

Glendale Unified School District

High School

May 16, 2023

Department:	Career & Technical Education
Course Title:	Broadcast Video Production 3-4 Honors
Course Code:	2282V/2283V
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:	Broadcast Video Production 1-2 Honors
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.
Course Overview:	Broadcast Video Production 3-4 is the concentration course for the Arts, Media, and Entertainment industry sector and Design, Visual, and Media Arts pathway. Students enrolled in the Broadcast Video Production 3-4 course will have the ability to demonstrate mastery of live, multi-camera video broadcasting techniques and other technical skills introduced in Broadcast Video Production 1-2 Honors, including cinematography, editing, sound production, production workflow, production safety, and best practices.

## **Course Content**

### **Unit 1: Broadcasting Ethics**

*(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 broadcasting ethics and how to apply laws affecting broadcast journalism. Copyright law, fair use exemptions, and the ownership of intellectual property will be explored. Students will discover the difference between creative commons, public domain, and copyrighted materials.
- B. Sample Assignments:
- Recognize Plagiarism
  - How to Trademark Original Work
  - Creative Commons Searching

### **Unit 2: Pre-Production to Post Production**

*(8 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 review pre-production skills, such as how to storyboard, write a screenplay, create a shot list, and schedule a production. They will also create programs that use these documents, focusing on camera angles/movements, quality audio recording, lighting, and incorporating graphics. In post-production, skills such as how to edit, add a voice-over, and create transitions that will be reviewed.
- B. Sample Assignments:
- Storyboard a Scene Review
  - Create a Production Rundown
  - Produce a Short Broadcast

### **Unit 3: Community Interview Broadcasting**

*(8 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 review the process of interviewing, reporting, and creating sound bites for television and online forms of media programming. Reporters will conduct multiple interviews and present them in the appropriate format. Students will also review the correct procedure for requesting interviews of their subjects. Ethical journalism and correct citation of sources will be required.
- B. Sample Assignments:
- Conduct an Interview
  - Produce a Full Segment (Interviews and Graphics)

## **Second Semester**

### **Unit 4: Full News Multi-Camera 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 the roles and responsibilities associated with the different positions in multi-camera production including director, technical director, line graphics operator, sound engineer, camera operator, floor director, and teleprompter operator. Students will rotate through the positions and execute the tasks assigned to them in each role. Students will communicate appropriately with others on crew and use appropriate live production headphone etiquette. Operations will be reviewed for both live in-studio and field productions. Students will use, if available, a live video switcher and audio mixer set-up, as well as two-to-three studio cameras.
- B. Sample Assignments:
- Design a Custom Video Switcher Workspace
  - Film a Live Multi-Camera Production
  - Direct a Live Multi-Camera Studio Production

### **Unit 5: Live Event Field 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 work in the school community to videotape an event/occurrence live (or live-to-tape) for local broadcast. Students will manage the production, select appropriate equipment, work with clients

either inside or outside of school, and deliver a finished product for multimedia distribution.

- B. Sample Assignments:
- Produce a Show in the Field

**Unit 6: Live Entertainment Show Production**

*(5 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 use the skills they have acquired in the class to produce a live Entertainment Show of some variety (talk show, game show, or newscast). The production must employ the use of multiple cameras, quality audio recording, graphics, and both live and pre-taped segments.
- B. Sample Assignments:
- Live Entertainment Production

**Broadcast Honors 3-4 Final Exam Details:**

Students will develop and produce a 5-10 minute full-scale live show as a director. 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.