



**Catalina Foothills School District
Advanced Media (Film & TV) Production 1 & 2
Grades: 11-12**

Advanced Media Production 1 and 2 are separate one year courses. Because some of the content from Advanced Media Production 1 crosses over into Advanced Media Production 2, the content for both courses is listed below, but separated as Year 1 (Y1) and Year 2 (Y2).

Advanced Media Production 1 builds on the skills learned in Media Production Fundamentals with a focus on producing actual video productions that will meet the needs of clients or be submitted for distribution/competition. This advanced class will also focus on broadcast and industrial video production techniques. Podcasts as well as streaming production techniques will be covered. Career and technology trends will be discussed. A personal portfolio and resume will be developed as well as a job career plan. Job research and interviewing techniques are practiced.

Advanced Media Production 2 builds on the skills learned in Advanced Media Production 1. The course provides a focus on creating, critiquing and producing actual video for TV and broadcast productions that will meet the needs of clients or be submitted for distribution/competition. This advanced class will also focus on broadcast and industrial video production techniques. Advanced podcasts as well as advanced streaming production techniques will be covered. Career certifications will be optional. A personal portfolio and resume will be developed as well as a job career plan. Job research and interviewing techniques are practiced

1. CAREER PLANNING AND PREPARATION IN THE MEDIA INDUSTRY	
ADV-M1.1	Discuss media communications businesses (for example: radio, television, internet, industrial) and how they affect society. (Y1) <ul style="list-style-type: none"> ○ describe factors that contribute to the success of media businesses and freelance/contract providers
ADV-M1.2	Create job search documents that are effective and appropriate for potential career placement. (Y1 & Y2) <ul style="list-style-type: none"> ○ resume ○ cover letter ○ paper/online applications ○ mock template for a career profile on a professional social networking site
ADV-M1.3	Use career search websites to research potential career paths. (Y1) <ul style="list-style-type: none"> ○ indeed.com ○ monster.com ○ glassdoor.com ○ salary.com
ADV-M1.4	Develop a goal-oriented career plan with actionable steps. (Y1 & Y2) <ul style="list-style-type: none"> ○ self-assessment ○ career exploration ○ decision making ○ taking action
2. TECHNOLOGY APPLICATIONS AND TOOLS	
ADV-M2.1	Describe the functionality of the Internet, Intranet, and Extranet in the media environment. (Y1)

ADV-M2.2	Evaluate project needs and recommend appropriate digital tools. (Y1, Y2) <ul style="list-style-type: none"> o determine what electronic information is needed to access and manipulate (Internet, hardware, software, input, output, flash drive) o differentiate and use appropriate measurement tools for media applications o resize to fit format (ratios) o select digital formats for the correct media measurements o appropriately apply timing and mathematical solutions
ADV-M2.3	Create digital media products (required: interactive media, podcast/vodcast, video and audio productions, DVDs). (Y1) <ul style="list-style-type: none"> o capture and properly prepare digital images (color mode, resolution, file format, audio quality) o use appropriate electronic publishing software and output devices
ADV-M2.4	Produce media using various production platforms (required: broadcast television, podcast, video/audio for presentation, Internet streaming, DVD). (Y1 & Y2) <ul style="list-style-type: none"> o use Internet for file transfer (e.g., Drop Box) (Y1) o select format for digital delivery (Y1)
ADV-M2.5	Explain methods of protecting a computer against threats/viruses. (Y1)
3. ART & VISUALIZATION	
ADV-M3.1	Combine elements of design in media projects (color, value, line, shape, form, texture, space). (Y1 & Y2)
ADV-M3.2	Compose projects using the basic principles of design (balance, emphasis, movement, pattern, proportion, rhythm, unity, and variety) and composition ("Golden Mean"/third line). (Y1 & Y2)
ADV-M3.3	Convert and interchange various types of digital, traditional video and non-video formats. (Y1 & Y2)
ADV-M3.4	Combine fundamentals of color theory in digital media (required: visible spectrum, additive color, subtractive color, simultaneous contrast, quality of light: brightness, contrast, shadow detail, angle of light, color, saturation). (Y1 & Y2)
ADV-M3.5	Explain how elements, principles, and color theory apply to the content and meaning of the work. (Y1 & Y2)
4. LEGAL AND ETHICAL PRACTICES	
ADV-M4.1	Discuss current legal issues in the media industry. (Y1 & Y2)
ADV-M4.2	Examine intellectual property and its ramifications. (Y1)
ADV-M4.3	Describe laws, organizational ethics, and code of ethics (for example: libel, slander, FCC rules, Freedom of Information Act, work place rights, American Disability Act, and issues of discrimination) that create goodwill and trust. (Y1)
5. BUSINESS APPLICATIONS	
ADV-M5.1	Examine how the relationship among marketing, sales, and production affects profitability. (Y1)
ADV-M5.2	Analyze and create organizational plans (treatment form, Gantt Chart, site surveys, shot lists, shooting schedules, prop lists and equipment lists) and budgets/cost projections for media productions. (Y1 & Y2)
ADV-M5.3	Evaluate products and services for production purposes. (Y1 & Y2)
ADV-M5.4	Describe how diversity (cultural, ethnic, multigenerational) and ethics affect the selection of projects and programs. (Y1)
6. INDUSTRY SAFETY PROCEDURES	
ADV-M6.1	Apply compliancy procedures for OSHA (occupational safety and health administration), HazCom (Hazard Communication Standard, warning labels and MSDS (material safety data sheets) safety regulations (required: must score 100% on Safety test). (Y1 & Y2)
ADV-M6.2	Recommend and apply safety precautions for job-site hazards. (Y1 & Y2)
ADV-M6.3	Predict what safety hazards may be potentially associated with a broadcast production and/or media facility. (Y1 & Y2)

