

**Catalina Foothills School District
Media Production Fundamentals (Film & TV)
Grades: 9-12**

Media Production Fundamentals is a one-year course that provides students with the skills and knowledge to master lighting, camera operation, visual composition, live video switching, storytelling, basic audio production and editing. The students produce specially designed video projects that apply technical knowledge and skills in production of television programs. Other important video production skills include interviewing, scripting, advertising techniques, studio operation, and audience analysis. Basics of copyright law and broadcast ethics are also included. Focused instruction in 21st century skills includes leadership, productivity, collaboration, critical thinking and problem solving, and communication.

1. CAREER PLANNING AND PREPARATION IN THE MEDIA INDUSTRY	
FMP.1.1	Research the role of the media industry and its impact on society and the economy. <ul style="list-style-type: none"> ○ history and evolution of media ○ emerging technology in the media industry ○ impact of social media
FMP.1.2	Explain the preparation path and job duties for media occupations (for example: producer, director, cinematographer, grip, gaffer, best boy, editor, freelance videographer).
2. TECHNOLOGY APPLICATIONS AND TOOLS	
FMP.2.1	Compare and contrast digital tools used in the media industry. <ul style="list-style-type: none"> ○ access and manipulate information electronically (Internet, hardware, software, input, output, flash drive) ○ utilize computer file management techniques (desktop set up and file organization)
FMP.2.2	Apply essential commands and knowledge of computer operating systems.
FMP.2.3	Select and use the appropriate measurement tools (Fibonacci Sequence - mathematical sequencing for a compositional grid, color correctors, wave form monitors and vector scopes and software such as QuickTime Pro, compressor and color). <ul style="list-style-type: none"> ○ resize to fit format (ratios) ○ appropriately apply timing and mathematical solutions
	Create digital media products (required: broadcast, video, audio production, DVDs and CDs). <ul style="list-style-type: none"> ○ capture and transfer still image, audio, and moving image content ○ delineate between various production platforms (<i>for example: broadcast television, radio, video/audio for presentation, DVD</i>)
3. ART AND VISUALIZATION	
FMP.3.1	Analyze how elements (color, value, line, shape, form, texture, space), principles (balance, emphasis, movement, pattern, proportion, rhythm, unity, and variety) composition ("Golden Mean"/third line), and color theory apply to the content and meaning of the work.
FMP.3.2	Employ various types of format, including digital and traditional video and non-video formats.
	Apply fundamentals of color theory in digital media (<i>for example: visible spectrum, additive color, subtractive color, simultaneous contrast, quality of light: brightness, contrast, shadow detail, angle of light, color, saturation</i>).
4. LEGAL AND ETHICAL PRACTICES	
FMP.4.1	Describe current legal issues in the media industry.
FMP.4.2	Explain plagiarism and its effects on business.
FMP.4.3	Describe how ethics, hype, and content influence media products.

