## New Course Application Course Request for School Year: 2018-2019

School: Paul Laurence Dunbar  
Requestor Name: Wendy Turner  
Email: [wendy.turner@fayette.kyschools.us](mailto:wendy.turner@fayette.kyschools.us)

**Proposed Course Title: Studio Directing and Performance (480911)**

Detailed description of the course including the topics to be covered

This course explores the role of the director within the studio system. Students develop knowledge and skills in studio multi-camera and field television production. Students also develop performance skills for broadcasting including interpretation of copy, news casting, and announcing. The course covers techniques of narrative and non-fiction writing and scripting, the analysis and writing of radio, television, and video materials, including storytelling and screenwriting.

Students taking this pathway will produce WPLD (broadcasting), *PLD Lamplighter* (online newspaper) and Torch (podcast). Only students taking Studio Production and Performance will be considered for editorial board positions including maestro leaders, online editor, writing or sports editor, photo editor or entertainment editor.

## Condensed description (50 words) of the course for the school course directory:

This course focuses on studio production and performance skills for broadcasting including news casting. It covers techniques of journalistic writing and scripting, of copy for radio, video and online materials for the school media program including WPLD, *PLD Lamplighter*, and Torch. Course Pre-requisite: Video Studio Fundamentals. An application is required.

## State the course objectives

Upon completion of this course, the student will be able to:

* Cover news events for the production of proficient quality news and feature story packages
* Design a presentation of media art for a variety of contexts such as broadcast and online journalism
* Evaluate and implement improvements in media art considering personal, local, and social impacts
* Evaluate and give constructive peer critique of media and production processes

## Explain how the course relates to academic objectives and standards:

The current course of Broadcast Journalism 2 is being replaced by Studio Production and Performance. Students enrolled in this course are second-year members of the school media program.

Students who complete this course may continue in the **Cinematography & Video Production Career Pathway at PLD**, leading to a Career Major Certificate upon graduation after completing four of the following courses: Introduction to Media Arts (480901), Video Studio Fundamentals (480910), Studio Production & Performance (480911), Advanced Studio Production (480912) or Media Arts Internship (480951) courses.

## Explain what assessment strategies will be developed and used:

This is a product based class that will use multimedia and video production standards including writing, photojournalism and video broadcasting.

## Course outline:

* **Create and Produce Media Arts Products**

Utilize methods to formulate and refine design goals increasing the originality of approaches in media arts creation processes; Write proficient quality scripts for a variety of video productions; Identify news and feature story leads using a proficient knowledge of the news elements; Cover news events for the production of proficient quality news and feature story packages; Demonstrate choices in organizing and integrating content and stylistic conventions in media arts production; Refine aesthetic elements and technical components to form impactful expressions in media art projects for specific purposes, intentions, audiences and contexts; Demonstrate proficient knowledge of camera operation skills, including angles and depth of field, proficient knowledge of lighting techniques, and proficient sound capture.

* **Practice and Present Media Art Processes**

Demonstrate command of design, technical and soft skills in managing and producing media arts projects; Demonstrate ability in creative and adaptive innovation abilities addressing challenges within and through media arts productions; Demonstrate adaptation and combination of tools, styles, techniques and interactivity to achieve goals in the production of a variety of media art; Design a presentation of media art for a variety of contexts such as broadcast and online journalism; Evaluate and implement improvements in presenting media art considering personal, local, and social impacts

* **Perceive, Interpret and Evaluate Media Art Productions**

Analyze the qualities and relationships of the components in a variety of media art designs and give feedback on how they impact an audience; Analyze how a broad range of media art designs manage audience experience, create intention and persuasion through multimodal perception; Analyze the intent, meanings and influence of a variety of media art designs, based on personal, societal, historical and cultural contexts; Evaluate and give constructive critique of media art designs and production processes

## Course Syllabus: Studio Production and Performance (480911)

Teacher Contact Information: Wendy Turner, wendy.turner@fayette.kyschools.us

Course Description

This course explores the role of the director within the studio system. Students develop knowledge and skills in studio multi-camera and field television production. Students also develop performance skills for broadcasting including interpretation of copy, news casting, and announcing. The course covers techniques of narrative and non-fiction writing and scripting, the analysis and writing of radio, television, and video materials, including storytelling and screenwriting.

Students taking this pathway will produce WPLD (broadcasting), *PLD Lamplighter* (online newspaper) and Torch (podcast). Only students taking Studio Production and Performance will be considered for editorial board positions.

Students who complete this course may continue in the **Cinematography & Video Production Career Pathway at PLD**, leading to a career major certificate upon graduation after completing a total of four of the following courses: Introduction to Media Arts (480901), Video Studio Fundamentals (480910), Studio Production & Performance (480911), Advanced Studio Production (480912) or Media Arts Internship (480951) courses.

Materials needed

This course has a class fee of $25 for the school year. This fee covers all materials used in class throughout the year as well as certification training and testing.

### Formative Assessments/Coursework

The goal is to help all students reach or exceed mastery for the standards in this class. Formative assessment results will be used routinely to develop individual, small group, and whole-class interventions and extensions during class. Formative assessment is meant for feedback; therefore, it will not factor into the final grade.

