

Course Title – Television Broadcasting Technology II

Implement start year – 2014-2015

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Unit #4 - Advanced Post Production Techniques

Students will be able to independently use their learning to use advanced editing techniques using video-editing software to create and enhance a message.

Stage 1 – Desired Results

Established Goals

2009 NJCCC Standard(s), Strand(s)/CPI #
(<http://www.nj.gov/education/cccs/2009/final.htm>)
Common Core Curriculum Standards for Math and English (<http://www.corestandards.org/>)

- 8.1 Educational Technology All students will use digital tools to access, manage, evaluate, and synthesize information in order to solve problems individually and collaboratively and to create and communicate knowledge.
 - o A. Technology Operations and Concepts
 - o B. Creativity and Innovation
 - o C. Communication and Collaboration
 - o D. Digital Citizenship
 - o E. Research and Information Literacy
 - o F. Critical Thinking, Problem Solving, and Decision Making

- 9.4.12.C.(1).4 - Employ knowledge and skills related to video production equipment to demonstrate an understanding of basic tools used in this pathway.

21st Century Themes

(www.21stcenturyskills.org)

- Global Awareness
- Financial, Economic, Business and Entrepreneurial Literacy
- Civic Literacy
- Health Literacy
- Environmental Literacy

21st Century Skills

Learning and Innovation Skills:

- Creativity and Innovation
- Critical Thinking and Problem Solving
- Communication and Collaboration

Information, Media and Technology Skills:

- Information Literacy
- Media Literacy
- ICT (Information, Communications and Technology) Literacy

Life and Career Skills:

- Flexibility and Adaptability
- Initiative and Self-Direction
- Social and Cross-Cultural Skills
- Productivity and Accountability
- Leadership and Responsibility

<p><u>Enduring Understandings:</u> <i>Students will understand that . . .</i></p> <p><i>EU 1</i> The editor controls the message.</p> <p><i>EU 2</i> Organization of assets and materials directly impact the effectiveness of your editing workflow.</p> <p><i>EU 3</i> Professional overlaid titles, graphics and effects affect the overall look and message of productions.</p> <p><i>EU 4</i> The producer is responsible for delivering the highest quality, most appropriate format according to the channel.</p>	<p><u>Essential Questions:</u></p> <p><i>EU 1</i></p> <ul style="list-style-type: none"> • How does editing control the message? • How can the message be improved through the use of editing? • Why is continuity in editing important? <p><i>EU 2</i></p> <ul style="list-style-type: none"> • Why is it important to manage files? • What is the best way to manage media and files for each project? • What are some ways you can establish an optimal workflow? <p><i>EU 3</i></p> <ul style="list-style-type: none"> • What impact does the use of motion graphics have on productions? • Why would an editor control clip parameters in time to affect the message? <p><i>EU 4</i></p> <ul style="list-style-type: none"> • What is the best format for video playback for each project? • How does compression and format directly affect the quality of the message? • How does the channel affect the format of your

	<p>delivered project?</p> <ul style="list-style-type: none"> • What relationship does the audience have with the selection of your channel? • Why is it important to be able to send your message through different channels?
<p><u>Knowledge:</u> <i>Students will know . . .</i></p> <p><i>EU 1</i></p> <ul style="list-style-type: none"> • how to control clip parameters. • key commands improve efficiency while editing. • productions may have multiple audio tracks that require careful mixing. <p><i>EU 2</i></p> <ul style="list-style-type: none"> • file management is essential for effective editing. <p><i>EU 3</i></p> <ul style="list-style-type: none"> • how to use video generators. • how to use shape tools. • how to use gradient controls. • how to use video filters. • how to use stacking order. • title safe and screen safe areas. • how to use opacity, color and fonts. • how to use keyframing to control effects in time. <p><i>EU 4</i></p> <ul style="list-style-type: none"> • how to use different pixel aspect ratios. • how to use compression formats. • proper file management techniques. • the best internet video formats. 	<p><u>Skills:</u> <i>Students will be able to . . .</i></p> <p><i>EU 1</i></p> <ul style="list-style-type: none"> • assemble assets in a logical order to tell a story. • manipulate the properties of video sources. • identify and emulate editing techniques used by professionals. • use voiceovers and b-roll, along with original video, to edit a news package that effectively tells a story. • mix multiple tracks of audio to clearly deliver a message. • master/check audio levels, correct/check video. <p><i>EU 2</i></p> <ul style="list-style-type: none"> • develop file management systems within the computer for multiple projects. <p><i>EU 3</i></p> <ul style="list-style-type: none"> • create motion graphics using tools in non-linear editing software. • adjust parameters in time. <p><i>EU 4</i></p> <ul style="list-style-type: none"> • export for various formats. • embed video on internet. • assess audience and choose appropriate channels.

- types of channels.
- how to manage multiple media formats in non-linear editing software.

Stage 2 – Assessment Evidence

Recommended Performance Tasks:

Other Recommended Evidence: *Tests, Quizzes, Prompts, Self-assessment, Observations, Dialogues, etc.*

- Observation
- Peer critique
- Self critique
- Quiz/test on editing
- Performance assessment

Stage 3 – Learning Plan

Suggested Learning Activities to Include Differentiated Instruction and Interdisciplinary Connections: *Each learning activity listed must be accompanied by a learning goal of A= Acquiring basic knowledge and skills, M= Making meaning and/or a T= Transfer.*

- Identify elements needed to move media from camera to computer (A)
- Examine the relationship between files, folders, drives, and media (M)
- Edit footage with non-linear editing software (T)
- Export sequence in appropriate format (T)
- Transfer footage from camera to computer (T)
- Reference editing tutorial video or demonstration (A)
- Define editing terminology (A)
- Navigate user interface (T)
- Demonstrate clip parameters (T)