Multi-Media/Video Productions
Course Description

1. **Course Title**:   Multimedia/Video Productions

2. **CBEDs Title:**   Multimedia Production

3. **Job Titles:**   Refer to Labor Market Survey

4. **Course Description:** This competency-based course enables students to develop the necessary skills and competencies for creating multimedia and video productions for use in school-wide broadcasts, Video yearbooks, Video classroom presentations, Video commercial productions, local cable viewing, podcasting, and webcasting. Students learn proper video camera techniques, digital video editing, digital signage, trade standards, work flow, script writing, story boarding, effective lighting, audio, directing, production responsibilities, computer generated graphics, animation, and special effects. This class is for students exploring the possibility of a career in the professional world of electronic media.

5. **Course Prerequisites:**   None

6. **Course Hours:**   360 (including 190 community classroom hours)

7. **Course Dates:**   Reviewed February 10, 2015

8. **Course Outline:**
    A. Career Preparation Standards/SCANS:
        All work site learning methodologies including Community Classroom and Cooperative Vocational Education will be utilized when appropriate.
        - Students will understand how personal skill development affects their employability. They will exhibit positive attitudes, self confidence, honesty, perseverance, self discipline, and personal hygiene. They will manage time and balance priorities as well as demonstrate a capacity for lifelong learning.
        - Students will understand key concepts in group dynamics, conflict resolution, and negotiation. They will work cooperatively, share responsibilities, accept supervision, and assume leadership roles. They will demonstrate cooperative working relationships across gender and cultural groups.

- Students will exhibit critical thinking skills, logical reasoning, and problem solving. They will apply numerical estimation, measurement, and calculation, as appropriate. They will recognize problem situations; identify, locate and organize needed information or data; and propose, evaluate, and select from alternative solutions.
- Students will understand principles of effective communication. They will communicate both orally and in writing. They will listen attentively and follow instructions, requesting clarification or additional information as needed.
- Students will understand occupational safety issues including the avoidance of physical hazards in the work environment. They will operate equipment safely so as not to endanger themselves or others. They will demonstrate proper handling of hazardous materials.
- Students will understand career paths and strategies for obtaining employment within their chosen fields. They will assume responsibility for professional growth. They will understand and promote the role of their field within a productive society, including the purposes of professional organizations.
- Students will understand and adapt to changing technology by identifying, learning, and applying new skills to improve job performance. They will effectively employ technologies relevant to their fields.
- Students will understand complex inter-relationships of systems.
  - Students will understand systems – know how social, organizational, and technological systems work and operate effectively with them.
  - Students will monitor and correct performance – distinguish trends, predict impacts on system operations, diagnose systems' performance and correct malfunctions.
  - Students will improve or design systems – suggest modifications to existing systems and develop new or alternative systems to improve performance.
- Students will understand all aspects of the industry including: planning, management, and finance; technical and production skills; underlying principles of technology; copyright laws, labor, community, health, and environmental issues as well as scouting and locking down locations.

Content Area Skills:
Students will be able to understand and demonstrate competencies in areas that may lead to entry-level employment.
- Workplace skills for success in video productions
- Overview of multimedia/video production process
- Camera operation and control

- Composition and graphics
- Lighting for video
- Audio for video production
- Video recording
- Scouting and locking down locations
- Proper releases
- Producing and directing
- Legal and ethical issues in video productions
- Broadcast careers and a vocational multimedia/video productions
- Developing special projects
- Copyright laws
- Sponsorships, advertisements, and business relations

B. Expected Student Proficiencies:
Students will be able to understand and demonstrate proficiencies in the following identified areas.
- Development of multimedia and video productions
- Creating school-wide broadcast segments
- Creating video yearbooks
- Creating classroom presentations
- Creating special projects using DVD/ digital presentations
- Web-based distribution
Students will be introduced to selected standards.
- Career preparation standards
- Multimedia/video production standards

C. Hours of Instruction: 360
See course outline for breakdown of instructional hours.

D. Industry/Licensing:
N/A

9. **Additional Recommended/Optional Items:**
A. Articulation: None

B. Academic Credit: None

C. Instructional Strategies:
Students will engage in a variety of activities that balance direct instruction with project work. Students will attend lectures, complete labs, become involved with professional mentors, complete real world projects, and make presentations that demonstrate

understanding of key concepts and the research process. Various methods of instruction will be used.
- Guest speakers
- Direct instruction
- Independent homework
- Group interaction
- Team building exercises
- Field trips
- Class projects

D. Evaluation:
Student evaluation is based on selected methods.
- Teacher developed tests
- Special projects
- Performance
- List of complete tasks
- Portfolio
- Acceptable employee behavior
- Employer evaluation

E. Instructional Materials:
Instructional material will include textbooks, supplemental material, and business research on the Internet and actual community classroom experience.
- Software & Books
  - Current Industrial Software Tools for special effects, video and sound.
- Additional resources
  - Training Tools

F. Certificates:
Upon completion of coursework students will receive a certificate of completion.