Overview

This is an introductory course that explores the industry of Broadcast Media. Students learn the basic fundamentals of broadcast production, including writing, producing, and computer editing. Students receive basic training in photography and videography techniques using digital technology to create various broadcasts for TV and the Internet (Podcasts).

General Course Description

Students study the history of broadcasting, as well as advertising techniques through a media-literacy component. Television and video production is a time sensitive activity and demands a working knowledge of state-of-the-art electronics. It also requires that each student work in a cooperative environment and show leadership skills in managing personalities and talents of all students while working on both group and individual projects. Students will develop their skills through a series of in-class exercises, studio and field exercises and critical evaluations of past and present production styles.

Participation & Attendance

You are expected to be present (mentally as well as physically) in class and you are expected to participate in class discussions, projects and group tasks. This is a class like any other and adherence to all school policies is required. Failing to participate in class projects will result in a lower class grade and will also result in disciplinary action.

This is a project-based class that requires students to be present and working with a group. Excessive absenteeism will result in the student being dropped from the course. (It is not possible to make up missed work in many cases.)

Students are required to attend at least 5 school activities during the semester (outside the regular school day) in order to complete class projects. This class produces a regular news show called The Spartan News that requires newsgathering and video/photos of these various school activities.

Students are required to check the class website and their school email for information from the instructor on class assignments and grades.

Student will also be required to keep files and projects systematically organized in folders on the school server.

Group Projects & Grades

Much of the work you complete in Broadcast Media will be as part of a larger group, as this is the norm for working in the Broadcasting industry. Broadcast Media projects are deadline oriented and must be completed on time. Grades will be impacted for those groups who are continually late with their assignments and who do not ask for help/communicate with the instructor in an efficient manner.
Skills & Competences

1. **Camera Shots:** Establishing or Extreme Long, Long or Wide, Medium, Close Up, Extreme Close Up, 2 Shot, Over the Shoulder (OS), Canted, Pan, Tilt, Dolly, Truck, Zoom.
2. **Final Cut Express & iMovie:** Firewire Concepts, Downloading Footage, Basic Editing Concepts (setting in and out points, use of timeline, viewer, and all other windows, razor blade tool, adjusting audio levels, trimming from front and back of clip), Transitions, Filters, Slow Motion, Exporting.
3. **Camera Rules:** The 180 Degree Rule, Rule of Thirds, Lines, Headroom, Leadroom, Noseroom, Picture Depth or Depth Staging, Wide/Medium/Tight concept.
4. **Camera Angles:** Dramatic Angles (High, Low), Extreme Angles (Bird's Eye), Eye Level.
5. **Advanced Concepts:** Depth of Field (wide angle vs telephoto), White Balance, etc.
6. **Film Concepts:** Storyboarding, Scriptwriting, 3 Act Structure, Character Development, interview techniques, lighting, staging, etc.
7. **Proper Use and Maintenance of Equipment:** Use of video camcorders and digital cameras, tripods, external hard drives, servers, media readers, computers, etc.
8. **Pre-Production Planning:** Storyboarding, Scriptwriting, performing, videography, post-production editing, Maintaining a timeline for production, etc.

Course Expectations

- Regular and on-time attendance is critical to success in this class.
- You need a positive attitude, a good work ethic and a willingness to push yourself into new areas of your own creativity!
- You are responsible for your actions at all time. Do not touch things you are not working on. Others may have work in process.
- If you get it out, put it away. If you mess it up, clean it up. The studio/control room/editing areas should be clean at all times.
- The Library, Computer editing Lab, Studio and Control Room are a No food and drink area. It is not negotiable. So don’t ask!
- Any unethical, inappropriate, or destructive behavior will not be tolerated and can be grounds for dismissal from this classroom.
- When you are outside the classroom working on assignments, you are to act maturely, and responsibly. Your actions reflect directly on the instructor and the course. Failure to act appropriately may be grounds for keeping you in class and will make your assignments more difficult to complete.
- Take care of the things you are working with. Equipment is state of the art and expensive. If there are problems, you need to report it immediately!
- You will be working in groups most of the time. Once your group is established, that is the group you will work with! If you have problems in your group, try to solve them! Please inform me if there are problems in your group! I do not move members once groups have been established! Most of the time, the Instructor picks the groups randomly. Some projects, I will let you pick your partners.
- Do your Best!
- Work Hard!
- Work Together!
Have Fun!

Equipment

Respect of the equipment is essential. Equipment is limited and expensive and we need to keep it in excellent working order. The use of school equipment is a privilege. Please use the equipment correctly, or you will lose the privilege of using it, which will severely impact your ability to complete assignments. If any equipment is damaged by your negligence, you will be responsible for paying for repairs or replacement. Do not leave equipment in your car or anywhere that extreme temperatures or moisture can get to it.

