

Advanced Digital Video Technology

COURSE OUTLINE

1. Course Title: Advanced Digital Video Technology

2. CBEDS Title: Applied Communications

3. CBEDS Number: 5980

4. Job Titles:

Video Photographer	Assistant Producer
Instructional Video Designer	Director
Instructional Video Trainer	Assistant Director
Production Technician	Lighting Technician
Editing Technician	Production Manager
Sound Technician	Storyboard Artist
Special Effects Technician	Video Engineer
Production Artist	Editing Engineer
Producer	Production Designer

5. Course Description:

This advanced video/media class offers students a hands-on training in filmmaking and advanced digital video skills. Students will learn advanced skills in digital camcorders, non-linear editing software and Television studio equipment. The emphasis will be on refining advanced skills and techniques including planning, producing, directing, editing and performing for video. Team and individual productions will be produced as well as a weekly video bulletin and Television program broadcast to the entire student body. Students will tape, produce and broadcast videos of school and community events. The course will emphasize creating a flexible and creative working atmosphere that stresses profession productivity and responsible and mature broadcasting standards.

6. Objectives:

Students will:

1. Demonstrate proper use of the following Digital Video equipment and the terminology associated with each;
 - a. Cameras and Accessories
 - b. Sound recording and editing equipment and accessories
 - c. Lighting equipment and accessories
 - d. Industry Standard Video editing software
 - e. Video exporting using current video media format
2. Create and use preproduction documents such as storyboards, shooting scripts, proposals, instructional design scripts, shot lists, editing scripts, text lists, lighting design documents, wardrobe lists and location diagrams.
3. Demonstrate proper use of industry terminology in all production materials, activities and critiques.
4. Write, direct, produce and broadcast a quality digital video product
5. Demonstrate industry level ability and familiarity in Digital Video Technology by critiquing digital videos in a variety of genres (Commercial, Documentary, Short Films and Instructional videos)

6. Create & Broadcast a weekly TV Show.
 - a. Plan & Direct TV Show
 - b. Direct TV Crews
 - c. Create Live to tape shows
 - d. Understand and implement the technical process in broadcasting these shows
 - e. Demonstrate time & production management to meet air dates
7. Work as part of a Production team as show producers, directors, live switchers, studio camera operators, audio technicians, character generators and playback.
8. Plan, produce and edit advanced video projects that demonstrate competence, excellence and an understanding of how to tell a story or process in a video
9. Prepare and present a resume' and portfolio to professional digital video organizations.
10. Plan, promote, organize and staff an annual digital video festival including
 - a. Create original promotion
 - b. Select projects to be aired
 - c. Edit final show real
 - d. Produce the final show
11. Enter their work in other video festivals.

Pathway

Recommended Sequence	Courses
Introductory	Computer Foundations or Photography
Skill Building	Digital Video Technology
Advanced Skill	Advanced Digital Video Technology

