Hamburg Area School District

Name of Course: Audio-Visual Communications 1
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

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 1  
Unit: Introduction to Audio-Visual Communications  
Time Line: all year long

<table>
<thead>
<tr>
<th>Essential Question/Content</th>
<th>Performance Objectives</th>
<th>Anchors/Standards</th>
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<tbody>
<tr>
<td>History/Background</td>
<td>Define the role of and explain the functions of audio and video as forms of communication</td>
<td>R11.A.2.1.2, R11.2.3.1,</td>
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<td></td>
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<td>R11.A.2.3.2, R11.A.2.4.1,</td>
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<td>R11A2.5.1, R11.A.2.6.1</td>
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<td></td>
<td>Examine the historical development of film, television, and broadcasting</td>
<td>R11.B.3.1.1, R11.B.3.2.1,</td>
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<td>R11.B.3.2.2, R11.B.3.3.3</td>
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<td>Explore the functions and roles of broadcast media in society</td>
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<td>Describe the economics of broadcasting</td>
<td>1.1.11 A, B,D,F,G</td>
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<td>Describe and practice the steps in the production process</td>
<td>1.2.11 A,B</td>
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<td>Identify and use appropriate terminology</td>
<td>1.4.11 B,C</td>
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<td>Explain the positions necessary for a news show and for film production</td>
<td>1.5.11 A,B,C,D,E,F</td>
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<td>1.6.11 A,D,E,F</td>
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<tr>
<td>Ethics/Morals/Law</td>
<td>Examine copyright and trademark restrictions</td>
<td>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</td>
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<td></td>
<td>Discuss and practice ethical and legal responsibilities</td>
<td>R11.B.3.1.1, R11.B.3.2.1, R11.B.3.2.2, R11.B.3.3.3</td>
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<td></td>
<td>Define broadcast media laws</td>
<td>1.1.11 A, B,D,F,G</td>
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<td>Recognize and avoid plagiarism</td>
<td>1.2.11 A,B</td>
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<td>Identify the rights and responsibilities provided by the First Amendment and school related court decisions</td>
<td>1.4.11 B,C, 1.5.11 A,B,C,D,E,F, 1.6.11 A,D,E,F</td>
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<td>Writing/Pre-Production</td>
<td>Explain the differences between writing for broadcast and writing for print</td>
<td>R11.A.2.1.2, R11.2.3.1,</td>
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<td>Understand the importance of audience and purpose for programming</td>
<td>R11.A.2.3.2, R11.A.2.4.1,</td>
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<td>Explain and practice news gathering techniques</td>
<td>R11A2.5.1, R11.A.2.6.1</td>
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<td>Explain and write a program proposal</td>
<td>R11.B.3.1.1, R11.B.3.2.1,</td>
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<td>Define and create a storyboard</td>
<td>R11.B.3.2.2, R11.B.3.3.3</td>
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<td>Describe and practice types and techniques of scriptwriting</td>
<td>1.1.11 A, B,D,F,G</td>
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<td>Practice editing and proofreading skills</td>
<td>1.2.11 A,B</td>
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<td>Use standard grammar and conventions of writing</td>
<td>1.4.11 B,C</td>
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<td>Edit personal scripts</td>
<td>1.5.11 A,B,C,D,E,F</td>
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| Writing/Pre-Production (Continued)        | Edit other students' scripts  
Practice note taking skills from text and spoken sources  
Develop topics and strategies for locating and compiling information from a variety of sources | 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 |}
| Technology/Production                     | Identify basic technical elements of broadcast production  
Understand and practice using studio equipment: camera, microphones, tripod, mixer  
Explain and practice equipment safety  
Explain and demonstrate basic lighting techniques  
Explain and demonstrate basic audio techniques | 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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| Technology/Production       | Explain and demonstrate the basic functions and movements of a video camera  
Use a video camera to get footage  
Capture video footage to a computer  
Use computer programs to edit videos  
Use basic visual effects in video production  
Use basic audio effects in video production  
Utilize technology for scriptwriting  
Utilize technology for research  
Participate in competitions and contests  
Practice troubleshooting | 9.2.12 A,B,C,D,E,K  
9.3.12 A,B  
9.4.12 B |
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| Career Skills               | Understand the importance of deadlines and create strategies to meet them  
                            | Practice problem solving skills  
                            | Examine individual and group dynamics and problem solving skills  
                            | Analyze job opportunities in the field of audio visual communications  
                            | Follow multi-step directions  
                            | Maintain a portfolio of class work  
                            | Examine roles and responsibilities of production personnel  
                            | Understand and practice teamwork skills  
                            | Recognize the value of self knowledge, awareness, and clear communication when working in teams | 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  
                                 | 13.1.11 A,B,C  
                                 | 13.3.11 B,C |
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| Speaking/Listening          | Identify and practice broadcast delivery skills  
Listen effectively and summarize  
Explain and practice proper interviewing techniques  
follow multi-step directions  
Use standard grammar and usage when speaking | 1.6.11 A,C,D,E  
1.6.11 A,D,E,F  
13.3.11 B,C |