

AUDIO/VIDEO PRODUCTION 2, SEMESTER B

Credits: 0.5

COURSE OVERVIEW AND GOALS

This one-semester course is intended to help you become familiar with Audio-Video Production. This course has thirteen lessons organized into three units. Each unit has a Unit Activity, and each lesson contains one or more Lesson Activities. Additionally, the course ends with a comprehensive Course Activity.

This course will cover various audio-video production activities, explore various media formats and distribution, and discuss the different critiquing techniques and media ethics.

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, Course Activity (submitted to the teacher), and the Lesson Activities (self-checked) are 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:

- ❖ Evaluate professional roles, organizational structures, and career pathways within the audio-video industry while considering the value of professional development opportunities.
- ❖ Create complete multimedia productions by combining story development principles, technical requirements, and production workflows from initial idea to final delivery.
- ❖ Design studio environments and production setups by selecting appropriate equipment, following safety guidelines, and establishing communication systems.
- ❖ Compare media formats, file compression options, and delivery methods to choose the best approach for specific projects and audiences.
- ❖ Analyze the evolution of broadcasting technology and electromagnetic wave applications to understand how historical developments and technical principles influence current industry standards and production practices.
- ❖ Critique audio-video productions using professional standards while demonstrating ethical behavior and strong work habits through the production process.

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>	13	20%
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	20%
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	15%
Posttest. <i>A posttest appears at the end of each unit.</i>	3	20%
Course Activity. <i>A Course Activity is similar to a Unit Activity in scope but may be found at any point in the course, either to prepare the student for new learning or to act as a performance-based activity required for a learning objective. Like Unit Activities, Course Activities include simple rubrics, and sample answers are available for teachers. Course Activities are teacher graded.</i>	1	5%

Course Components	Count	Weight*
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: PRODUCTION ACTIVITIES

In this unit, you will explore the various roles and responsibilities of professionals in the audio-video industry and discuss the benefits of joining a student organization. You will also learn how an idea for a story can be developed into a full-fledged screenplay. In addition, you will discuss the various responsibilities of studio floor professionals. Then, you will learn how to set up a studio and use studio floor equipment in a safe and efficient way. Finally, you will learn to apply integrated multimedia technologies combining graphics to produce a dynamic and effective visual presentation. In this unit, you will also begin an extended project in which you will perform research and write a script for a news feature that you will continue to develop over the course of this semester.

Activity	Activity Objective
Syllabus	Review the Course Syllabus at the beginning of the course.
Professionals in Audio Video Industry	Describe the various roles and responsibilities of professionals in the audio-video industry and list the benefits of joining a student organization.
Developing a Screenplay	Describe how an idea for a story can be developed into a full-fledged screenplay.
Course Activity: Organizing and Shooting a News Feature	Perform appropriate online or offline research and write a script for a news feature.

Activity	Activity Objective
Studio Floor Direction	Describe the setup of a studio, explain the responsibilities of various studio floor professionals, and identify the different communication methods used by studio floor professionals.
Operating Studio Floor Equipment	Describe commonly used studio-floor equipment and explain how to set them up in a safe and efficient way.
Operating Studio Recording Devices	Describe the functions of studio recording devices and their proper maintenance, and describe the roles of studio professionals.
Graphics and Multimedia	Apply integrated multimedia technologies combining graphics to produce dynamic and effective visual presentation.
Unit Activity: Production Activities	Apply different graphic techniques to the footages shot for your video.

UNIT 2: MEDIA FORMATS AND DISTRIBUTION

In this unit, you will discuss and differentiate among various media formats and compression formats. You will discuss various delivery methods and learn to identify the most appropriate one based on need. You will also discuss the various information technology applications for audio-video production projects. In addition, you will learn to identify Internet safety issues and learn to use the Internet ethically and efficiently for work.

Activity	Activity Objective
Media Formats	Describe and differentiate among various media formats and compression formats.

Activity	Activity Objective
Distributing Media to Audience	Describe various delivery methods and identify the most appropriate method based on need.
Online Media	Describe the various information technology applications for audio-video production projects.
Unit Activity: Media Formats and Distribution	Identify the appropriate media formats and delivery methods for your final video.

UNIT 3: MEDIA ETHICS AND CRITIQUE

In this unit, you will learn the history of broadcasting. You will also learn how electromagnetic waves are used for broadcasting and learn to identify different types of broadcast standards. You will also analyze the effectiveness of various audio-video techniques and learn to critique a production using appropriate tools. Then you will learn to apply ethical decision making and comply with laws and policies related to audio-video production. Finally, you will consider job-acquisition and advancement skills and explore various careers related to the media industry.

Activity	Activity Objective
Audio Visual Broadcasting Standards	Describe the history of broadcasting, explain how electromagnetic waves are used for broadcasting, and identify different types of broadcast standards.
Critiquing Production	Analyze the effectiveness of various audio-video techniques and critique a production using appropriate tools.
Ethics and Regulation	Describe laws and policies related to audio-video production, and explain the importance of being ethical and exhibiting a positive work ethic.

Activity	Activity Objective
Media Literacy	Describe job-acquisition and advancement skills, and identify various careers related to the media industry.
Unit Activity: Media Ethics and Critique	Apply critiquing techniques using appropriate tools.

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](#).