

Video Production 2018-2019

Mission Statement for PTHS Video Production:

To develop professional video production skills, and to provide production services for our school, our district, and our community.

The primary goal of this course is to help you to become a thoughtful, creative, and technically proficient videographer, as we provide video-related services for the school, PTTV, and our community. Over the 36 weeks of this school year we will concentrate primarily on developing the planning, creative, technical, and interpersonal skills required to produce a quality video or film production. Additionally, we will have segments covering; legal and ethical issues related to video production, production safety, and video/film criticism and analysis. This year we will also be studying the works of several noted and influential film directors, as well as taking a critical look at current trends in video production including web streaming and internet video.

Assessment & Grading in this class is based on 4 primary areas:

1. **Classroom work and participation.** This is a vocational classroom. As such, while in this class, you should conduct yourself as if you were at work in a professional setting. Your job is to learn and understand production technique through film analysis, and actual production, participate in class discussions, produce quality videos, and provide video production services to your school, PTTV, and community as required. Video production is a team sport. It is also expected that you will strive to work well within a production group and push yourself to explore crew positions out of your comfort zone. Attendance in this class is mandatory. **The 2018-2019 PTHS attendance policy will be followed in this classroom.** This means that a student with more than 12 absences per semester may not receive credit in this class. (approximately 30% of your grade)
2. **Production Competencies & Learning Modules.** There will be multiple technical skills in which you must demonstrate proficiency to pass this class and to receive Tech Prep credit. They range in complexity from mounting a camera on a tripod, to operating the ATEM switcher in a live production. Assessment will be accomplished via assignments, student demonstration, and/or written quizzes. In accordance with the Washington State Career and Technical guidelines for Video Production classes we are currently using online video production materials from www.cybercollege.com in lieu of a textbook.. This award winning site has proven to be an excellent resource for up to date information on this rapidly changing field. Each of the modules, covering a broad range of topics includes interactive tests and links to outside resources (approximately 15% of your Grade).
3. **Video Projects.** Over the course of the first semester you will be involved in multiple production projects. Some of these will be short exercises for class use only. Others will be larger scale projects destined to be shown to the school and/or the community via PTTV. Each of these assignments is designed to give the student videographer experience in various areas and modes of video production as well as present a diverse range of technical and creative challenges. Within this realm you will also have the opportunity to develop your own programming for broadcast on PTTV. (approximately 40% of your grade)

4. **Public Service Work Service.** As per our mission statement, this classroom is operated as public service organization as well as a vocational classroom. The expectation is that each student will give of their skills to make our school and community a better place and to gain experience in a real world work environment. Over the course of each semester each student is expected to contribute a minimum of 6 hours of non-class time to service oriented projects. These projects may be school based, such as working on the school programming, video crew, or providing coverage of a sports or cultural event for broadcast on PTTV, or they may involve production for non-profit events or organizations in the community. (15% of your grade)

The Curriculum

The following subject areas will be covered during this course

Pre-production: Visual storytelling. Pitching a production. Writing treatments. Script writing. Storyboarding. Production planning & scheduling. Location scouting. Budgeting and resource allocation. Crew positions & job descriptions

Production: Camera operation. Camera Support Systems. Shooting technique. Crew organization. Remote logistics. Production audio for remotes. EFP & ENG techniques. Directing video & film. Working with talent. Safety considerations.

Post Production: Non linear editing. Logging & digitizing footage. Foley production. Audio FX. Graphics for video. CG special effects. Current trends in post production. Music for Video

Audio for Video: Legal and copyright considerations. Audio tools. Microphones and audio capture. Audio boards. Production music.

Studio Production: Camera operation. Production audio. Set construction. Lighting and gaffing. Floor direction. Switcher operation & live editing. Directing live productions. Studio Engineering.

Video & the Web: Optimizing video for web use. Digital video formats. Streaming video.

Law & Ethics of Mass Media: SPJ Code of Ethics. First Amendment issues. Copyright for video and electronic imaging. Journalistic responsibility. Slander & Liable. Ethical considerations for broadcasters and journalists

Television, Film & Society: History of television. Broadcast standards. HD & emerging technologies. Critical analysis of programming. CATV, Satellite, and Web streaming. The Commercial. The Director, Film analysis & criticism,

Electronic Journalism: Interview techniques. Writing news copy. Producing news broadcasts. ENG (electronic news gathering) techniques. Documentary production.

Animation: Principles of animation. History of animation. Single Cell & 3D animation technique. Stop motion, claymation,& rotoscoping.

The Business of Video: Opportunities in video production, Video in industry, Financial planning for film and video productions.

Grading

Grading on all assignments is on a point basis. In general, your daily class-work and participation in discussion is worth -10 to +10 point. Assignment videos are valued at 50-100 points but up to 50 extra points are available for exemplary work. Primary assignments are worth 100 points, and the final project is typically a 150 point project. Tests and quizzes usually average in the 10 to 25 point range.

Safety & Legal Aspects

The safety of students and of the public is a prime concern in this classroom, and on the set. Too often student videographers are tempted to perform stunts, and be involved in activities that are beyond their capabilities and experience, and may be dangerous to their health and safety. There may also be a temptation to push physical and legal limits for the sake of a video. Because of past abuses in this regards, all video scripts will be reviewed for safety and legal concerns before filming in this class. Any video taped, or digitally recorded scenes, or activities that are found on school computers, servers, or cameras and determined to be unsafe and or illegal in nature will result in serious consequences ranging from loss of credit for the project to, in the case of illegal material, turning the footage over to the appropriate authorities. At a minimum, the offensive, dangerous, or illegal material will be removed from school district equipment.

Equipment Use and Off Campus Shoots

We're fortunate in this class to be able to check production equipment out to students for off campus shoots. This privilege comes with a high degree of both financial and behavioral responsibility. Before checking out equipment students must have both a signed financial responsibility & Behavioral Contract form on file. If under 18 this must be signed by a parent or guardian.