

School District of Springfield Township

Springfield Township High School Course Overview

Course: Television Production

Course Description

Television Production is the first in a series of production courses available. Students will study the fundamentals of lighting, sound, graphics, storyboarding, scripting, directing, and editing an assortment of video productions. The course will introduce students to more critical television viewing as they analyze programming and participate in certain aspects of the broadcast business. Throughout this course students will need to work both independently and as a member of a production team.

Unit Titles

Unit 1: Studio Directing

Unit 2: Digital Video Editing

Unit 3: Visual Storytelling

Essential Questions

1. Who creates television and why?
2. How are television shows created?
3. What do directors need to think about when writing and organizing a show?
4. What are the roles and responsibilities of a production crew?
5. How are special effects created?
6. Why are communication and teamwork essential to a successful production?
7. What role do commercials play in the television business?
8. What advertising techniques are used in commercials?
9. What is a target audience?
10. How can a director create variety and continuity using one camera?
11. What messages do camera shots send to an audience?

Big Ideas/Enduring Understandings

Unit 1: Studio Directing

- Television is a business.
- Effective production is the result of teamwork and cooperation.
- The various components of the studio work together.

Unit 2: Digital Editing

- It is important to film for editing.

Unit 3: Visual Storytelling

- Camera shots influence an audience.
- A variety of visual storytelling techniques are important in order to choose which most effectively portray the topic.

Key Competencies/Skills/Procedures

Units 1: Studio Directing

- Write storyboards and scripts for television
- Organize and direct a studio show
- Delve into the thought processes of a producer and a director
- Operate the studio equipment: cameras, video mixer, audio mixer, teleprompter, character generator, and graphics computer

Unit 2: Digital Editing

- Use a critical approach to analyze commercials and their place in the television business
- Import footage into the computer, edit using iMovie, and export to various file formats

Unit 3: Visual Storytelling

- Synthesize information to create meaning in form of a documentary
- Use camera shots to tell a visual story with a focus on variety and continuity
- Analyze content and camera shots for effective storytelling

Core Vocabulary

Unit 1: Studio Directing

network, camera shots, video transitions, studio personnel, camera movements

Unit 2: Digital Editing

firewire/ieee, mini dv, advertising techniques, special effects

Core Resources

“Creating Critical Viewers” - National Academy of Television Arts and Sciences
Zettl, Herbert. Video Basics 4. Belmont: Wadsworth, 2004.

iMovie

Digital video studio and editing equipment

Pennsylvania State Standards Guiding Course

Unit 1: Studio Directing

1.2 Reading Critically in All Content Areas

- A. Read and understand essential content of informational texts and documents.
- C. Produce work in at least one literary genre that follows the conventions of the genre.

1.3 Reading, Analyzing and Interpreting Literature

- E. Analyze how a scriptwriter’s use of words creates tone and mood, and how choice of words advances the theme or purpose of the work.

1.4 Types of Writing

- C. Write persuasive pieces.

1.5 Quality of Writing

- A. Write with a sharp, distinct focus.
- B. Write using well-developed content appropriate for the topic.

- C. Write with controlled and/or subtle organization.
- D. Write with a command of the stylistic aspects of composition.
- E. Revise writing to improve style, word choice, sentence variety and subtlety of meaning after rethinking how questions of purpose, audience and genre have been addressed.
- F. Edit writing using the conventions of language.
- G. Present and/or defend written work for publication when appropriate.

1.6 Speaking and Listening

- A. Listen to others.
- B. Listen to selections of literature.
- C. Speak using skills appropriate to formal speech situations.
- D. Contribute to discussions.
- E. Participate in small and large group discussions and presentations.
- F. Use media for learning purposes.

Unit 2: Digital Editing

1.2 Reading Critically in All Content Areas

- A. Read and understand essential content of informational texts and documents.
- C. Produce work in at least one literary genre that follows the conventions of the genre.

1.3 Reading, Analyzing and Interpreting Literature

- E. Analyze how a scriptwriter's use of words creates tone and mood, and how choice of words advances the theme or purpose of the work.

1.4 Types of Writing

- A. Write narrative pieces.
- C. Write persuasive pieces.

1.5 Quality of Writing

- A. Write with a sharp, distinct focus.
- B. Write using well-developed content appropriate for the topic.
- C. Write with controlled and/or subtle organization.
- D. Write with a command of the stylistic aspects of composition.
- E. Revise writing to improve style, word choice, sentence variety and subtlety of meaning after rethinking how questions of purpose, audience and genre have been addressed.
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1.6 Speaking and Listening

- A. Listen to others.
- B. Listen to selections of literature.
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- D. Contribute to discussions.
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- F. Use media for learning purposes.

Unit 3: Visual Storytelling

1.1 Learning to Read Independently

- B. Analyze the structure of informational materials explaining how authors used these to achieve their purpose.

- F. Understand the meaning of and apply key vocabulary across various subject areas.
- 1.2 Reading Critically in All Content Areas
 - A. Read and understand essential content of informational texts and documents.
 - C. Produce work in at least one literary genre that follows the conventions of the genre.
- 1.3 Reading, Analyzing and Interpreting Literature
 - E. Analyze how a scriptwriter's use of words creates tone and mood, and how choice of words advances the theme or purpose of the work.
- 1.4 Types of Writing
 - A. Write narrative pieces.
 - B. Write complex informational pieces.
 - C. Write persuasive pieces.
- 1.5 Quality of Writing
 - A. Write with a sharp, distinct focus.
 - B. Write using well-developed content appropriate for the topic.
 - C. Write with controlled and/or subtle organization.
 - D. Write with a command of the stylistic aspects of composition.
 - E. Revise writing to improve style, word choice, sentence variety and subtlety of meaning after rethinking how questions of purpose, audience and genre have been addressed.
 - F. Edit writing using the conventions of language.
 - G. Present and/or defend written work for publication when appropriate.
- 1.6 Speaking and Listening
 - A. Listen to others.
 - B. Listen to selections of literature.
 - C. Speak using skills appropriate to formal speech situations
 - D. Contribute to discussions.
 - E. Participate in small and large group discussions and presentations.
 - F. Use media for learning purposes.
- 1.8 Research
 - A. Select and refine a topic for research.
 - B. Locate information using appropriate sources and strategies.
 - C. Organize, summarize and present the main ideas from research.