7. PRE-PRODUCTION	
ADV-M7.1	Apply written skills required in an media workplace (for example: mind maps, Treatments, Storyboards, scripts, emails, budgets and producers reports). (Y1 & Y2) <ul style="list-style-type: none"> ○ use Standard conventions ○ utilize most appropriate software for written and presentation communications
ADV-M7.2	Create and organize written and visual content for a presentation based on audience demographics, subject content, client interviews. (Y1 & Y2)
ADV-M7.3	Generate a written plan for pre-production logistics (required: casting project, assigning crew, scheduling, and budgeting). (Y1 & Y2)
8. PRODUCTION	
ADV-M8.1	Apply advanced studio and control room skills to produce a quality broadcast project (required: lighting, camera, tripod, teleprompter, audio sources). (Y1 & Y2) <ul style="list-style-type: none"> ○ direct or perform camera movement ○ create lighting and special effects ○ create video shots using basic design theory ○ analyze lighting needs, including green and blue screen techniques ○ color correct and calibrate cameras ○ select proper audio sources ○ set levels and mix audio tracks ○ operate switcher ○ compose shots ○ direct crew and talent ○ record audio and video
ADV-M8.2	Apply “Electronic Field Production” skills (lighting needs, location shots, camera operation, audio needs, selection of microphones, audio and video recording, tracking/following action, operation video cranes, dollies, audio booms). (Y1 & Y2)
ADV-M8.3	Describe how production processes and cycles affect media businesses. (Y1)
9. POST-PRODUCTION	
ADV-M9.1	Log and capture video and audio clips using various input devices. (Y1 & Y2) <ul style="list-style-type: none"> ○ analyze and select video and audio clips that fit the project’s criteria ○ input into computer
ADV-M9.2	Select advanced editing techniques using industry standard software. (Y1 & Y2) <ul style="list-style-type: none"> ○ trim video clips and places them on timeline ○ combine transitions and effects ○ record, edits, and fits voice-overs into projects when necessary ○ add music and sound effects as needed ○ export video in a variety of formats ○ composite video (blends multiple video tracks to create a variety of visual appearances and special effects)
ADV-M9.3	Operate a computer editing station. (Y1 & Y2) <ul style="list-style-type: none"> ○ create an Adobe Premiere project using additional software. (required: motion, color, Logic Pro, Sound Track Pro, or Adobe Audition and Adobe Photoshop)
ADV-M9.4	Compare analog and digital production. (Y1 & Y2)
ADV-M9.5	Delineate between applicable formats (required: DVNTSC, HDV, ProRes, QuickTime Movie, AVI, H.264, Divx, MPEG 1,2,3&4, ACC, AIF, WAV, JPEG, PICT, TIFF, PNG) and save and or convert to applicable formats. (Y1 & Y2)
ADV-M9.6	Create 2D (Y1) and 3D (Y2) motion graphics and animations. <ul style="list-style-type: none"> ○ use industry standard motion Graphics software (for example: Blender, Flash, I-Stop Motion, Adobe Photoshop)
10. WORKPLACE EMPLOYABILITY: PROFESSIONALISM	
ADV-M10.1	Represent the school [organization] in a positive manner. <ul style="list-style-type: none"> ○ communicate mission, core values, and position as aligned to the school

