

Course Outline

TV Production will include an overview of television and the television team; careers in television and video; the history of mass communications and the use of basic and advanced television equipment. Television Production 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.

Students will be required to keep a portfolio of all of their work. The portfolio will be assessed based on a rubric developed by the instructor. Accurate record keeping is an important part of the broadcasting industry. To emphasize this important activity, the portfolio will be graded based on accuracy, detail and creativity. All portfolios will be kept in the classroom. Each portfolio will be kept in a 3-ring binder. Every paper, video and or DVD/disc needs to be properly labeled with the student's name. Any work that is not labeled will not be graded. It may be presented on CD, DVD or a flash drive. It must include all videos produced during the semester. Students will be allowed to keep their portfolios at the end of the semester.

All students will be required to demonstrate knowledge of TV Production, proper equipment handling, editing, camera work, and team work. Television Production requires students to work in teams. Students will at times be working under the direction of other students, sometimes, that are younger than them. They are expected to follow directions and work in those teams.

Everyone will be required to sign a student TV code of conduct and talent/equipment releases. All students will be required to have a letter signed by their parent or guardian. No student will be allowed to use the equipment without this letter in his or her portfolio. No student will be allowed to check out equipment without demonstrating a good working knowledge of the equipment. All equipment that is checked out is expected back in the classroom, fully charged before 1st period, unless prior arrangements have been made with Mr. Gray or Mrs. Haverly.

Students will be graded as follows:

Performance / Attendance / Behavior	20%
Tests/Quizzes	20%
Equipment Competencies	20%
Projects	40%

The portfolio will be 1/5th of the final grade.

All students will be required to sign in and out of the studio/classroom.

Students will not be allowed to wander the school. Each student will be given a TV Production Badge. No student may leave the classroom without his or her TV Production credentials. **Students must wear your id badge at all times when under TV class supervision.** All interviews must be pre-arranged with students and teachers. Students are not allowed to enter classrooms without permission. It will be the student's responsibility, to contact their teachers ahead of time to schedule an appointment. Some student work may be sent to MIDTEL or SCHOPEG to be aired on their public access channels.

There is NO eating or drinking in the TV Production room. This includes all areas including the studio, control room and editing/equipment room. Due to the amount of computers and equipment in the classroom, it is necessary to enforce this.

Syllabus for TV Production

Students will acquire a thorough understanding of the basic elements of video production through assigned readings, lectures, and the completion of a series of video assignments. This understanding should include the following ten areas:

1. General audio and sound techniques, including the handling of common audio problems with wireless devices.
2. Camera placement and operations, including a basic understanding of camera operation, color balancing, light levels and the use of special filters or lens.
3. The use and characteristics of the various video and audio recording media.
4. Lighting techniques, including existing light, bounced light and three-point lighting.
5. Storyboarding, and story production.
6. Elements of effective visual composition.
7. Editing techniques: Microsoft Movie Maker, Adobe After Effects, Adobe Premiere, Adobe Elements & Adobe Photoshop.
8. The use of live production equipment for a newscast.
9. A general understanding of postproduction, including associated audio and video equipment.
10. The ability to critique the strengths and weakness of video productions.

This course will provide an opportunity for students to create a variety of video productions, allowing them to express personal creativity while developing the ability to conceptualize story ideas and effectively translate these ideas into video productions.

We will expect students to complete all assignments in a timely manner. TV/News Production is a very timely business. Meeting deadlines is an important element in the Broadcast industry. We will expect students to be in class on time. Students will learn non-linear video editing on computers. Students will use video editing software such as Microsoft Movie Maker, and Adobe Premiere Pro. All of the editing systems are available in the classroom and will be taught in detail. Students may download Microsoft Movie Maker from the Microsoft web site at no cost. Adobe Premier Pro is a powerful editing program used by many professional video editors. It has won many awards for video production. MCS students will gain a thorough understanding of television production and will be able to utilize their skills for the production of a daily news program. This program will combine what they have learned in class with interdisciplinary activities that can be coordinated with other classes and curricula.

Students will gain an understanding of how the computer system evolved and how it is used in the Television Production industry today through a series of hands on activities including but not limited to:

- 1 **Class Administration:** Students will learn cooperative learning skills as they organize themselves into a governing group to produce, oversee and mentor the production of television programming and film making.
- 2 **Literacy for television:** Students become aware of the impact of television, it's ethical considerations as well as marketing strategy through the deconstruction of prepared film clips, commercials and internet information.
- 3 **Equipment basics:** Students will be able to use cameras and studio equipment as an introductory course for higher learning and career exploration. They will demonstrate the correct use to create visually appealing images in a story line.
- 4 **Writing for visual medium:** Students will learn the value of organization through the practice of script writing and storyboarding for visual storytelling.
- 5 **Analyze visual medium:** students will use critical thinking skills to dissect and analyze current media productions. Through analysis students will learn how body language and visual design relates to content.
- 6 **History of Television Production:** Students will use research to gain an understanding of how the television and radio broadcasting industry evolved. They will discuss the role that industry guidelines and rating play in broadcasting. In addition they will make predictions for the direction of the industry and it's ethical impact.
- 7 **The production process:** Students will use cooperative learning skills to produce a daily newscast to gain an in depth understanding of the production process. Each student will have the opportunity to act in each of the rolls of the production team on a rotating basis allowing each student to experience the process from different standpoints.
- 8 **Increase Communications Skills:** Students will be responsible for effective communications with peers, family and community through leadership skills as they become an integral part of the production process. Students will follow proper procedures for acquiring permissions to film on public or private property, inform necessary personnel, and provide release documents for filming.
- 9 **Improve Self Esteem:** Students will be offered an outlet to express views and ideas through valid media format.
- 10 **Create a personal Portfolio:** Students will keep a record of completed work that may be used as they prepare for college or the workforce. Each portfolio shall be compiled on CD/DVD for viewing and assessment by teacher, parents, colleges and potential employers.
- 11 **Internship:** Upon Completion of this course students would be able to apply for internships with partnership companies like WTEN, PBS, and SCHOPEG to gain real life hands on work experience. Through the Internship the student may be awarded College in the High School Credit as deemed appropriate by the teacher, building principal and SUNY Cobleskill.