

MEDIA TECHNOLOGY ACADEMY VIDEO COMMUNICATIONS 1

LENGTH OF TIME: every other day for one semester

GRADE LEVEL: 10

COURSE STANDARDS:

Students will:

1. Create, film and edit video. (PA Academic Std 1.1-1.6, 1.8, 3.1, 3.2, 3.7, 3.8; ISTE 1, 2, 5, 10)
2. Transfer files developed in one software package to for use in a different application therefore understanding the role of file types in software applications. (ISTE 1, 2, 9)
3. Demonstrate an “Intermediate” level of skill in Microsoft Word, Excel, Power Point and Publisher and in Adobe Photoshop. (PA Academic Std 3.1, 3.2, 3.7, 3.8; ISTE 1, 2)
4. Make oral and video presentations (slide shows, video, web pages and desktop publishing products) to the class in support of Academy English and Social Studies projects and requirements. (PA Academic Std 1.6, 3.1, 3.2, 3.7, 3.8; ISTE 1, 5, 10)
5. Make video production decisions. (PA Academic Std 1.6; ISTE 1, 2, 5, 10)
6. Work in teams. (PA Academic Std 1.6)
7. Write reviews about TV, radio, and/or film for the newspaper, newsletters, and other publications. (PA Academic Std 1.4, 1.5, 1.8; ISTE 3, 4, 6, 7, 8)
8. Demonstrate an understanding of rules of English language in every written article, essay, report, proposal, letter, and business document. (PA Academic Std 1.4, 1.5)
9. Documents all resources in written and multimedia work through the use of footnotes/credits. (PA Academic Std 1.5)
10. Understand the use of primary and secondary resources. (PA Academic Std 1.8; ISTE 7, 8)
11. Synthesize research and information into new ideas and present visually. (PA Academic Std 1.6, 1.8; ISTE 1, 2, 5, 10)
12. Assess an audience’s current knowledge and predisposition towards information/topics in order to communicate more effectively. (PA Academic Std 1.6, 1.8, 5.2, 5.4; ISTE 2, 7, 8)
13. Evaluate multimedia projects through rubrics and self-generated evaluation pieces. (PA Academic Std 1.2, 1.6; ISTE 2, 10)

RELATED PA ACADEMIC STANDARDS FOR READING, WRITING, SPEAKING AND LISTENING

- 1.1 Learning to Read Independently
- 1.2 Reading Critically in All Content Areas
- 1.3 Reading, Analyzing and Interpreting Literature
- 1.4 Types of Writing
- 1.5 Quality of Writing
- 1.6 Speaking and Listening
- 1.8 Research

RELATED PA ACADEMIC STANDARDS FOR SCIENCE AND TECHNOLOGY

- 3.1 Unifying Themes

- 3.2 Inquiry and Design
- 3.7 Technological Devices
- 3.8 Science, Technology and Human Endeavors

RELATED PA ACADEMIC STANDARDS FOR CIVICS AND GOVERNMENT

- 5.2 Rights and Responsibilities of Citizenship
- 5.4 How International Relationships Function

ISTE NATIONAL EDUCATIONAL TECHNOLOGY STANDARDS FOR STUDENTS

1. Identify capabilities and limitations of contemporary and emerging technology resources and assess the potential of these systems and services to address personal, lifelong learning, and workplace needs.
2. Make informed choices among technology systems, resources and services.
3. Analyze advantages and disadvantages of widespread use and reliance on technology in the workplace and in society as a whole.
4. Demonstrate and advocate for legal and ethical behaviors among peers, family and community regarding the use of technology and information.
5. Use technology tools and resources for managing and communicating personal/professional information (e.g., finances, schedules, addresses, purchases, correspondence).
6. Evaluate technology-based options, including distance and distributed education, for lifelong learning.
7. Routinely and efficiently use online information resources to meet needs for collaboration, research, publication, communication, and productivity.
8. Select and apply technology tools for research, information analysis, problem solving and decision making in content learning.
9. Investigate and apply expert systems, intelligent agents and simulations in real-world situations.
10. Collaborate with peers, experts, and others to contribute to a content-related knowledge base by using technology to compile, synthesize, produce, and disseminate information, models, and other creative works.

