

MS Video Production

Month	Content	Skills	Assessment	Essential Questions
10 week course	<p>Introduction to Video Production</p>	<ul style="list-style-type: none"> • Identify persuasion and propaganda techniques used in advertising and apply to advertisement examples • Critique past public service announcements using the Video Project Rubric • Identify critical viewing skills used in creating a PSA. 	<ul style="list-style-type: none"> • Student participation • Class activities • Handouts 	<ul style="list-style-type: none"> • What is Video Production? • What are the types of persuasion and propaganda techniques advertisers use? • How is the Video Project Rubric used? • What are critical viewing skills and what purpose do they serve?
	<p>Basic Camera Operation Techniques</p>	<ul style="list-style-type: none"> • Explain and demonstrate how to operate a digital still camera • Explain and demonstrate how to operate a video camera • Identify and apply camera shots (cover shot, full shot, medium shot, medium close-up, close-up, extreme close-up) • Identify and apply camera movements (zoom-in, zoom-out, pan, tilt-up, tilt-down) 	<ul style="list-style-type: none"> • Handouts • Hands-on student activities using cameras • Teacher observation 	<ul style="list-style-type: none"> • How does a digital still camera work? • How does a video camera work?

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	Video Equipment Basics	<ul style="list-style-type: none"> • Explain and demonstrate how to use a tripod • Explain and demonstrate how to use a boom microphone 	<ul style="list-style-type: none"> • Hands-on student activities using camera, tripod and boom microphone • Teacher observation 	<ul style="list-style-type: none"> • How is a tripod used? • How is a boom microphone used?
	Introduction to iMovie (Video Editing Software)	<ul style="list-style-type: none"> • Identify iMovie terminology and features: <ul style="list-style-type: none"> -importing clips -editing clips -titles -special effects -transitions -adding music/sound effects • Apply basic camera operation and video editing skills to produce a practice project 	<ul style="list-style-type: none"> • Handouts • Practice Project Guideline Worksheet • Completed Video Production Practice Project 	<ul style="list-style-type: none"> • How does iMovie work? • How is the practice movie made?

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	<p>The Video Production Process</p>	<ul style="list-style-type: none"> • Identify and explain the process of creating a video project: <ul style="list-style-type: none"> -Brainstorming -Research -Storyboards -Script writing • Identify and explain the roles of Video Production team members: <ul style="list-style-type: none"> -director -camera operator -audio technician -actors • Construct a production schedule 	<ul style="list-style-type: none"> • Handouts • Worksheets • Student participation 	<ul style="list-style-type: none"> • What is the process of creating a video project? • What are the roles of the Video Production team members? • What is a production schedule?

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	<p>Course Project: Creating a Public Service Announcement</p>	<ul style="list-style-type: none"> • Implement skills of video production • Apply appropriate use of language/censorship to PSA in order to communicate effectively • Apply copyright laws to project • Create a script which communicates ideas and information effectively • Identify a target audience • Apply research skills in creating a public service announcement • Identify and apply successful team building skills: <ul style="list-style-type: none"> -inter-personal communication skills -coping and cooperation skills -problem-solving and decision making skills -leadership skills 	<ul style="list-style-type: none"> • Completed Public Service Announcement Project • Video Production Project Rubric • Peer Review • Teacher Evaluation 	<ul style="list-style-type: none"> • What is a public service announcement? • How do we communicate effectively? • How is copyright law applied to video production? • Why is written communication so important in a script? • What is a target audience? • Why are research skills important in developing a public service announcement? • What important skills must be developed when working in teams?

Subject