6. Hours: *Students receive up to 180 hours of classroom instruction.*

7. Prerequisites: Digital Video Technology

8. Date (of creation/revision): July 2010

9. Course Outline

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Upon successful completion of this course, students will be able to demonstrate the following skills necessary for entry-level employment.				
Instructional Units and Competencies	Course Hours	Model Curr. Standards	CA Academic Content Standards	CAHSEE
I. CAREER PREPARATION STANDARDS A. Career Planning and Management 1. Know the personal qualifications, interests, aptitudes, knowledge, and skills necessary to succeed in careers. a. Students will identify skills needed for job success. b. Students will identify the education and experience required for moving along a career ladder. 2. Understand the scope of career opportunities and know the requirements for education, training, and licensure. a. Students will describe how to find a job. b. Students will select two jobs in the field and map out a timeline for completing education, certification or licensing requirements. c. Students will describe career opportunities in the industry sector specifically including teaching. 3. Develop a career plan that is designed to reflect career interests, pathways and postsecondary options. a. Students will conduct a self-assessment and explain how professional qualifications affect career choices. 4. Understand the role and function of professional organizations, industry associations, and organized labor in a productive society. a. Contact two professional organizations and identify the steps to become a member. 5. Understand the past, present and future trends that affect careers, such as technological developments and societal trends, and the resulting need for lifelong learning. a. Students will describe careers in business. b. Students will identify work-related cultural differences to prepare for a global marketplace. c. Students will relate the importance of the business management to the California economy. 6. Know the main strategies for self-promotion in the hiring process, such as completing job applications, resume writing, interviewing skills, and preparing a portfolio. a. Students will write and key a resume, cover and thank you letters, and complete a job application. B. Technology 1. Understand past, present and future technological advances as they related to a chosen pathway. 2. Understand the use of technological resources to gain access to, manipulate, and produce information, products and services. a. Students will demonstrate the ability to complete simple tasks on the computer, including word processing, wiring and order and inventory control. 3. Understand the influence of current and emerging technology on selected segments of the economy. 4. Use appropriate technology in the chosen career pathway.	20 Additional hours are integrated throughout the course.	Arts, Media & Entertainment Industry Sector Foundation Standards: Reading 2.0 (2.6) Writing 2.2 (2.5, 2.6) Career Planning & Mgmt. 3.1, 3.2, 3.3, 3.4, 3.5,3.6, 3.7 Technology 4.1, 4.2 4.3, 4.4, 4.5, 4.6	<u>Language Arts</u> (8) R 1.3, 2.6 W1.3, 2.5, LC 1.4,1.5 1.6 LS1.2, 1.3, (9/10) R2.1,2.3,2 W2.5 LC1.4 LS 1.1, 2.3 (11/12) R2.3 W2.5 LC1.2 <u>Math</u> (7) NS1.2, 1.7 MR 1.1,1.3 2.7,2.8, 3.1	Lang. Arts R 8.2.1 (9/10) R 2.1, 2.3 W2.5 Math (7) NS 1.2, 1.3, 1.7 MR 1.1, 2.1, 3.1

<p>C. Problem Solving and Critical Thinking</p> <ol style="list-style-type: none"> 1. Apply appropriate problem-solving strategies and critical thinking to work-related issues and tasks. 2. Use critical thinking skills to make informed decisions and solve problems. <p>D. Health and Safety</p> <ol style="list-style-type: none"> 1. Know policies, procedures, and regulations, regarding health and safety in the workplace, including employers’ 2. Use tools and machines safely and appropriately. 3. Know how to both prevent and respond to accidents in the industry. <p>E. Responsibility and Flexibility</p> <ol style="list-style-type: none"> 1. Understand the qualities and behaviors that constitute a positive and professional work demeanor. 2. Understand the importance of accountability and responsibility in fulfilling personal, community, and work place roles. 3. Understand the need to adapt to varied roles and responsibilities. <p>F. Ethics and Legal Responsibilities</p> <ol style="list-style-type: none"> 1. Know the major local, district, state and federal regulatory agencies and entities that affect the industry and how they enforce laws and regulations. 2. Understand the concept and application of ethical and legal behavior consistent with workplace standards. <ol style="list-style-type: none"> a. Contact a business and obtain a copy of their rules for employment. b. Role play difference ethical scenarios. 3. Understand the role of personal integrity and ethical behavior in the workplace. <p>G. Leadership and Teamwork</p> <ol style="list-style-type: none"> 1. Understand the ways in which preprofessional associations such as the Int’l Media Communications Assn. and competitive career development activities enhance academic skills, promote career choices, and contribute to employability. 2. Understand leadership, cooperation, collaboration, and effective decision-making skills applied in group or team activities, including the student organization. <p>H. Technical Knowledge and Skills</p> <ol style="list-style-type: none"> 1. Understand the aims, purposes, history, and structure of various professional graphic organizations, and know the opportunities they makes available. 				
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Instructional Units and Competencies	Hours	Model Curr. Standards.	CA Academic Standards	CAHSEE
I. Orientation and Safety A. Introduction to Advanced Video Structure B. Introduction to Photographic Technology C. Care and Maintenance of 3-Chip Cameras & Equipment D. Care and Use of TV Studio Equipment E. Health & Safety	5	Arts, Media & Entertainment Industry Sector Performing Arts Pathway A1.0 (1.0) A1.2 (2.2) A1.2 (2.3) A2.2 A2.6 A2.7	ELA 1.0 1.5, 2.2, 2.3, 5.1 S. 9-12 Physics; 4a & d	ELA 9-10; R; 2.1 WO; 1.1-1.5 (7)MR2.1 (7)MR3.3
II. Video Camera Skill Set A. Parts and Function Camera Set up B. Advanced 3-Chip Camera Technique and Framing	5	Information Technology Industry Sector Media Support & Services Pathway B1.6 B2.1 B4.1		
III. Specific TV Studio Equipment A. 3-Chip & Studio Cameras B. Video Camera Remote Controls C. Video Camera Switcher Operation D. Power Sources for Studio E. Video Tape and Video Tape Recorders/Playback F. Audio/Mic/Sound Recording & Playback G. Lighting & Studio Production Techniques H. Special Effects Through Switcher I. Use of Modulator and Router	35			
IV. Advanced Video Camera Techniques A. Depth of Field B. Focusing C. Camera Movement D. Camera Angles E. Transitions	10			
V. Studio Cameras A. CCU B. Headsets	3			
VI. Advanced Video Camera Composition A. Advanced Techniques for Composition	2			
VII. Video Camera Lighting A. TV Studio Lighting B. Reflections C. Three Point Lighting Technique	5			
VIII. Advanced Audio A. Microphones and Connectors B. Microphone Techniques C. Audio Mixing Boards D. Troubleshooting Audio	5			
IX. Video Graphics & Text A. Computer Generated Graphics & Text B. Switcher Graphics	10			

