

MEDIA TECHNOLOGY ACADEMY VIDEO COMMUNICATIONS 3

LENGTH OF TIME: each meets every other day for one semester

GRADE LEVEL: 12

COURSE STANDARDS:

Students will:

1. Develop Web Pages for an outside organization outside Palisades School District. (PA Academic Std 1.1, 1.2, 1.4, 1.5, 1.6, 1.8; ISTE 1, 2, 3, 4, 5, 9, 10)
2. Design, write and produce documents associated with a concern outside Palisades School District. (PA Academic Std 1.4, 1.5, 1.8)
3. Create multimedia products and projects for a concern outside Palisades School District. (PA Academic Std 1.1, 1.2, 1.4, 1.5, 1.6, 1.8; ISTE 1, 2, 3, 4, 5, 9, 10)
4. 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)
5. Choose software applications based on need and efficiency. (PA Academic Std 1.8; ISTE 1, 2, 5, 6)
6. Demonstrate the ability highly integrate product developed in Microsoft Word, Excel, Power Point and Publisher and in Adobe Photoshop and Premiere.(PA Academic Std 1.8; ISTE 1, 2, 5, 6)
7. Create and design electronics resumes and letters of application. (PA Academic Std 1.4, 1.5; ISTE 1, 2, 3, 5, 7)
8. Make oral and multimedia presentations (slide shows, video, web pages and desktop publishing products) to the class in support of Academy English and Senior Seminar projects and requirements. (PA Academic Std 1.1, 1.2, 1.4, 1.6, 1.8; ISTE 1, 5, 10)
9. Make production decisions based on purpose and audience. (PA Academic Std 1.6; ISTE 1, 2, 5, 10)
10. Use time management schedules to prioritize work for each job. (PA Academic Std 1.8; ISTE 10)
11. Use peer editing to review designs, plans and presentations. (PA Academic Std 1.6; ISTE 10)
12. Use professionals in the field to review projects. (PA Academic Std 1.2, 1.8; ISTE 9, 10)
13. Conduct interviews in order to research and obtain material for multimedia projects/products. (PA Academic Std 1.6, 1.8; ISTE 10)
14. Participate in group meetings for the purpose of making decisions, peer editing, and obtaining responses. (PA Academic Std 1.6; ISTE 10)
15. 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)
16. Understand more advanced and basic features of Digital Still Cameras, Digital Video Cameras, Scanner, Digital Mixing Board and Audio Recording Equipment.(PA Academic Std 1.1, 1.8; ISTE 10)
17. Present portfolio and personal strengths in a one-on-one interview with school/community adult. (PA Academic Std 1.4, 1.5, 1.6; ISTE 10)

18. 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)
19. Assess an audience's current knowledge and predisposition towards information/topics in order to communicate more effectively. (PA Academic Std 1.6, 1.8; ISTE 2)

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

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, local, national and/or global community, incorporating and demonstrating level appropriate skills in word processing, spreadsheet, slide-production, audio, photography, desktop publishing and/or video production technology. (Course Std 1-10, 12, 14, 15)
2. The successful completion of projects both individually and in production teams. (Course Std 1-12, 14, 15)
3. Demonstrates academic, technical, interpersonal and self-management skills through the development of an individual portfolio. (Course Std 1-8)

4. Demonstrating time management skills in meeting deadlines and solving problems. (Course Std 10, 14)
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 1-9)
6. Interview and present portfolio to community professional and/or college admissions personnel. (Course Std 12, 17)
7. Demonstrating knowledge of original work expectations in all multimedia presentation. (Course Std 13, 18)
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 1-10, 12)

DESCRIPTION OF COURSE:

Technology Seminar is designed as a forum for Academy students to hone, marry and demonstrate their individual research and technology skills. In support of their senior seminar class, students will brainstorm and investigate topics, research a single topic and design a multimedia visual for their senior seminar presentation. Students are required, through the development of this multimedia piece, to demonstrate their multimedia technical skills, their understanding of the design process and their ability to manager resources and time. In addition, students must demonstrate their understanding of the role of purpose and audience in the design process.

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. Adobe Premiere/Final Cut Pro | On-going and as needed |
| 5. Microsoft Excel | On-going and as needed |
| 6. Microsoft Publisher | On-going and as needed |
| 7. Filming, lighting, audio. | On-going and as needed |
| 8. Portfolio Development | On-going and as needed |
| 9. Understanding self and teamwork | On-going and as needed |
| 10. Product, process and audience | On-going and as needed |
| 11. Original work expectation/copyright | On-going and as needed |
| 12. File identification/manipulation | On-going and as needed |
| 13. Associated English Projects | On-going and as needed |
| 14. Associated Senior Seminar Projects | On-going and as needed |
| 15. Restorative Practices. | On-going and as needed |
| 16. Interpersonal Communication Skills | On-going and as needed |
| 17. Informative Presentation | On-going and as needed |
| 18. 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