## 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: Video Studio Fundamentals**

Detailed description of the course including the topics to be covered  
This course will expose student to the materials, processes, and artistic techniques involved in creating video productions. Students learn about the operation of cameras, lighting techniques, camera angles, depth of field, composition, storyboarding, sound capture and editing techniques. Course topics may include production values and various styles of video production (e.g., documentary, storytelling, news magazines, animation, etc.) Students may be exposed to digital and traditional film. As students advance they are encouraged to develop their own artistic styles. Major filmmakers, cinematographers, video artists and their work may be studied.

Students learn about the operation of cameras, lighting, depth-of-field, composition, storyboarding, sound capture, special effects and editing techniques. This project-driven course includes both studio and field production experiences, as well as advanced training in Adobe Premiere Pro.

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.

Students taking this pathway will produce WPLD (broadcasting), *PLD Lamplighter* (online newspaper) and Torch (podcast).

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

This course focuses on the standards of journalistic broadcasting. Students will use Adobe Premiere Pro, Audition, and Photoshop to create multimedia products for the school media program including WPLD, *PLD Lamplighter*, and Torch. This course is a pre-requisite for Studio Directing and Performance, and requires an application for approval.

## State the course objectives

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

* Recognize the historical/cultural impact and purposes of media on society Define Broadcast Journalism- how it began and its emerging/developing presence
* Understand human, cultural, and societal issues related to technology and practice legal and ethical behavior
* Demonstrate journalistic ethics in story coverage and production
* Enterprise own stories for broadcast
* Comply with copyright requirements in production
* Create works of art and make presentations to convey a point of view
* Produce show rundowns, write scripts, and execute assignments for crew and anchors
* Work with peers completing jobs associated with the various aspects of studio and production
* Demonstrate a sound understanding of basic audio and video equipment, editing software and how to produce a finished product
* Demonstrate basic performance skills in news casting, hosting, and announcing
* Identify different career opportunities in broadcasting and multi-media production
* Use digital media and environments to communicate and work collaboratively; interact, collaborate, and publish with peers, experts, or others employing a variety of digital environments and media, and contribute to project teams to produce original works
* Develop constructive and cooperative working relationships with others
* Articulate thoughts and ideas effectively using oral, written and nonverbal communication skills in a variety of forms and contexts with editors and peers
* Demonstrate ability to work effectively and respectfully with diverse teams
* Assume shared responsibility for collaborative work, and value the individual contributions made by each team member

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

The current course of Broadcast Journalism 1 is being replaced by this course. Most of the same content is going to be taught, but since we are moving pathways, the course title is being replaced. Students enrolled in Video Studio Fundamentals are first-year members of the school media program, formerly referred to as Broadcast Journalism 1.

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:

* **Career Exploration**

Research skills and practices, interrogative questioning Examine careers and entrepreneurial opportunities associated with the media arts.

* **Copyright Law/Media Ethics**

Understand how to practice legal and ethical behavior and responsible use of information and technology.

* **Mass Communication**

Interact, collaborate and publish with peers, experts or others employing a variety of digital environments and media; Communicate information and ideas effectively to multiple audiences using a variety of media and formats especially with design plans

* **Technical Writing for Media/Journalistic Writing**

Write scripts, articles and other industry specific forms of communication used in the production of media; Use accurate and appropriate language to understand and produce documents that serve to guide project teams in the production of original productions; Recognize and use a variety of communication formats to relate information necessary for the creation of digital products; Complete research and gather pertinent information for communication of stories or ideas for media arts productions; Synthesize content, processes, and components to express compelling purpose, story, emotion, or ideas and their steps of production for media arts creations; Interact, collaborate, and publish documents individually and with peers which guide the production of media for a variety of digital environments; Produce documents that communicate information and ideas effectively to multiple audiences.

* **Video and Photo Framing & Composition**

Select and use current media arts applications and software effectively and productively; Maintain archive of images, photos, or previous work products; Identify the application of simplicity, rule of thirds, point of view, focal point, proportion/scale, and framing; Analyze and incorporate guidelines for composition; communicate a specific idea through the subject matter and the composition of a video or photograph; Use critical thinking skills to describe, interpret, analyze, and make judgments about composition.

* **Production**

Demonstrate a sound understanding of basic audio and video equipment, editing software and how to produce a finished product; Operate electronic equipment to record, edit, and transmit radio and television programs, short movies, or multimedia presentations; Organize and string together raw footage into a continuous whole according to scripts or the instructions of directors and producers; Edit films and videotapes to insert music, dialogue, and sound effects, to arrange films into sequences, and to correct errors, using editing equipment; Demonstrate how to organize and plan a video sequence; Identify general principles for video shooting; Demonstrate visual techniques for enhancing video content; Demonstrate effective use of still images to enhance video content

## Course syllabus: Video Studio Fundamentals

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

Course Description

Video Studio Fundamentals prepares students to communicate through the making and producing of videos. This includes the theory of video, video technology and equipment operation, video production, video directing, video editing, video and audio technique, and multimedia production. Topics of study in include writing and editing; performing as correspondents/anchors; development, processing, and programming of audio, and broadcast programs and messages including transmission, distribution, and marketing.

Students learn about the operation of cameras, lighting, depth-of-field, composition, storyboarding, sound capture, special effects and editing techniques. This project-driven course includes both studio and field production experiences, as well as advanced training in Adobe Premiere Pro.

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.

Students taking this pathway will be staff members of WPLD (broadcasting), *PLD Lamplighter* (online newspaper) and Torch (podcast).

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: 480910  
State Course Name: Video Studio Fundamentals

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

Adobe Photoshop and Premiere Pro professional certifications

## Difficulty Level

General

## 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. This course does not have a pre-requisite, but it will serve as the pre-requisite for Studio Directing and Performance (480911).

## 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 Video Studio Fundamentals course will be offered to first year staff of WPLD/*PLD Lamplighter*. In this course, students will serve as staff members, and will learn the basics of producing content and media products for the school media program.

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

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

9-12

## 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.