Instructional Units and Competencies	Hours	Model Curr. Standards.	CA Academic Standards	CAHSEE
X. Pre production Techniques A. TV Crew Production Personnel and Roles B. TV Show Pre Production Planning i. Proposal C. Storyboards D. AV Edit Plan E. Field Production F. Synopsis of Features i. Ins & Outs on Planning Board	16	Arts, Media & Entertainment Industry Sector Performing Arts Pathway A1.5 (5.1)	ELA 9-10; W; 1.1, 1.2, 1.9 WA; 2.1, 2.3, 2.4 ELA 11-12; W; 1.1-1.8 M. 7; 1.1, 1.3 ELA 9-10; R; 2.1	ELA 9-10; R; 2.1 WO; 1.1-1.5 (7)MR2.1 (7)MR3.3
XI. Production Techniques A. Camera Placement B. Hand Held, Tripod C. Matched Action	4			
XII. Editing: Non Linear Post Production A. Use of Advanced Non Linear Editing Systems B. Types of Editing – Advance Non Linear i. 100 Track Video System ii. 100 Track Audio System C. Audio Edit i. Mixing 2-Channel Audio ii. Using Audio Insert Tracks iii. Using Various Audio Sources: CD, MP3, Live, Computer Generated. D. Special Effects i. Key Frames ii. Motion Control iii. Text iv. Layering	40			
XIII. Audio A. Using Up To 100 Audio Tracks B. Audio Editing 30 Frames Per Second C. Audio Overlays & Mixing D. Audio Effects E. Setting Correct Mixing Levels That Change Within The Sequence F. Transitions Creation And Timing & Layering	5			
XIV. Video Context and Professional Production Techniques A. Video & Production Techniques in Feature & Independent Films B. Directors Report (Critiquing production) C. Craftsperson Reports (Critiquing Technique)	5			

Instructional Units and Competencies	Hours	Model Curr. Standards.	CA Academic Standards	CAHSEE
XV. Video Communication Issues A. Ethics & Morality B. Video Communication in Our Culture C. Product Placement D. Media Literacy E. Commercials F. PSA's	10		SS 10; WH; 10.11	

10. Additional recommended/optional items

a. Articulation: None

b. Academic credit: None

c. Instructional strategies:

Methods of Instruction:

- a. Lecture
- b. Audio Visual Materials
- c. Research Readings and Written Presentations
- d. Homework Assignments
- e. Group & Individual Activities
- f. Discussion & Group Dynamics
- g. Quizzes, Tests & Final Exam
- h. Movie Projects
- i. Portfolio
- j. Guest Speakers
- k. Internet Exploration

d. Instructional materials: Teacher Generated

e. Certificates: None