historical, station identification, audio documentaries, and sports casting. Students will also differentiate between genres and the role of the radio host/talent, programmer, producer, writer, station manager, audio engineer, and underwriting personnel in the mixed media industry. Through various projects students will write and record their own personal radio shows, community announcements, Station IDs, and rely on the combination of intuition and modern creation techniques using software and other technologies. Students will also investigate recording techniques, research the productions and the shared secrets of renowned radio pioneers, programmers, and producers over the last century. Lastly students will understand the legal and ethical issues of being a radio DJ that include copyright, licensing, and acquiring content that is appropriate to air.



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## **Unit 4: Perspective on Video and Television**

During this unit, the students will be introduced to an overview of television production, including the vocabulary and terminology used in the video production industry, and the importance of visual storytelling in society. Students will watch videos, films and clips, viewing them from a video maker point of view, as well as a viewer. Students review basic video terminology, and are introduced to the use of a more advanced television production vocabulary. Students will also research and discuss the developmental history of entertainment television. Students will identify the various stages of television, the shows, and artists that have influenced American culture for the last six decades. Note: The key assignments in Units 4 and 5 overlap.

## **Unit 5: Analyzing Genre**

During this unit, students will explain and discuss and identify of genre in film and video production.

## **Unit 6: Stages of Production**

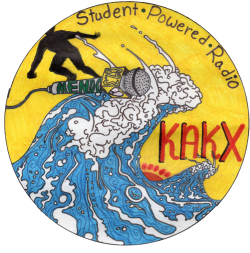
During this unit, the students will summarize the stages of production and demonstrate the facets of each stage of development. The students are required to address each stage in a diagrammed written script, utilizing the vocabulary of the visual and theatre arts, identifying genre, style, acting values, theme and the overall design of the production. This unit continues throughout the course becoming more rigorous in progression as the projects become more detailed and imaginative. Note: The Key assignments for Units 6, 7, 8, & 9 overlap. Students must complete a three to five minute film as part of their final assessment. This final project must include a written script, a diagrammed storyline, and credits.

## **Unit 7: Fundamentals of Acting in Film and Television**

In this unit, students will study basic theatre skills like stagecraft, playing real emotions and becoming good ensemble players. Students will read plays and screenplays, learn to work with a playwright's or screen-writer's lines to play the "reality" of a scene, and develop deeper meaning in the characters.

## **Unit 8: Directing a Production: Positions and Responsibilities**

During this unit, the students will follow established procedures for all stages of directing a video production. Students will use creative expression to further develop a written script, and determine the type of media best suited to the production. Students will plan sets, lighting and talent, based on their intention. Student must follow the principles of design and ensure the composition of the production is in line with their targeted audience.



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## **Unit 9: Lighting Technologies**

During this unit, the students learn the history of film and video production lighting, and how different lighting effects influence what the audience feels and experiences during a production. Students will work in the school's performing arts center to learn and experience different styles of stage lighting. In addition they will work with a local cinematographer to discuss the history of film/television production and lighting usage in industry.

## **Unit 10: College and Career Preparation**

The skills described in this unit are introduced, integrated, reinforced, and assessed throughout the course as applicable. The objective of this unit is to learn and demonstrate appropriate workplace behaviors, including teamwork, participation, etiquette, and flexibility. The knowledge gained from this unit will allow the student to identify appropriate procedures to obtain and retain employment in the fields of film/television production. Additionally, this unit will allow the student to identify appropriate procedures to obtain and retain employment in the fields of film/television production. These same behaviors once learned will assist the student in their college education, through application of these career values to achieving their educational goals. Evaluation of a culminating student portfolio will be used to assess mastery of the skills taught in this course. Throughout, the course, students will collect samples of their work to include in their portfolios. Additionally, students will prepare the items needed for job search for inclusion in the portfolio assignment.