

TITLE: TELEVISION AND MEDIA III

GRADES: 9-12

COURSE CODE: 134

CREDITS: 5

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MARCH 2012

COURSE OF STUDY GUIDE

LOWER CAPE MAY REGIONAL SCHOOL DISTRICT

TITLE OF COURSE: TELEVISION MEDIA III

DEPARTMENT: BUSINESS

GRADE: 10-12

DATE REVISED: MARCH 2012

I. COURSE ORGANIZATION

Length: Full Term

Credits: 5

Periods Per Week: 5

Weighted: _____

Prerequisite: Art of Digital Media, TV Media II

II. COURSE DESCRIPTION

This course will cover specific competencies and skills that are job related in the television production career set. Production, Pre-Production, Post Production related and safety competencies will be focused on as well as career choices and career paths as well as ethics, law and broadcast standards.

III. COURSE MISSION

The students will develop knowledge and skills used in all phases of production in commercial video of all phases in today's digital society.

IV. DEPARTMENT MISSION

VI. COURSE LEVEL ASSESSMENTS & BENCH MARKS

VII. POSSIBLE ASSESSMENT TASKS

Written

Oral

Visual

VIII. CONTENT/SUGGESTED INSTRUCTIONAL TIME

Content Pacing Guide & Standards

Content	Standards	Time Frame
9.1.4.E1 9.3.12.C.11 9.3.12.C.11	Safety in the studio and field will be reviewed. Advanced Pre-Production timelines and strategies will be covered	1-4 weeks
Content	Standards	Time Frame
9.1.4.E1	Basic Motion Graphics, Compositing and layering will be explored and used in segments as well as intros and closing	1-4 weeks
Content	Standards	Time Frame
9.1.4.E1 8.2.8.B.1 8.2.4.B.4	Production cues, schedule and studio synchronization will be focused on as well as the integration of all of the roles in the various stages of live programming.	1-4 weeks
Content	Standards	Time Frame
8.2.8.B.1 9.1.4.E.1 8.2.4.B.4	All of the facts of the prior months will be utilized to compile the Lower Cape May Today Holiday Special.	1-4 weeks
Content	Standards	Time Frame
9.3.12.C.2 9.1.4.E.2 9.1.4.B.1	Procedures for preparing various types of production for distribution on the television, internet and various types of cell phones will be taught.	1-4 weeks
Content	Standards	Time Frame
9.3.12.C.8 8.2.8.B.1	Develop ad campaign based on client needs. Advertising, marketing and listening skills will be created and evaluated.	1-4 weeks
Content	Standards	Time Frame
9. 9.1.4.B.1 9.1.12.B.1 9.1.12.B.3	Analyze and develop attitudes and in and informed opinion of current issues related to the video industry of today. Develop marketing and ad campaign to inform and develop interest about various course offerings at our school.	1-4 weeks
Content	Standards	Time Frame
9.3.8.B.6	Students will begin final production roles in the studio and create their production teams for their final broadcasts.	1-4 weeks
Content	Standards	Time Frame
9.3.12.C.23 9.3.8.B.6	Final production and Final Cut projects will be analyzed and critiqued for use in both broadcast and internet usage. Topical relevance, target audience and competence will be measured in each of these productions.	1-4 weeks
Content	Standards	Time Frame
9.1.4.E.1 9.1.12.B.1 9.1.12.B.3 8.2.8.B.2	Final Production Exams	1-4 weeks

IX. MODIFICATIONS: INCLUSION TECHNIQUES/ENRICHMENTS

Possible instructional techniques may include but may not be limited to the following:

Resource Center – A course of study will be modified to accommodate the specific needs of a special education student as outlined in his/her IEP.

Inclusion – Peer tutoring, computer software, oral tests, visual organizers, study guides, and cooperative learning activities

Enrichments – Field trips, guest speakers, brochure design, simulations, drama, and poetry

Students are provided with a basic text and/or supplemental curricular materials that are used for assigned readings, discussion, and information gathering. Through teacher-directed instructional activities, students are asked to acquire knowledge, develop an understanding of content, apply information to their own lives, analyze data, synthesize material, and make evaluative judgments.

When planning each lesson, teachers select specific objectives, organize material to achieve maximum understanding, make associations, and check for understanding at frequent intervals. Technology materials are used when appropriate. Suggestions for specific assignments and student activities are found in the teacher's resource guide of the approved textbook series.

X. INTERDISCIPLINARY CONNECTIONS/MULTICULTURAL MATERIALS

Videos:

Illustrations:

Art:

Music:

Other Subjects

XI. MATERIALS/TECHNOLOGY