

MEDIA TECHNOLOGY ACADEMY VIDEO COMMUNICATIONS 2

LENGTH OF TIME: every other day for one semester

GRADE LEVEL: 11

COURSE STANDARDS:

Students will:

1. Create multimedia products and projects outside Palisades School District. (PA Academic Std 1.1, 1.2, 1.4, 1.5, 1.6, 1.8; ISTE 1-5, 9, 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 “Advanced” 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 multimedia 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 multimedia production decisions based on purpose and audience. (PA Academic Std 1.6; ISTE 1, 2, 5, 10)
6. Work in teams to do all productions. (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)
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 importance of cultivating primary resources and use secondary resources as a guide to primary resource identification and discussion. (PA Academic Std 1.8)
11. Synthesize research and information into new ideas and present in written/multimedia work. (PA Academic Std 1.6, 1.8)
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)
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
- 1.4 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

PERFORMANCE ASSESSMENTS:

Students will demonstrate achievement of the standards by:

1. The production of multimedia presentations for class, school, district, local and/or national 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, 10-13)
2. The successful completion of projects both individually and in production teams. (Course Std 1-6, 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, 2, 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 by class, school, district, regional and national.

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. PowerPoint | On-going and as needed |
| 3. Adobe Photoshop | 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. Associated English Projects | On-going and as needed |
| 10. Associated Social Studies Projects | On-going and as needed |
| 11. Restorative Practices. | On-going and as needed |
| 12. Interpersonal Communication Skills | On-going and as needed |
| 13. Informative Presentation | On-going and as needed |
| 14. 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, Perkasio Campus, Lehigh-Carbon Community College and Northampton Community College.

PORTFOLIO DEVELOPMENT:

1. Samples of business correspondence
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