FMP.4.4	Describe the rights and implications of copyright law related to digital media products (including model releases and royalties). <ul style="list-style-type: none"> ○ establishment of a copyright ○ establishment of a trade name and trademark ○ fair use in relation to legal and regulatory considerations
5. INDUSTRY SAFETY PROCEDURES	
FMP.5.1	Adhere to industry safety standards in the studio and on location for personal safety and the safety of others (required: safety precautions for job-site hazards)
FMP.5.2	Safely operate and perform care and maintenance of equipment.
FMP.5.3	Apply compliancy procedures for OSHA (occupational safety and health administration), HazCom (Hazard Communication Standard, warning labels and MSDS (material safety data sheets) safety regulations (<i>required</i> : must score 100% on Safety test).
6. PRE-PRODUCTION	
FMP.6.1	Create a proposal intended for a media product(s). <ul style="list-style-type: none"> ○ investigate appropriate content for the proposal (<i>required</i>: <i>audience demographics, subject content</i>) and verify sources (accuracy of information) ○ determine appropriate format to communicate information for the target audience ○ apply correct written skills (e.g., grammar, spelling) required in the workplace ○ utilize most appropriate software for written and presentation communications (for example: mind maps, treatments, storyboards, scripts, production outline, budgets, producer' reports)
FMP.6.2	Determine and organize pre-production logistics (required: casting project, assigning crew, scheduling/production schedule).
7. PRODUCTION	
FMP.7.1	Apply studio and control room cinematography skills and techniques to produce a broadcast quality project (visual story). <ul style="list-style-type: none"> ○ direct or perform camera movement ○ create video shots using basic design theory ○ analyze lighting needs, including green screen techniques ○ color correct and calibrate cameras ○ select proper audio sources ○ set levels and mix audio tracks ○ operate switcher ○ shot selection ○ direct crew and talent (basic directing and producing techniques) ○ record audio and video
FMP.7.2	Apply "Electronic Field Production" skills (basic lighting techniques, select location shots, camera operation, use audio controls and microphones, record audio and video)
8. POST-PRODUCTION	
FMP.8.1	Log and capture video and audio clips. <ul style="list-style-type: none"> ○ analyze and selects video and audio clips that fit the project's criteria ○ input into computer
FMP.8.2	Edit using industry standard software. <ul style="list-style-type: none"> ○ trim video clips and places on timeline ○ use transitions ○ record voice-overs ○ add music and sound effects as needed ○ export as QuickTime MOV file
FMP.8.3	Operate a computer editing station. <ul style="list-style-type: none"> ○ create an Adobe Premier project for editing ○ utilize industry standard imaging software
FMP.8.4	Delineate between applicable formats (required: DV, NTSC, HDV, QuickTime Movie, AVI, H.264, AIF, WAV, JPEG, PICT, TIFF) and save and/ or convert to applicable formats.

FMP.8.5	Create 2D motion graphics and animations using industry standard motion graphics software (for example: Flash, I-Stop Motion, Adobe Photoshop).
9. ANIMATION	
FMP.9.1	Explain how elements, principles of animation, design, and the production process enhance the content and meaning of the work.
FMP.9.2	Compose projects using the basic principles of animation (staging, timing, anticipation, squash and stretch, ease in / out, arcs, exaggeration, appeal).
FMP.9.3	Combine elements of pre-production, design, and audio for content creation (synopsis, script, audio recording, storyboard, character design environment design).
	Utilize fundamentals of post-production for project completion (editing, audio mixing, foley, video transitions / effects, titling).
10. WORKPLACE EMPLOYABILITY: PROFESSIONALISM	
FMP.10.1	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 [organization] ○ adhere to protocol(s) related to behavior, appearance, and other expectations ○ perform work with a positive attitude
FMP.10.2	Demonstrate respect for personal and professional boundaries (distinguish between personal and work-related matters).
FMP.10.3	Interact respectfully with others and act with integrity.
FMP.10.4	Produce high quality work that reflects professional pride and contributes to organizational success.
FMP.10.5	Take initiative to develop skills to improve work performance.
11. WORKPLACE EMPLOYABILITY: COMMUNICATION (TRADITIONAL AND DIGITAL)	
FMP.11.1	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). <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
FMP.11.2	Use appropriate technologies and social media to enhance or clarify communication. <ul style="list-style-type: none"> ○ use professional etiquette for web-, email-, and social media-based communications ○ uphold the brand (if applicable)
FMP.11.3	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.
FMP.11.4	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	
FMP.12.1	Apply the skills and mindset of self-regulation to accomplish a project. <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

	<ul style="list-style-type: none"> ○ reflect upon learning (identifies strengths and weaknesses) and use feedback to modify work or improve performance
FMP.12.2	Select and use appropriate technologies to increase productivity.
FMP.12.3	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	
FMP.13.1	<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
FMP.13.2	<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 perspectives on why the proposed course of action is ethically the best decision ○ identify factors that affect one's objectivity or rationality (for example: prejudices, disposition, etc.)
FMP.13.3	Transfer knowledge/skills from one situation/context to another.
14. WORKPLACE EMPLOYABILITY: COLLABORATION	
FMP.14.1	Take responsibility for any role on a team and accurately describe and perform the duties of each role, including leadership.
FMP.14.2	<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
FMP.14.3	<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
FMP.14.4	<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