FOLSOM CORDOVA UNIFIED SCHOOL DISTRICT

Advanced Digital Video Production

Board Approval Date: January 20, 2022	**Course Length: 2 Semesters**
Grading: A-F	**Credits: 5 Credits per Semester**
Proposed Grade Level(s): 11, 12	**Subject Area: Elective** **Elective Area (if applicable):** **Career Technical Education**
Prerequisite(s): **Digital Video Production**	**Corequisite(s):** **N/A**
CTE Sector/Pathway: Arts, Media & Entertainment / Production and Managerial Arts	
Intent to Pursue 'A-G' College Prep Status: Yes	
A-G Course Identifier: (g) College-preparatory elective	
Graduation Requirement: No	
Course Intent: Site Specific **Program (if applicable): CTE**	
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COURSE DESCRIPTION:

The course builds upon the foundational knowledge and skills acquired in the Digital Video Production pre-requisite course. Students will work with advanced broadcasting and apply Adobe editing software at an advanced level. Industry specific equipment including; professional grade camera lenses, DSLR cameras and audio programs. Projects will include commercials; documentaries integrating special effects and stop motion. Video Production competitions in SEVA and SkillsUSA.

DETAILED UNITS OF INSTRUCTION:

Unit Number/Title	Unit Essential Questions	Examples of Formative Assessments	Examples of Summative Assessment
1. Introduction & Safety	What is Video Production? How do you conduct yourself in a production room and handle delicate equipment?	*Safety Contract	*Self-assessment on prior knowledge and experience in video production
2. Advanced Broadcasting	How do you make a script come alive and become an interactive production with your audience? How do you use two cameras and a Tricaster to make the broadcasts more engaging and entertaining?	*Plan a broadcast using two cameras with two different virtual backgrounds and switch the video between the two using the Tricaster	*Create a multi-camera broadcast
3. Integrating Adobe Editing Software Programs	What are the editing functions in Adobe's After Effects and Photoshop with Premiere Pro? How can Photoshop and After Effects be used with Premiere Pro to make better videos?	*Research, compare and contrast how the Adobe video editing programs interact with each other and apply to a template	*Create videos with photos and logos made with Photoshop and animated titles with After Effects
4. Learning After Effects	What is After Effects used for in video production? What type of media can After Effects create and how can it be used?	*Find and experiment with After Effect templates	*Create a News Intro/Outro Bumper with After Effects
5. Learning how to use a DSLR (Digital Single-Lens Reflex) Camera	What is a DSLR camera and what are the functions of one? What is the exposure triangle (ISO/f-Stop/Shutter Speed)? How is the Exposure Triangle used in the creation of s shot?	*Take photos using various settings and learn to balance the exposure triangle	*Create a News Story using a DSLR Camera in the manual setting

6. Learning Different Lenses	What different camera lenses are involved in video production? What camera lens is appropriate to use in what situation?	*Explore the different camera lenses and learn how they work and in what situations	*Create a news story using the different types of camera lenses
7. Commercials	How are commercials used in today's advertising and what impact do they have on society? What are the elements of a good commercial?	*Research commercials and find one to analyze *Explain how that commercial was effective and the reasons for its success	*Create a commercial for something on campus
8. Special Effects in Adobe Products	What are some special effects that can be created and manipulated using Adobe products? How can special effects be used to enhance videos?	*Research a fun video 'special effect' in Adobe that you will implement in your commercial	*Create a video using a special effect created using Adobe products
9. Stop Motion	What is a stop motion video? What are the elements to a stop motion project? What are different types of media that can be used to create a stop motion video? How can you use Premiere Pro to create your stop motion video?	*Research stop motion projects and how they are created *Explore different types of media that are used to create stop motion projects	*Create a Stop Motion Project
10. Documentary	What is a documentary and what are the elements that make up a documentary? How do you record a documentary?	*Research and analyze a documentary	*Create a documentary
11. Audio Mixing	How can we use Adobe Audition to mix songs and sound effects into multitracks? What type of special effects can be applied to audio tracks?	*Research DJ's, Mix Tapes, and Mash Ups *Analyze what tracks are used, BPMs and how they are layered	*Make a Multi Tracked Song Mixtape

	What is BPM (Beats per Minute)?		
12. Personal Project	What have you learned this year and how will you incorporate it into a final project?	*Collection of content from prior projects; including large and small pieces	*Create a final Personal Project

ESSENTIAL STANDARDS:

C1.0 Demonstrate knowledge of industry safety standards and practices in all areas of technical production.
C1.2 Demonstrate knowledge of basic electrical safety
C1.4 Apply safety related decision making and problem-solving techniques to live, recorded, or multimedia generated production.
C2.0 Understand the technical support functions and artistic competencies in film, video, and live production.
C3.0 Analyze and differentiate the function of the various members of a production team.
C4.0 Demonstrate key skills and an understanding of the complexities of production planning.
C4.1 Know the main elements and functional responsibilities involved in the production and presentation of the performing, visual, and media arts. 15 AME | California Career Technical Education Model Curriculum Standards.
C4.3 Identify the responsibilities and activities associated with the preproduction, production, and post-production of a creative project.
C4.4 Demonstrate understanding of the appropriate use of technology in each phase of the production planning.
C6.0 Understand the key elements of developing and promoting a production from creation to distribution.
C6.1 Design a production flow chart identifying the chain of responsibility for a specific type of arts, media, and entertainment production.
C6.3 Design a promotional packet demonstrating knowledge of promotional
C6.4 Create a promotional example using electronic media.
C6.5 Create a public service announcement using two or more production methods materials, such as standard public service announcements
C7.0 Know various media production, communication, and dissemination techniques and methods, including written, oral, visual, and electronic media.

RELEVANT STANDARDS AND FRAMEWORKS, CONTENT/PROGRAM SPECIFIC STANDARDS:

Link to Common Core Standards (if applicable):
Educational standards describe what students should know and be able to do in each subject in each grade. In California, the State Board of Education decides on the standards for all students, from kindergarten through high school.
https://www.cde.ca.gov/be/st/ss/documents/finalelaccssstandards.pdf

Link to Framework (if applicable):
Curriculum frameworks provide guidance for implementing the content standards adopted by the State Board of Education (SBE). Frameworks are developed by the Instructional Quality Commission, formerly known as the Curriculum Development and Supplemental Materials Commission, which also reviews and recommends textbooks and other instructional materials to be adopted by the SBE.

Link to Subject Area Content Standards (if applicable):
Content standards were designed to encourage the highest achievement of every student, by defining the knowledge, concepts, and skills that students should acquire at each grade level.
https://www.cde.ca.gov/ci/ct/sf/documents/ctescrpflyer.pdf
https://www.cde.ca.gov/ci/ct/sf/documents/artsmedia.pdf

Link to Program Content Area Standards (if applicable):
Program Content Area Standards apply to programs such as International Baccalaureate, Advanced Placement, Career and Technical Education, etc.
https://www.cde.ca.gov/ci/ct/sf/documents/artsmedia.pdf

TEXTBOOKS AND RESOURCE MATERIALS:

Textbooks

Board Approved	Pilot Completion Date (If applicable)	Textbook Title	Author(s)	Publisher	Edition	Date
		N/A				

Other Resource Materials
SkillsUSA - Career Essentials

Supplemental Materials
Board approved supplemental materials (Including but not limited to: Film Clips, Digital Resources, Supplemental texts, DVDs, Programs (Pebble Creek, DBQ, etc.):
N/A