

AUDIO/VIDEO PRODUCTION 3, SEMESTER A

Credits: 0.5

COURSE OVERVIEW AND GOALS

This one-semester course is intended as a practical, hands-on guide to help you learn the advanced techniques used at different stages of audio-video production 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 various advanced preproduction, production, and postproduction techniques. It explores the different activities performed during each stage. It also covers advanced lighting and editing techniques, and it discusses equipment management, set design, and audio mixing techniques.

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:

- ❖ Interpret fundamental concepts, terminology, processes, and roles involved in audio/video production, from initial planning through final editing.
- ❖ Plan and organize preproduction activities, including analyzing requirements, creating treatments and scripts for various purposes (informational, persuasive, instructional, entertainment), and designing production elements such as sets.
- ❖ Execute video production in studio and on-location settings, implementing principles of shot composition, motion control, and screen continuity while accurately recording production documentation like field logs
- ❖ Employ appropriate lighting techniques and control methods using various lighting fixtures to enhance visual production quality.
- ❖ Demonstrate safe handling and proper maintenance procedures for audio-video equipment during a video shoot.

- ❖ Analyze factors that influence current trends in the audio-video industry.
- ❖ Record, mix, and integrate audio resources and effects using relevant equipment and devices.
- ❖ Organize and edit video and audio resources, utilizing technical skills to produce a final edit master.

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>	11	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 Components	Count	Weight*
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%
End-of-Semester Test. <i>An end-of-semester test (EOS) appears at the end of each course.</i>	1	20%
Total	25	100%

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

SCOPE AND SEQUENCE

UNIT 1: PREPRODUCTION TECHNIQUES

In this unit, you will analyze the different preproduction tasks and learn about working with time constraints and within deadlines. You will discuss the different formats of scripts and their elements. You will also learn about creating a floor plan of the shoot location and various aspects of set designing.

Activity	Activity Objective
Syllabus	Review the Course Syllabus at the beginning of the course.
Managing Preproduction Activities	Analyze and manage various preproduction activities.
Writing for Electronic Media	Describe how to develop treatment notes and scripts for different purposes such as informational, persuasive, instructional, and entertainment.
Set Design: Studio and On Location	Describe how to design a set.

Activity	Activity Objective
Unit Activity: Preproduction Techniques	Develop a script for a promotional video, and then create a production schedule and plan to shoot the video.

UNIT 2: ADVANCED PRODUCTION TECHNIQUES

In this unit, you will examine various aspects of planning, finance, and management. You will understand the process of directing a video and examine different labor-related issues. You will learn the process of maintaining a field log. You will also create a troubleshooting tree, discuss how to maintain cables and equipment, and learn to use supplies and materials efficiently.

Finally, you will learn about various lighting fixtures and safety techniques for handling lighting equipment.

Activity	Activity Objective
Putting Together a Production	Describe the various activities performed during the planning and implementation stages of a production.
Directing a Production	Describe the various responsibilities of a director.
Video Shooting: On Location and In Studio	Describe the process of shooting a video in studio and on location, identify various types of shots and shot variations, and explain how to maintain a field log.
Managing Studio Equipment	Describe the safe handling and maintenance of audio-video equipment and identify factors that influence trends in the audio-video industry.
Lighting Applications	Describe various lighting fixtures and explain how to control and direct light.

Activity	Activity Objective
Unit Activity: Advanced Production Techniques	Conduct interviews, record footage, and describe the process of shooting a video on location according to a script.

UNIT 3: ADVANCED POSTPRODUCTION TECHNIQUES

In this unit, you will discuss the process of composing and shooting motion shots. You will learn the process of shooting a sequence while maintaining screen continuity. You will also create an edit master. Finally, you will discuss the process of audio mixing and creating certain effects.

Activity	Activity Objective
Advanced Composition Techniques	Describe the process of composing and shooting motion shots and maintaining screen continuity.
Advanced Editing Techniques	Describe the process of organizing and editing video resources and creating an edit master.
Audio Mixing and Enhancement Techniques	Describe audio mixing and the process of adding additional audio sources and effects using audio generation and playback devices.
Unit Activity: Advanced Postproduction Techniques	Demonstrate composition techniques, adding audio sources, and organizing and editing video resources.

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](#).