

AUDIO/VIDEO PRODUCTION 1, SEMESTER B

Credits: 0.5

COURSE OVERVIEW AND GOALS

This one-semester course is intended as a practical, hands-on guide to help you understand and apply the various techniques used in audio-video production. This course has 14 lessons organized into three units, plus three Unit Activities. Each lesson contains one or more Lesson Activities.

This course will cover various topics in audio-video production, such as directing techniques, editing and mastering techniques, file management and delivery formats, advanced camera and lighting techniques, and techniques for providing special effects.

You will submit the Unit Activities to your teacher, and you will grade your work in the Lesson Activities by comparing them with given sample responses. The Unit Activities (submitted to the teacher) and the Lesson Activities (self-checked) are the major components of this course. There are other assessment components, namely the mastery test questions that feature along with the lesson; the pre- and post-test questions that come at the beginning and end of the unit respectively, and an end-of-semester test. All of these tests are a combination of simple multiple-choice questions and technology enhanced (TE) questions.

By the end of this course, you will be able to do the following:

- ❖ Apply the various camera techniques required to create a video.
- ❖ Describe the art and technique of directing and the various tasks of a director.
- ❖ Describe various techniques of file management and the various delivery formats.
- ❖ Demonstrate the knowledge of advanced techniques for providing special effects in audio- video production.
- ❖ Analyze the expanding media landscape due to influence of technology.
- ❖ Describe the role of various professionals in the field of audio-video production and describe various career options in this field.
- ❖ Describe the role of regulatory agencies and broadcast standards.

COURSE COMPONENTS AND GRADING RUBRIC

The table gives a breakdown of the weight for each component in the course. Weight represents the percentage of the total score coming from each activity.

Course Components	Count	Weight*
Pretest. <i>A pretest is an optional assessment, typically designed for credit recovery. If a student shows mastery of a lesson objective, the student may be automatically exempted from the upcoming activities associated with the mastered objective. Pretests are not included as a component of the student's final grade.</i>	3	0%
Module. <i>Each module in this course contains an interactive tutorial or study and an associated mastery test. Tutorials and studies combine instruction and practice to prepare students for the mastery test, which is a computer-scored lesson-level summative assessment. The module score comes from a student's score on the mastery test.</i>	14	30%
Discussion. <i>A discussion activity is an opportunity for students to collaborate with their peers. An online threaded discussion mirrors the educational experience of a classroom discussion initiated when a teacher asks a complex, open-ended question. Students can engage in the discussion by responding both to the question and to the thoughts of others allowing for higher-order thinking about terminal objectives.</i>	3	10%
Unit Activity. <i>A Unit Activity is at the end of a unit and constitutes one or more small tasks. Its purpose is to deepen understanding of key unit concepts and tie them together. Each Unit Activity includes a simple rubric. The teacher versions include both a rubric and modeled sample answers. Unit Activities are teacher graded.</i>	3	20%
Posttest. <i>A posttest appears at the end of each unit.</i>	3	20%
End-of-Semester Test. <i>An end-of-semester test (EOS) appears at the end of each course.</i>	1	20%
Total	27	100%

Weight* Teachers may manually adjust these weights if desired, per district grading requirements.

SCOPE AND SEQUENCE

UNIT 1: PRODUCING AND MASTERING A VIDEO

In this unit, you will learn to apply various camera techniques required to create a video. You will also learn the art and technique of directing and the various tasks of a director. Additionally, in this unit, you will familiarize yourself with audio and video effects and transitions to enhance video quality and editing and mastering techniques to create a final video. Finally, you will learn the different techniques of file management and the various delivery formats.

Activity	Activity Objective
Syllabus	Review the Course Syllabus at the beginning of the course.
Creating a video	Apply the various camera techniques required to create a video.
Directing	Describe the art and technique of directing and the various tasks of a director.
Adding Audio and Video Effects	Apply the different audio and video effects and transitions to enhance video quality.
Editing and Mastering a Video	Apply editing and mastering techniques to create a final video.
File Management and Delivery Formats	Discuss the different techniques of file management and the various delivery formats.
Unit Activity: Producing and Mastering a Video	Explain the steps of video postproduction and identify effective strategies for promoting an audio-video product.

UNIT 2: ADVANCED APPLICATIONS

In this unit, you will learn about the process of translating screenplay from a story. You will also learn about the different advanced camera techniques and their applications. You will familiarize

yourself with different genres and subgenres in audio-video production. Additionally, you will learn advanced techniques for providing special effects in audio-video production.

Activity	Activity Objective
Translating a Story to a Screenplay	Describe the process of translating a story to screenplay.
Advanced Camera Techniques	Describe the different advanced camera techniques and their applications.
Advanced Lighting Techniques	Describe and apply advanced lighting techniques.
Advanced Special Effects	Demonstrate the knowledge of advanced techniques for providing special effects in audio-video production.
Unit Activity: Advanced Applications	Create a story treatment and write safety guidelines for the studio and on the set.

UNIT 3: CAREERS, ETHICS, AND MEDIA

In this unit, you will familiarize yourself with the role of various professionals in the field of audio- video production and explore the career options in this field. You will learn about various ethics and laws applicable in audio-video production. You will also learn about the roles of regulatory agencies and broadcast standards. Finally, you will familiarize yourself with the impact of media on society and the expanding media landscape.

Activity	Activity Objective
Working with Professionals	Describe the role of various professionals in the field of audio-video production and describe various career options in this field.

Activity	Activity Objective
Ethics and Legislation	Describe the various ethics and laws applicable in audio-video production.
Regulatory Agencies and Broadcast Standards	Describe the role of regulatory agencies and broadcast standards.
Media and Society	Analyze the impact of media on society.
Expanding Media Landscape	Analyze the expanding media landscape due to the influence of technology.
Unit Activity: Careers, Ethics, and Media	Explore different skills of a cinematographer and discuss the advanced techniques of special effects in an audio-visual production.

COURSE MAP

You will achieve course level objectives by completing each lesson's instruction, assignments, and assessments. For a detailed look at how the materials meet these objectives, review the [course map](#).