	<ul style="list-style-type: none"> ○ [organization] ○ adhere to protocol(s) related to behavior, appearance, and other expectations ○ perform work with a positive attitude
ADV-M10.2	Demonstrate respect for personal and professional boundaries (distinguish between personal and work-related matters).
ADV-M10.3	Interact respectfully with others and act with integrity.
ADV-M10.4	Produce high quality work that reflects professional pride and contributes to organizational success.
ADV-M10.5	Take initiative to develop skills to improve work performance.
11. WORKPLACE EMPLOYABILITY: COMMUNICATION (TRADITIONAL AND DIGITAL)	
ADV-M11.1	<p>Communicate effectively in preparation for a diverse work environment (i.e., style and format appropriate to audience/culture/generation, purpose and context; accuracy; use of appropriate technical language; to resolve conflicts; address intergenerational differences/challenges; persuade others).</p> <ul style="list-style-type: none"> ○ create live presentations, video/audio projects and written assignments using verbal and nonverbal models of communication ○ proof and edit all communications based on [organizational] standards ○ respond to communications in a timely manner
ADV-M11.2	<p>Use appropriate technologies and social media to enhance or clarify communication.</p> <ul style="list-style-type: none"> ○ use professional etiquette for web-, email-, and social media-based communications ○ uphold the brand (if applicable)
ADV-M11.3	Use a variety of interpersonal skills, including tone of voice and appropriate physical gestures (for example: eye contact, facing the speaker, active listening) during conversations and discussions to build positive rapport with others.
ADV-M11.4	Pose and respond to questions, building upon others' ideas in order to enhance the discussion; clarify, verify, or challenge ideas and conclusions with diplomacy.
12. WORKPLACE EMPLOYABILITY: SELF-REGULATION	
ADV-M12.1	<p>Apply the skills and mindset of self-regulation to accomplish a project.</p> <ul style="list-style-type: none"> ○ establish priorities and set challenging, achievable goals ○ create a plan with specific timelines (e.g., Gantt Chart) for completion to achieve the goals ○ take initiative to select strategies, resources and/or learning opportunities to accomplish the task(s) in the plan ○ identify the success criteria/metrics to determine the effectiveness of the outcome for each goal ○ monitor progress/productivity and self-correct during the learning process ○ persist when faced with obstacles or challenges ○ reflect upon learning (identifies strengths and weaknesses) and use feedback to modify work or improve performance
ADV-M12.2	Select and use appropriate technologies to increase productivity.
ADV-M12.3	Exercise initiative and leadership (e.g., recognize and engage individual strengths, plan for unanticipated changes, pursue solutions/improvements).
13. WORKPLACE EMPLOYABILITY: CRITICAL THINKING AND PROBLEM SOLVING	
ADV-M13.1	<p>Identify problems and use strategies and resources to innovate and/or devise plausible solutions.</p> <ul style="list-style-type: none"> ○ use relevant criteria to eliminate ineffective solutions or approaches and select those that are plausible; put selected alternatives through trials to determine their utility
ADV-M13.2	<p>Take action or make decisions supported by evidence and reasoning.</p> <ul style="list-style-type: none"> ○ evaluate the sources of evidence, the accuracy and relevance of information, and the strengths of arguments ○ demonstrate ethical reasoning and judgment by clearly sharing multiple

	<p>perspectives on why the proposed course of action is ethically the best decision</p> <ul style="list-style-type: none"> ○ identify factors that affect one’s objectivity or rationality (for example: prejudices, disposition, etc.)
ADV-M13.3	Transfer knowledge/skills from one situation/context to another.
14. WORKPLACE EMPLOYABILITY: COLLABORATION	
ADV-M14.1	Take responsibility for any role on a team and accurately describe and perform the duties of each role, including leadership.
ADV-M14.2	<p>Integrate diverse ideas, opinions, and perspectives of the team and negotiate to reach workable solutions.</p> <ul style="list-style-type: none"> ○ contribute personal strengths ○ respect contributions of others ○ build team relationships
ADV-M14.3	<p>Prioritize and monitor individual and team progress toward goals, making sufficient corrections and adjustments when needed.</p> <ul style="list-style-type: none"> ○ proactively solicit feedback; accept and show appreciation for constructive feedback ○ act upon feedback to achieve team goals
ADV-M14.4	<p>Submit high-quality products that meet the specifications for the assigned task.</p> <ul style="list-style-type: none"> ○ critique and reflect on individual and collaborative strengths and weaknesses ○ develop a plan for improving individual participation and group productivity