## Summative Assessments/Projects

Summative assessments measure achievement on standards. In this project learning class, summative assessments will take the form of published products including video, photography, and/or technical writing. Summative assessments will be scored using the 5-point rubric below:

|  |  |  |
| --- | --- | --- |
| Performance | Pts | General Description |
| Advanced Mastery | 5 | The student demonstrates evidence of mastery at a higher level of rigor or complexity than the standard states. |
| Mastery of Standard | 4 | The student demonstrates evidence of mastery at the level of rigor that is consistent with the language of the standard. |
| Approaching Mastery | 3 | The student demonstrates evidence of mastery of most of the learning goals associated with the standard, but does not demonstrate mastery on the full grade-level standard. |
| Developing Skills | 2 | The student demonstrates evidence of partial mastery of most of the learning goals associated with the standard. |
| Not Yet | 0.1 | The student demonstrates little or no evidence of mastery of the learning goals associated with the standard (typically by failing to demonstrate the knowledge, processes, skills, and/or understandings stated in the standard). |
| Missing | M | The student does not submit the required work. |

*Scoring guidelines, models, and/or rubrics with clear descriptions of the work levels for the standards/ learning goals being assessed will be provided.*

### Requesting Reassessment on a Standard

All students will have at least one opportunity to improve their learning results on a summative assessment of a standard (excluding final exams/projects) after the following have occurred:

* Missing assignments from the unit have been completed.
* Additional instruction is provided.
* Formative assessments have been completed at a higher level of learning than was evident on the original assessment.
* Students will have a period of one week to request and complete a reassessment.

### Final exam

Final exams/projects may be reported as a cumulative score. Re-takes are not available for final exams or projects.

### Category Weights

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Formative\* | Summative | Employability | Final Exam |
| 2017 - 2018 | 0% | 70% | 10% | 20% |

*\*The purpose of formative assessment is to measure students’ progress as they learn. It is meant for feedback; therefore, it should not factor into the final grade.*

### Course grading scale

|  |  |
| --- | --- |
| Course Average | Grade |
| 4.0-5.0 | A |
| 3.0-3.99 | B |
| 2.0-2.99 | C |
| 1.0-1.99 | D |
| 0-0.99 | F |

*Please note that the Infinite Campus gradebook category and course averages will display as a % between 0-5. The letter grade will match the ranges listed above.*

### School Wide Expectations

Follow the 5/5 rule. Hall passes available only after five minutes into the block, until five minutes before the end of the block. Report to class on time. You must get a tardy note before coming to class if you are late.

### Classroom Behavior Expectations

Respect yourself, respect others, and respect our space. Please be responsible with all equipment

## What standards are aligned with the course?

* Adobe - <http://adobe.com>
* NASAD Standards - <http://aqresources.arts-accredit.org/site/docs/AQ-AD/BFA>
* DigitalMedia.pdf <http://nasad.arts-accredit.org/index.jsp?page=Standards->
* O’NET - <http://www.onetonline.org/>
* Multimedia Career Track from KY Tech Tasks ISTE Standards - <http://www.iste.org/standards>
* my skills, my future - <http://www.myskillsmyfuture.org/>

## Identify the state course name and state code used to classify the course:

6 Digit State Code: 480911  
State Course Name: Studio Directing and Performance

## Identify the appropriate certifications required to teach the course:

Adobe Photoshop and Premiere Pro professional certifications

## Difficulty Level

Advanced

## Student Population

Varied

## Number of terms taught

1 year

## Amount of credit to be assigned per term

1/2 credit per term, 1 credit per school year

## Pathway for CTE course

Program of Studies: Media Arts  
Pathways course will be offered under: Cinematography & Video Production Career Pathway

## Course pre-requisites

This is an application only course offered only to students in grades 10-12. The pre-requisite for Studio Directing and Performance (480911) is Video Studio Fundamentals (480910).

## Textbooks and other materials needed

None

## Other costs associated with the new course

$25 course fee for software and class materials

## Space requirements

Computer lab with studio space

## Resources that may be used to offset costs or other requirements

None

## Identify the method used for evaluating the course based on goals and objectives:

Standards based grading

## Comments/Additional Information:

The Studio Directing and Performance course will be offered to **second** year staff of WPLD/*PLD Lamplighter*. In this course, students can serve as editors and will supervise and guide peers in learning to produce our school media content and products.

Students taking Video Studio Fundamentals Studio Directing and Performance, Advanced Studio Production, or a Media Internship will be in the same space at the same time.

## To which grade levels will the new course be offered?

10-12

## What impact will this new course have on current courses and on staffing in your department?

There is no change.

## Does this course address academic deficits and/or needs within your department? Explain.

This new pathway makes a lot more sense because it is a relatively new program of studies that fits better to what is already being taught.

## Does this course address College and Career Readiness goals? Explain.

Absolutely, because we are offering new pathways and Adobe certifications are being offered, you couldn't ask for a better fit for college and career readiness.