Shooting Video and Taking Photos

Shooting can be done in any of the common areas. Shooting video is not allowed in any classroom without that classroom teacher's permission! I MUST approve ALL shooting locations.

Note: You may be taped at any time in the classroom for demonstration and teaching purposes!

Safety

I cannot stress enough the importance of safety in video production. Electricity is dangerous, so handle lights, cords etc. with the utmost care! Be aware of your surroundings at all times when shooting. Safety of you and your crew is #1 Keep it safe and it will stay fun!

Project Guidelines

Guidelines apply to ALL projects in the video production class.

- Before a camera can be checked out, you or your group must have a storyboard or script completed and ok’d. Know what shots you will need ahead of time!
- You must schedule interviews ahead of time and have questions ready before the actual interview (preferably submitted to the interviewee ahead of time).
- Everyone in your group must have a job, know what that is before you go. Everyone should be doing something. Everyone has input. Your group must come to a consensus on an idea. Consensus means you all live with the decision. If there are problems, take a vote. If you cannot collaborate on ideas, you will have a difficult time completing your project and your grades will surely suffer. You will succeed together or you will fail together on group projects. If you have a problem in your group you must try to solve it. I do not move students from group to group in mid project. If you can't solve the problem, tell the instructor what steps you took to try and solve the problem.
- All projects are to be completed using school-appropriate shots, ideas, music and other components. If you have to ask, it is most likely not appropriate. I trust your good judgment. Any questionable material MUST be cleared and approved ahead of time, no exceptions. Don’t wait for project to be rejected because of a bad decision on your part.
- All music, images, footage, and text must be original or must follow the fair use guidelines and proper citation and credits must be included.
- Always over plan. If it can go wrong it will. Always try to have your assignments completed a day early to accommodate last minute changes, bad edits, etc.
- Depending on the assignment your project should include: a variety of camera shots a steady camera, and no earthquake shots. USE the tripod! Very little zooming, appropriate lighting clear, clean focused shots, panning a single direction at a time if used, no jump cuts, no bad edits or dropped frames. Also USE the Microphones! Audio must be consistent, clear, and crisp
throughout the whole video. All components must work together to fulfill your projects purpose! And of course, Creativity!!

Ethics and Plagiarism

Students must learn and follow the Acceptable Use Policy, Copyright Laws and Fair Use, and must respect Intellectual Property. (This will be a unit of study with a test.)

All work done by students must be their own work. The first time a work is plagiarized, parents and administration will be notified. The second time a work is plagiarized, the student will fail the course and be dropped from it.

Grading

Students will receive grades based on a point system. Students will be graded based on daily work/participation, quizzes, tests, projects, and on learning the camera and editing skills taught in the course. Students have the full nine weeks to demonstrate that they have learned these skills. Each skill is worth 100 points. Skills not learned when they are taught will BE LEFT BLANK in the grade book. At the end of the nine weeks, zeros will be entered for any skills not learned in the class. Grades in this class DIRECTLY show what you have and have not learned. News shows and class projects will be graded on the application and creativity of use of these skills. There will also be assignments that must be completed by the deadline (Broadcast Journalism Careers always operate on deadlines). Students will not receive daily participation points if deadlines are not met.

Grading Scale:

A = 90%-100%!
B = 80%-89%!
C = 70%-79%!
D = 60%-69%!
F = <60

Please sign below:

________________________________________________________________________

Student – I have received and reviewed the course outline with the teacher.

________________________________________________________________________

Parent (s) – I have seen the course outline brought home by my son/daughter.
Tardies:

You must be in the library by the time the tardy bell finishes ringing.

Classroom Rules:

Students will:

1) Follow all school rules.
2) Be respectful of teachers, students, materials, etc. This includes being courteous and considerate; profanity will not be tolerated.
3) Be prepared (on time, work complete, supplies ready, no sleeping, no texting or other use of cell phone without consent of the teacher, etc.)
4) Be willing to learn and participate. This will make the class much more exciting and beneficial for all.
5) Not have food or drink in the library or studio.
6) Not leave the classroom without consent of the teacher.

I have read and understood the syllabus. I agree to comply with the rules and procedures and meet all expectations.

____________________________________________________________  ________________
Student Signature                        Date

I have read and understood the syllabus. I agree to support the student and Mrs. Stinson while trying to meet all expectations for a successful year.

____________________________________________________________  ________________
Parent/guardian signature              Date

____________________________________________________________
Email address

____________________________________________________________
Phone numbers (home, work, and/or cell)

____________________________________________________________
Address