

Course Title – Television Broadcasting Technology II

Implement start year – 2014-2015

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Unit #1 - Career Skills

Students will be able to independently use their learning to develop career skills and a portfolio.

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.

- B. Creativity and Innovation
- C. Communication and Collaboration
- D. Digital Citizenship

9.1 21st-Century Life & Career Skills All students will demonstrate the creative, critical thinking, collaboration, and problem-solving skills needed to function successfully as both global citizens and workers in diverse ethnic and organizational cultures.

- A. Critical Thinking & Problem Solving
- B. Creativity and Innovation
- C. Collaboration, Teamwork and Leadership
- D. Cross-Cultural Understanding and Interpersonal Communications

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>E. Communication and Media Fluency F. Accountability, Productivity and Ethics</p> <p>9.4 Career and Technical Education All students who complete a career and technical education program will acquire academic and technical skills for careers in emerging and established professions that lead to technical skill proficiency, credentials, certificates, licenses, and/or degrees. C. Arts, A/V Technology, & Communications Career Cluster</p>	
<p><u>Enduring Understandings:</u> <i>Students will understand that . . .</i></p> <p><i>EU 1</i> Marketing your abilities and skills to the workplace requires a strategy and plan to highlight your work above others you are competing against.</p> <p><i>EU 2</i> The presentation of your work is essential to your overall professional success in the Television Broadcast industry.</p> <p><i>EU 3</i> Workplace readiness and career development leads to better opportunities.</p>	<p><u>Essential Questions:</u></p> <p><i>EU 1</i></p> <ul style="list-style-type: none"> • What strategies and professional plan will positively impact my career in the future? • How do I interpret and measure the effectiveness of my work? <p><i>EU 2</i></p> <ul style="list-style-type: none"> • What is the best way for me to present my work to professionals? <p><i>EU 3</i></p> <ul style="list-style-type: none"> • In what ways can I prepare for a potential job interview and correspond professionally and effectively with the perspective employer? • What steps do I need to take to be successful in my career?
<p><u>Knowledge:</u> <i>Students will know . . .</i></p> <p><i>EU 1</i></p> <ul style="list-style-type: none"> • how to create a graphic/logo that best represents their work/brand. 	<p><u>Skills:</u> <i>Students will be able to . . .</i></p> <p><i>EU 1</i></p> <ul style="list-style-type: none"> • develop a marketing strategy for themselves, their work and potential clients.

<ul style="list-style-type: none"> • the tools needed to market their brand. • the proper business practices needed in professional correspondence such as: Memo writing, Email, Letter writing etc. • how to create a plan and schedule for their production. <p><i>EU 2</i></p> <ul style="list-style-type: none"> • the best practices for preparation and distribution of working portfolios using electronic media such as Youtube or Vimeo to present your producing experiences <p><i>EU 3</i></p> <ul style="list-style-type: none"> • how to present themselves professionally. • expectations and opportunities in the television broadcasting field. 	<p><i>EU 2</i></p> <ul style="list-style-type: none"> • build and maintain an online portfolio of work produced during their time in the class. <p><i>EU 3</i></p> <ul style="list-style-type: none"> • present an appropriate professional image including attire, demeanor and establishing relationships. • schedule interviews with faculty members and students in appropriate locations. • coordinate all the components necessary for a video production.
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Stage 2 – Assessment Evidence

Recommended Performance Tasks:

You are amongst a group of interns within a television station competing for a scholarship. In order to apply for the scholarship you must produce a portfolio that highlights your best work. Remember this is a major market and there are plenty of talented applicants therefore it is essential that you distinguish yourself from the crowd with an unmistakable, professional brand. Throughout the internship you will be given feedback from senior members of the television station designed to enhance your work and professionalism. Prepare yourself and your work for the best presentation possible. Develop an online portfolio that consists of your best work. Prepare to present the portfolio to your peers. You will be assessed on the cleanliness and effectiveness of your presentation and online portfolio. EU 1, EU 2, EU 3

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

- Online portfolio
- Self-assessment
- Teacher observations

- Class/group dialogues

Stage 3 – Learning Plan

Suggested Learning Activities to Include Differentiated Instruction and Interdisciplinary Connections: *Consider the WHERETO elements. 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.*

- Discuss elements of design (A)
- Research and compare corporate logos to determine what is successful (M)
- Develop your own personal logo (T)
- Use graphic software to enhance logo design (T)
- Use professional correspondence techniques (M)
- Schedule and conduct a professional interview (M)
- Create an online portfolio site for sharing your work with others (T)
- Dress for a professional workplace environment (M)
- Define and discuss professionalism (A)