

## AUDIO/VIDEO PRODUCTION 3, 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 the techniques applied across various stages of audio-video production, which will be required during your college education and when pursuing a career. This course has 11 lessons organized into three units, plus three Unit Activities. Each lesson contains one or more Lesson Activities.

This course will cover the various methods of mastering production techniques and advanced media-delivery methods. It explores different special effects and animation techniques. It also covers career options, portfolios, technology effects, critiquing, and copyright and labor issues.

Your teacher will grade your work on the Unit Activities, and you will grade your work on the Lesson Activities by comparing them with the 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:

- ❖ Illustrate the operation of production control room equipment and execute live production techniques.
- ❖ Employ advanced lighting techniques, including controlling light levels and intensities, utilizing equipment and accessories, and applying them in various production scenarios (e.g., chroma key lighting).
- ❖ Evaluate various media delivery methods based on technical standards, compatibility issues (digital file formats, cross-platform connectivity), and compression formats.
- ❖ Create a professional digital portfolio illustrating a range of production skills and techniques.
- ❖ Create computer-generated graphics and animation, applying advanced techniques such as keying, manipulating backgrounds, and integrating virtual sets for special effects.
- ❖ Analyze the characteristics and elements (characters, backgrounds, effects) of two-dimensional (2D) and three-dimensional (3D) computer graphics.

- ❖ Apply principles of costume and makeup design to alter appearances and achieve specific visual effects in productions.
- ❖ Critique media productions effectively using appropriate productivity tools and rubrics.
- ❖ Analyze various career opportunities in the audio-video industry and evaluate the impact of emerging technologies and industry trends.
- ❖ Assess applicable copyright and labor laws relevant to audio-video production and freelance work.

## 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 * |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------|----------|
| <b>Pretest.</b> <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%       |
| <b>Module.</b> <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>                                                                                  | 11    | 20%      |
| <b>Discussion.</b> <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     | 20%      |
| <b>Unit Activity.</b> <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%      |

| Course Components                                                                                    | Count     | Weight*     |
|------------------------------------------------------------------------------------------------------|-----------|-------------|
| <b>Posttest.</b> <i>A posttest appears at the end of each unit.</i>                                  | 3         | 20%         |
| <b>End-of-Semester Test.</b> <i>An end-of-semester test (EOS) appears at the end of each course.</i> | 1         | 20%         |
| <b>Total</b>                                                                                         | <b>24</b> | <b>100%</b> |

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

## SCOPE AND SEQUENCE

### UNIT 1: MASTERING PRODUCTION TECHNIQUES

In this unit, you will learn about control room functions in a production and discuss the process of using a character generator, video playback device, audio mixing board, and production switcher in a live production. You will also learn to interpret video signals. You will discuss methods of lighting, controlling light levels and intensities, and using chroma key by adjusting background and subject lights. You will discuss compatibility issues such as digital file formats and cross-platform connectivity. You will learn about various compression formats and media storage devices. Finally, you will also learn about Internet safety issues.

| Activity                                | Activity Objective                                                                                                                                                                    |
|-----------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Syllabus</b>                         | <ul style="list-style-type: none"> <li>Review the Course Syllabus at the beginning of the course.</li> </ul>                                                                          |
| <b>Mastering Control Room Equipment</b> | <ul style="list-style-type: none"> <li>Describe the process of operating and mastering production control room equipment.</li> </ul>                                                  |
| <b>Mastering Lighting Techniques</b>    | <ul style="list-style-type: none"> <li>Describe different types of lighting techniques, equipment, accessories, and their applications.</li> </ul>                                    |
| <b>Advanced Media-Delivery Methods</b>  | <ul style="list-style-type: none"> <li>Describe various media-delivery methods based on compatibility issues such as digital file formats and cross-platform connectivity.</li> </ul> |

| Activity                                              | Activity Objective                                                                                                                                                                              |
|-------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Unit Activity: Mastering Production Techniques</b> | <ul style="list-style-type: none"><li>• Apply different types of lighting techniques and accessories to create different moods, based on the chosen locations for shooting a subject.</li></ul> |

## UNIT 2: SPECIAL EFFECTS AND ANIMATION

In this unit, you will learn to create computer-generated graphics. You will also learn to create motion graphics using computer programs to animate graphic elements and you will work on an integrated graphic multimedia project. You will discuss still and motion grabbing and the process of keying graphics, adding virtual sets, and methods for changing backgrounds using chroma key. You will compare the characteristics of two- and three-dimensional works of art. You will discuss the contribution of makeup and costumes to a production. You will also learn how to alter appearances to produce a dramatic transformation.

| Activity                                            | Activity Objective                                                                                                                                                                            |
|-----------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Advanced Graphics, Animation, and Multimedia</b> | <ul style="list-style-type: none"><li>• Apply various graphic and multimedia designs using computer programs and animate the graphic elements.</li></ul>                                      |
| <b>Graphic Techniques: Three-Dimensional</b>        | <ul style="list-style-type: none"><li>• Analyze two-dimensional (2D) and three-dimensional (3D) computer graphics, reviewing elements such as characters, backgrounds, and effects.</li></ul> |
| <b>Altering Appearance with Makeup and Costumes</b> | <ul style="list-style-type: none"><li>• Describe the use of costumes and makeup in movies and explain how to use makeup to achieve certain effects.</li></ul>                                 |
| <b>Unit Activity: Special Effects and Animation</b> | <ul style="list-style-type: none"><li>• Analyze and choose appropriate costumes and makeup for your product, and apply various graphic elements to enhance quality.</li></ul>                 |

## UNIT 3: CAREERS AND LAWS

In this unit, you will identify various career opportunities in the audio-video industry. You will also develop a career plan and create a digital portfolio. You will discuss the impact of emerging technologies and trends on the audio-video industry. You will also learn to critique a production. Finally, you will also learn about copyright and labor issues and discuss various freelance job responsibilities.

| Activity                               | Activity Objective                                                                                                                                   |
|----------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Careers in Television and Films</b> | <ul style="list-style-type: none"><li>Describe various career opportunities in the audio-video industry.</li></ul>                                   |
| <b>Creating Portfolios</b>             | <ul style="list-style-type: none"><li>Create a digital portfolio.</li></ul>                                                                          |
| <b>Impact of Technology on Media</b>   | <ul style="list-style-type: none"><li>Describe the impact of emerging technologies and industry trends on the audio-video industry.</li></ul>        |
| <b>Media Critique</b>                  | <ul style="list-style-type: none"><li>Use appropriate productivity tools and rubrics to assess and critique media effectively.</li></ul>             |
| <b>Copyright and Labor Issues</b>      | <ul style="list-style-type: none"><li>Describe the various copyright and labor laws applicable to audio-video production.</li></ul>                  |
| <b>Unit Activity: Careers and Laws</b> | <ul style="list-style-type: none"><li>Create a portfolio and distribute it, and apply critiquing techniques based on different parameters.</li></ul> |

## 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](#).