

Glendale Unified School District

Middle School

May 23, 2017

Department: Career Technical Education

Course Title: Introduction to Media Production 1-2

Course Number: 9047/9048

Grade Level: 8

Course Credits: 10

Recommended
Prerequisite: Industrial Technology

Recommended
Textbook/Software: Windows Moviemaker

Course Overview: Introduction to Media Production 1-2 is an introductory course that will allow middle school students to gain the technological foundation to continue in the Arts, Media and Entertainment pathway to pursue Cinematography in high school. This is a production course in which the students will be introduced to the concepts, terms, and elements involved in mass media publication and production, with an emphasis on the basics of cinematic and photographic layout, design, editing, and storytelling. The course will also feature an introduction to the history and development of film and television.

I. **Standards-Common Core State Standards -- College and Career Readiness
Anchor Standards for Technical Subjects**

- A. CCS RST 6-8.4 Determine the meaning of symbols, key terms, and other domain-specific words and phrases as they are used in a specific scientific or technical context relevant to grades 6–8 texts and topic
- B. CCS RST 6-8.3
Follow precisely a multistep procedure when carrying out experiments, taking measurements, or performing technical tasks.
- C. CCS WHST 6-8.2

Write informative/explanatory texts, including the narration of historical events, scientific procedures/experiments, or technical processes

II. Standards-Career Technical Education-Design, Visual & Media Arts Pathway

- A. A1.0 Demonstrate ability to reorganize and integrate visual art elements across digital media and design applications.
- B. A1.1 View and respond to a variety of industry-related artistic products integrating industry appropriate vocabulary.
- C. A1.3 Describe the use of the elements of art to express mood in digital or traditional art work found in the commercial environment
- D. A2.0 Apply artistic skills and processes to solve a variety of industry-relevant problems in a variety of traditional and electronic media.
- E. A2.1 Demonstrate skill in the manipulation of digital imagery (either still or video) in an industry-relevant application.
- F. A8.0 Understand the key technical and technological requirements applicable to various segments of the Media and Design Arts Pathway.
- G. A8.1 Understand the component steps and skills required to design, edit, and produce a production for audio, video, electronic, or printed presentation.
- H. A8.2 Use technology to creating a variety of audio, visual, written, and electronic products and presentations

III. Sample Assignments and Assessments

The primary assessments will be based on long-term project work involving various aspects of advertising design and film and television production. Including, but not limited to creating a:

- A. One-page magazine advertisement using a Computer Graphic Program
- B. Brochure for a fictional company using a Computer Graphic Program
- C. Business card and other tools for promoting a fictional company
- D. Stylized tee shirt
- E. Audio commercial for their product
- F. Multimedia Power Point Presentation for their product
- G. 5-minute Computer Animation
- H. 30 second Video commercial
- I. 5 minute PS
- J. Creating a 5-minute Computer Animation
- K. Creating a 30 second Video commercial

L. Creating a 5 minute PSA

IV. Suggested Time Distribution

The suggested time distributions are for the norms and may be modified to meet the need of the individual student.

FIRST SEMESTER COURSE OF STUDY

A. Computer Graphics Unit	5 weeks
B. Animation Unit	5 weeks
C. Audio Production Unit	5 weeks
D. Photography and Composition Unit	5 weeks

SECOND SEMESTER COURSE OF STUDY

E. Introduction and History of Cinema	10 weeks
F. Video Production	10 weeks

V. Supplemental Software:

iMovie, Audacity, Microsoft Publisher, Adobe Elements, American Film Institute (AFI) online tutorials and You Tube video tutorials