

Glendale Unified School District

High School

May 16, 2023

Department: Career & Technical Education

Course Title: Broadcast Video Production 1-2 Honors

Course Code: 2280V/2281V

Grade Level(s): 10-12

School(s) Course Offered: Clark Magnet High School

UC/CSU Approved: Yes "F" Fine Art credit

Course Credits: 10

Prerequisite: None

Recommended Textbook/  
Curriculum Resources: Video: Digital Communication & Production, 4th Edition.  
Jim Stinson, 2018  
Television Production & Broadcast Journalism, 3rd Edition.  
Philip L. Harris and Gil Garcia, 2018.  
AVID Media Composer Fundamentals I & II, Avid Learning Series User Certification. Publisher: Avid Technology, Inc.  
Lynda.com

Course Overview: Broadcast Video Production 1-2 is the introductory course for the Arts, Media, and Entertainment industry sector and Design, Visual, and Media Arts pathway. This course will introduce students to the techniques involved in producing a live-to-air television program using various broadcasting techniques and creating video-based projects specifically made for the television program.

## **Course Content**

### **Unit 1: Fundamentals of Broadcasting**

*(2 weeks)*

Standards:

Arts, Media & Entertainment Career Ready Standards: 2, 3, 10

Production and Managerial Arts Pathway Standards: C2.3, C6.0, C6.3, C6.0, C6.1, C6.2

Common Core Standards: CCSS LS; CCSS RSIT; CCSS WS:

- A. Students will learn about the main steps in the broadcast/TV video production process, the main terminology used in the broadcast/TV production process, and how to analyze various media productions.
- B. Sample Assignments:
  - Create a Basic Script Rundown
  - Storyboard a Production
  - “Wake Up” the Studio
  - Wrap a Cable Successfully

### **Unit 2: Introduction to Editing**

*(4 weeks)*

Standards:

Arts, Media & Entertainment Career Ready Standards: 2, 3, 10

Production and Managerial Arts Pathway Standards: C2.3, C6.0, C6.3, C6.0, C6.1, C6.2

Common Core Standards: CCSS LS; CCSS RSIT; CCSS WS:

- A. Students will learn about the basic components and features of Adobe Premiere, and how to implement the software in what they are learning. Students will also learn about how tone and emotion can be conveyed through editing.
- B. Sample Assignments:
  - Navigate Adobe Premiere
  - Create a Basic Premiere Project Start-to-Finish
  - Analyze Editing Styles

### **Unit 3: Cameras and Other Studio Production Tools**

*(6 weeks)*

Standards:

Arts, Media & Entertainment Career Ready Standards: 5, 6, 9

Production and Managerial Arts Pathway Standards: C3.0, C3.1, C4.0, C4.1, C4.2, C4.3, C4.4, C4.5

Common Core Standards: CCSS LS; CCSS RSIT; CCSS WS:

- A. Students will gain hands-on experience using the tools to produce their video production projects. They will learn about different types of video cameras and

the formats they produce, how to capture and transport media, why audio equipment is so important to the quality of a finished project, and how production roles differ from each other. Camera shot types and angles will be reviewed, and students will use supportive gear to enhance the quality of their projects.

- B. Sample Assignments:
- Camera Shot Assignment
  - Video Camera Expertise Demonstration
  - Audio Bite Project
  - Introductory News Story

#### **Unit 4: Chroma Keying/Studio Productions**

*(6 weeks)*

Standards:

Arts, Media & Entertainment Career Ready Standards: 1, 4, 7

Production and Managerial Arts Pathway Standards: C1.0, C1.1, C1.2, C1.3, C1.4

Common Core Standards: CCSS LS; CCSS RSIT; CCSS WS:

- A. Students will learn about how a Chrome Key Green Screen works (and why they are used). They will also learn how to set up talent properly in front of a green screen. On top of this, students will be introduced to the process of switching between different cameras in the studio, including from the main anchor desk over to the green screen area.
- B. Sample Assignments:
- “On the Scene” Green Screening Assignment
  - Basic Newscast

#### **Unit 5: News Broadcasting**

*(7 weeks)*

Standards:

Arts, Media & Entertainment Career Ready Standards: 8, 12

Production and Managerial Arts Pathway Standards: C2.0, C2.1, C2.2, C5.0, C5.1, C5.2

Common Core Standards: CCSS LS; CCSS RSIT; CCSS WS:

- A. Students will learn in-depth about the news broadcasting process, including how a news story makes it to air, what engages an audience using timing and emotion, how to apply proper lighting to a news broadcast, and how a broadcast is formatted and scheduled.
- B. Sample Assignments:
- Title Sequence Creation
  - Write a News Story
  - Produce a Full Broadcast
  - Lighting Demonstration

**Unit 6: Producing and Directing a Broadcast**

*(3 weeks)*

Standards:

Arts, Media & Entertainment Career Ready Standards: 11

Production and Managerial Arts Pathway Standards: C6.3, C6.4, C6.5, C7.0, C7.1, C7.2, C7.3, C7.4, C7.5, C7.6

Common Core Standards: CCSS LS; CCSS RSIT; CCSS WS:

- A. Students will learn about who is part of a main production crew. They will learn about how to write a screenplay, storyboard out a production plan, and how to direct (both behind the scenes and in front of the camera).
- B. Sample Assignments:
  - Storyboard a Scene Assignment
  - Research and obtain copyright clearance
  - Direct a Broadcast
  - Screenplay Assignment

**Unit 7: Commercials and Public Service Announcement (PSA) Production**

*(4 weeks)*

Standards:

Arts, Media & Entertainment Career Ready Standards: 11

Production and Managerial Arts Pathway Standards: C6.3, C6.4, C6.5, C7.0, C7.1, C7.2, C7.3, C7.4, C7.5, C7.6

Common Core Standards: CCSS LS; CCSS RSIT; CCSS WS:

- A. Students will learn about how to properly communicate a Public Service Announcement (PSA) to the right audience, and determine what is appropriate to share with them. They will produce their own PSA's, as well as a Commercial Project meant to advertise a particular item. Advertising techniques will be described and demonstrated, with students learning about the financial impact of the advertising industry.
- B. Sample Assignments:
  - PSA Project
  - 30 Second Commercial Project

**Unit 8: After Effects and Full Show Production**

*(4 weeks)*

Standards:

Arts, Media & Entertainment Career Ready Standards: 11

Production and Managerial Arts Pathway Standards: C6.3, C6.4, C6.5, C7.0, C7.1, C7.2, C7.3, C7.4, C7.5, C7.6

Common Core Standards: CCSS LS; CCSS RSIT; CCSS WS

- A. Students will learn about how to create advanced chyrons (including bug graphics and lower thirds) using Adobe After Effects. They will take their creations to the broadcast booth, where they will produce a full broadcast show that incorporates both live and pre-produced segments.
- B. Sample Assignments:
  - Create a Lower Third
  - Create a Show Logo/Bug Graphic

**Broadcast 1-2 Honors Final Exam Details:**

Students will develop and produce a 5-10 minute broadcast show in a group. The broadcast show is to be a summative display of all the other techniques and storytelling concepts learned over the course of the semester. This broadcast show should be produced live-to-air, and incorporate all of the different filmmaking techniques they have learned.