

Effective Date: 2007-08

Hamburg Area School District

Name of Course: Audio-Visual Communications 2
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

Avid editing Software

Adobe Premiere Software

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 2

Unit: Intermediate AV Communications

Time Line: all year long

Essential Question/ Content	Performance Objectives	Anchors/Standards
History	Evaluate and critique videos in various genres Examine the history of audio in video production Explore the influences of mass media on society Examine the history of set design Identify strategies of broadcasting to reach certain audiences Explore ratings systems and viewership Examine film and television and their relationship and influence on different cultures Examine the growth of home videos Compare and contrast networks' programming Examine the role of the Internet in video production Identify time code used in video 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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Course Name: Audio Visual Communications 2

Unit: Intermediate AV Communications

Time Line: all year long

Essential Question/ Content	Performance Objectives	Anchors/Standards
Ethics/Morals/Law	Evaluate ethical considerations and laws regarding broadcast news media Examine ethical considerations and laws regarding Internet videos Examine contemporary court cases regarding student video production Recognize and avoid plagiarism Practice ethical and legal responsibilities	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
Writing/Pre-Production	Gather news and write script for daily news broadcast Write news stories, sports stories, advertisements, and leads Explore the role of audio visual communication and its function in school	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

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Writing/Pre-Production (Continued)	Explain and practice the qualities of an effective news broadcast Create a system for completing tasks to run daily morning announcements and train underclassmen Locate information and select materials appropriate to the task	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
Technology/Production	Synthesize images, sound, text, effects to tell a story and evoke emotion Use lighting techniques to enhance edited or live products Analyze types of lighting Enhance use of equipment Analyze and select appropriate equipment based on the assignment Discuss and utilize visual effects in production Demonstrate advanced knowledge of studio equipment: camera, microphones, tripods, mixer	1.2.11 A,B 1.6.11 A,D,E,F 3.6.12 B 3.7.12 A,C,D 9.1.12 A,B,C,E,H,J,K 9.2.12 A,B,C,D,E,K 9.3.12 A,B

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Essential Question/ Content	Performance Objectives	Anchors/Standards
Technology/Production	Understand differences among types of microphones for different situations Export video from computer to various video formats Improve shot composition techniques Use advanced editing techniques	9.4.12 B
Career Skills	Explore careers in the field of audio-visual communications Interpret non-verbal cues Model positive interpersonal skills to foster teamwork in the studio Utilize problem solving skills in leadership roles Organize and implement team tasks Model skills for effective leadership at all levels of an organization Model the values of self knowledge, awareness, and clear communication in effective leadership and teamwork roles	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

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Essential Question/ Content	Performance Objectives	Anchors/Standards
Career Skills (Continued)	Model the values of consistency, goal setting, and feedback in effective leadership and teamwork Interview/shadow a person who works in the field of audio-visual communications	13.1.11 A,B,C, 13.3.11 B,C
Speaking/Listening	Analyze styles of interviewing Explain and practice proper speaking and pacing skills when in front of a camera Examine famous on air personalities a develop personal style/on air personality Describe proper attire for effective visual appeal Demonstrate and share knowledge of production skills with new students	1.6.11 A,C,D,E 1.6.11 A,D,E,F 13.3.11 B,C