

Effective Date: 2007-08

Hamburg Area School District

Name of Course: Audio-Visual Communications 1
Department: English

Grade Level: 9-12

Instructional Time: 180 Days

Length of Course: year long

Period Per Cycle: 6

Length of Period: 43 minutes

Texts and Resources:

Video Communication and Production

www.cybercollege.com

Television Production

Modern Journalism Workbook

Scholastic Journalism

Secondary School Journalism

Journalism Matters

Getting Started in Mass Media

Writing for Television and Radio

Student Filmmakers.com

Student Filmmakers Magazine

Video Basics

Microsoft MovieMaker

Microsoft Word

Microsoft Excel

Microsoft Publisher

Photoshop Elements

Internet Sites

Camcorders-Tripods

Microphones

Globecaster Switcher

Assessments:

Essays

Portfolios

Individual Video Projects

Group Video Projects

Logs/Journals

Tests/Quizzes

Self-Reflections

Teacher Conferences

Peer Conferences

Demonstration

**Hamburg Area School District
Curriculum**

Course Name: Audio Visual Communications 1

Unit: Introduction to Audio-Visual Communications

Time Line: all year long

Essential Question/ Content	Performance Objectives	Anchors/Standards
History/Background	Define the role of and explain the functions of audio and video as forms of communication Examine the historical development of film, television, and broadcasting Explore the functions and roles of broadcast media in society Describe the economics of broadcasting Describe and practice the steps in the production process Identify and use appropriate terminology Explain the positions necessary for a news show and for film production	R11.A.2.1.2, R11.2.3.1, R11.A.2.3.2, R11.A.2.4.1, R11A2.5.1, R11.A.2.6.1 R11.B.3.1.1, R11.B.3.2.1, R11.B.3.2.2, R11.B.3.3.3 1.1.11 A, B,D,F,G 1.2.11 A,B 1.4.11 B,C 1.5.11 A,B,C,D,E,F 1.6.11 A,D,E,F

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Essential Question/ Content	Performance Objectives	Anchors/Standards
Ethics/Morals/Law	<p>Examine copyright and trademark restrictions</p> <p>Discuss and practice ethical and legal responsibilities</p> <p>Define broadcast media laws</p> <p>Recognize and avoid plagiarism</p> <p>Identify the rights and responsibilities provided by the First Amendment and school related court decisions</p>	<p>R11.A.2.1.2, R11.2.3.1, R11.A.2.3.2, R11.A.2.4.1, R11A2.5.1, R11.A.2.6.1</p> <p>R11.B.3.1.1, R11.B.3.2.1, R11.B.3.2.2, R11.B.3.3.3</p> <p>1.1.11 A, B,D,F,G</p> <p>1.2.11 A,B</p> <p>1.4.11 B,C</p> <p>1.5.11 A,B,C,D,E,F</p> <p>1.6.11 A,D,E,F</p>

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Writing/Pre-Production	<p>Explain the differences between writing for broadcast and writing for print</p> <p>Understand the importance of audience and purpose for programming</p> <p>Explain and practice news gathering techniques</p> <p>Explain and write a program proposal</p> <p>Define and create a storyboard</p> <p>Describe and practice types and techniques of scriptwriting</p> <p>Practice editing and proofreading skills</p> <p>Use standard grammar and conventions of writing</p> <p>Edit personal scripts</p>	<p>R11.A.2.1.2, R11.2.3.1, R11.A.2.3.2, R11.A.2.4.1, R11A2.5.1, R11.A.2.6.1</p> <p>R11.B.3.1.1, R11.B.3.2.1, R11.B.3.2.2, R11.B.3.3.3</p> <p>1.1.11 A, B,D,F,G</p> <p>1.2.11 A,B</p> <p>1.4.11 B,C</p> <p>1.5.11 A,B,C,D,E,F</p> <p>1.6.11 A,D,E,F</p>

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Essential Question/ Content	Performance Objectives	Anchors/Standards
Writing/Pre-Production (Continued)	Edit other students' scripts Practice note taking skills from text and spoken sources Develop topics and strategies for locating and compiling information from a variety of sources	R11.A.2.1.2, R11.2.3.1, R11.A.2.3.2, R11.A.2.4.1, R11A2.5.1, R11.A.2.6.1 R11.B.3.1.1, R11.B.3.2.1, R11.B.3.2.2, R11.B.3.3.3 1.1.11 A, B,D,F,G
Technology/Production	Identify basic technical elements of broadcast production Understand and practice using studio equipment: camera, microphones, tripod, mixer Explain and practice equipment safety Explain and demonstrate basic lighting techniques Explain and demonstrate basic audio techniques	1.2.11 A,B 1.4.11 B,C 1.5.11 A,B,C,D,E,F 1.6.11 A,D,E,F

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Essential Question/ Content	Performance Objectives	Anchors/Standards
Technology/Production	Explain and demonstrate the basic functions and movements of a video camera Use a video camera to get footage Capture video footage to a computer Use computer programs to edit videos Use basic visual effects in video production Use basic audio effects in video production Utilize technology for scriptwriting Utilize technology for research Participate in competitions and contests Practice troubleshooting	9.2.12 A,B,C,D,E,K 9.3.12 A,B 9.4.12 B

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Career Skills	Understand the importance of deadlines and create strategies to meet them Practice problem solving skills Examine individual and group dynamics and problem solving skills Analyze job opportunities in the field of audio visual communications Follow multi-step directions Maintain a portfolio of class work Examine roles and responsibilities of production personnel Understand and practice teamwork skills Recognize the value of self knowledge, awareness, and clear communication when working in teams	R11.A.2.1.2, R11.2.3.1, R11.A.2.3.2, R11.A.2.4.1, R11A2.5.1, R11.A.2.6.1 1.1.11 A, B,D,F,G 1.2.11 A,B 1.4.11 B,C,D,E 1.5.11 A,B,C,D,E,F 1.6.11 A,D,E,F 1.8.11 A,B,C 13.1.11 A,B,C, 13.3.11 B,C

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Speaking/Listening	Identify and practice broadcast delivery skills Listen effectively and summarize Explain and practice proper interviewing techniques follow multi-step directions Use standard grammar and usage when speaking	1.6.11 A,C,D,E 1.6.11 A,D,E,F 13.3.11 B,C