PERFORMANCE ASSESSMENTS:

Students will demonstrate achievement of the standards by:

1. The production of multimedia presentations for class, school, district and/or local community, incorporating and demonstrating level appropriate skills in word processing, spreadsheet, slide-production, audio, photography, desktop publishing and/or video production technology. (Course Std 1-6, 8, 10-13)
2. The successful completion of projects both individually and in production teams. (Course Std 1-6, 8, 10-13)
3. Demonstrates academic, technical, interpersonal and self-management skills through the development of an individual portfolio. (Course Std 5, 13)
4. Demonstrating time management skills in meeting deadlines and solving problems. (Course Std 1, 6)
5. Demonstrating software and hardware technical knowledge through the generation of appropriate multimedia production materials such as audio clips, video clips, still pictures, text and special effects. (Course Std 1-3, 5)
6. Interview and present portfolio to community professional and/or college admissions personnel. (Course Std 1, 2, 4)

7. Demonstrating knowledge of original work expectations in all multimedia presentation. (Course Std 10, 11)
8. Demonstrating in all multimedia projects the ability to plan and execute through the proper application of pre-production, production and post-production processes. (Course Std 1, 5)

DESCRIPTION OF COURSE:

This course encompasses many of the important communication skills needed to survive in the modern, swiftly changing, technical business and personal communication environment.

Students will learn and demonstrate the level appropriate skills associated with the development of multimedia presentations, including the use the hardware and software associated with video production. Each student will prepare these multimedia presentations and documents for both client (teacher, school and community) and self (portfolio development). Through the creation of these products and documents, each student will learn basic principles of product development and public and interpersonal communication. In order to successfully complete the work in this course students will need to develop and exercise the skills associated with effective personal time management, teamwork, problem solving, resource identification, product development, communication, self-evaluation and peer and self instruction.

Projects and products developed in this course, as well as the development of appropriate communication skills, will be accomplished in the community. Community at this level is defined as class, school, district and regional.

TITLES OF UNITS:

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| 1. The Academy Product Development Process (graphic organizers, treatment writing, storyboarding, material identification, hardware/software identification, scheduling, production, presentation, distribution evaluation) | On-going and as needed |
| 2. Adobe Premiere/Final Cut Pro | On-going and as needed |
| 3. Filming, lighting, audio. | On-going and as needed |
| 4. Portfolio Development | On-going and as needed |
| 5. Understanding self and teamwork | On-going and as needed |
| 6. Product, process and audience | On-going and as needed |
| 7. Original work expectation/copyright | On-going and as needed |
| 8. File identification/manipulation | On-going and as needed |
| 9. Self-evaluation Techniques | On-going and as needed |

SAMPLE INSTRUCTIONAL STRATEGIES:

1. Direct Instruction/Notetaking
2. Rubric Development/Analysis
3. Modeling through action and discussion
4. Viewing and analyzing professional work in all areas
5. Use of peer instruction, on-line instructional sites, computer help menus, instructional texts and software/hardware user manuals.
6. All writing done at the computer
7. Guest speakers
8. Student generated lessons/presentations
9. Student/teacher development process/instructional methods.

10. Teacher and student generated feedback.
11. Feedback supplied from outside professional sources (client, college, other teacher, etc.)
12. Collaboration with businessperson from community for final project

MATERIALS:

1. Software: MS Office (Word, Excel, PowerPoint, Publisher), MS Front Page, Adobe Photoshop, Acrobat and Premiere and Final Cut Pro.
2. Hardware: computers, scanners, printers, still cameras, video cameras, audio capture/mixing, digital video/audio mixing, digital video decks and professional lighting.
3. Video studio lighting and sound control.
4. Instructional Texts as needed for all software/hardware applications.
5. Instructional texts as needed for applied learning and English standard skill delivery.
6. Multimedia trade journals and magazines.
7. Local and national newspapers and magazines.
8. Reference texts (dictionaries, thesaurus, school to work, etc.)

METHODS OF ASSISTANCE AND ENRICHMENT:

1. Guest Speakers
2. Field Trips
3. Internet
4. Collaboration with Communication students at Bucks County Community College, Perkasie Campus, Lehigh-Carbon Community College and Northampton Community College.

PORTFOLIO DEVELOPMENT:

1. Samples of videowork
2. Resume
3. Letter of Application
4. Written work including project, evaluation and reflection pieces.
5. Multimedia Projects.

METHODS OF EVALUATION:

At the time each project or letter writing assignment is given, students receive detailed instructions, together with a scoring rubric. Each rubric is tailor-made to the assignment. In addition to scoring rubrics, peer evaluation is used to analyze written and presentation pieces before they are graded.

INTEGRATED ACTIVITIES:

1. Concepts
 - Product development
 - Team projects
2. Communication
 - Writing letters, proposals
 - Oral presentations using PowerPoint
 - Using the telephone to speak with businessperson in the community
3. Thinking/Problem Solving
 - Peer review of written documents and presentations

Software self-instruction/problem solving
Hardware self-instruction/problem solving
Teamwork

4. Application of Knowledge

Oral presentations
Written documents
Multimedia presentations
Multimedia product development
Working in teams
Working for a client
Completion of English and Social Studies Projects

5. Interpersonal Skills

Working together with peers
Working with clients
Communicating with class and school in gathering and disseminating
Using the telephone to speak with businessperson in the community