

MEDIA TECHNOLOGY 1 and 2
COURSE CODES: 6124, 6125

DESCRIPTION:

In the Media Technology program, students will explore the general field of communications and will focus primarily on audio and motion media industries. Students will also learn about related fields such as radio, graphic design, computer graphics, animation, special effects, online media development, advertising, public relations, and corporate communications. Students will get hands-on experience in basic production techniques for audio, video, and film. They will learn how to use industry-standard equipment and will develop skills including writing, directing, producing, and editing video pieces of increasing complexity.

CREDIT:

1-3 Carnegie units per course (code); dependent upon school's schedule

RECOMMENDED GRADE LEVELS: 10-12

RESOURCES:

www.mysctextbooks.com

UNIT A: MAINTAINING HEALTH AND SAFETY

1. Identify and apply Occupational Safety and Health Administration (OSHA) and other health and safety regulations that apply to specific tasks and jobs in media technology.
2. Identify and apply Right-to-Know (Hazard Communication Policy) and other communicative regulations that apply to specific tasks and jobs in media technology.
3. Set a ladder safely and use it with and without equipment.
4. Illustrate appropriate, safe body mechanics, including proper lifting techniques and ergonomics.
5. Demonstrate the safe use, storage, and maintenance of equipment in the lab, studio, and classroom.
6. Describe safety practices and procedures to be followed when working with and working around electricity.
7. Explain how to properly remove and replace lamps.
8. Demonstrate emergency procedures, precautions, and response procedures.

UNIT B: DEMONSTRATING PRE-PRODUCTION PRACTICES

1. Define relevant media technology production nomenclature.
2. Differentiate among the various forms of writing and reporting including but not limited to news, feature, opinion, and sports.
3. Explain the differences between ENG, EFP, and studio productions.
4. Explain characteristics of newsworthiness.
5. Analyze the objective of production activities.
6. Describe duties of production personnel.

7. Write a production treatment/plan for various types of programs.
8. Write a production script.
9. List practices used to schedule project workflow and create a production schedule.
10. State the importance of obtaining approval/sign-off.
11. Research a show topic.
12. Write a video production script/storyboard.
13. Identify basic audio-video connectors and cables and their uses.
14. Design lighting requirements for a planned production.
15. Identify various types of microphones, pick-up patterns, and applications.
16. Explain the importance of nat sound in a news story.
17. Explain the importance of shooting for the edit.
18. Explain the importance of continuity.
19. State the purpose of control track and time code.

UNIT C: DEMONSTRATING PRODUCTION PRACTICES

1. Manage crew and cast required for an audio-video production.
2. Monitor, review, and adjust a production schedule.
3. Define depth of field and its relationship to amount of available light, filter selection, and aperture.
4. Identify parts of and operate a TV camera.
5. Adjust a camera, including setting gain, filters, aperture, focus, and white balance.
6. Demonstrate movements of a TV camera.
7. Compose shots following basic composition guidelines (rule of thirds, lead/talk space, framing, etc.).
8. Follow a moving subject while keeping the subject properly framed.
9. Explain overscan and safe areas.
10. Plan studio setup.
11. Record audio using audio devices, including recorders and mixers.
12. Demonstrate use and placement of microphones.
13. Select between different inputs using a production switcher.
14. Speak in front of a camera using a microphone.
15. Interview a subject, both on-camera and off-camera, to get information about a chosen subject.
16. Narrate a script over footage using proper vocal techniques.
17. Shoot/record a production script.
18. Demonstrate best practices used to label and log raw footage.
19. Edit video, including b-roll, VO, SOTs, and nat sound.
20. Properly roll and store cable.

UNIT D: DEMONSTRATING POST-PRODUCTION PRACTICES

1. Identify basic functions and resources for editing audio and video productions.
2. Capture and edit footage with audio/video editing software.
3. Add text to video footage.
4. Define “jump cuts” and list strategies to avoid them in shooting and editing.

5. Describe procedures that prepare products for publishing/distribution.
6. List criteria upon which to analyze and critique a product.
7. Demonstrate techniques of non-linear editing.
8. Add narration, music, and sound effects.
9. Define codec and file formats and give common uses of each.

UNIT E: UNDERSTANDING EMPLOYABILITY IN THE MEDIA TECHNOLOGY FIELD

1. Evaluate media technology industries, organizations, and careers based on multiple sources of research and information.
2. Assess interest areas to determine potential career pathways, including career ladders.
3. Demonstrate employability skills needed to get and keep a job.
4. Identify performance-based characteristics needed to obtain jobs in media technology.
5. State the entry-level requirements for television-related careers.
6. Identify sources of information on television careers.
7. Describe the roles of advertising and sales in the radio and television industries.
8. Demonstrate the skills used when meeting with clients.
9. Demonstrate project management skills to estimate costs and establish a budget.
10. Explain project-based client management and chain of command.

UNIT F: APPLYING LEGAL REQUIREMENTS AND ETHICAL CONSIDERATIONS TO BUSINESS PRACTICES AND DECISIONS

1. Identify laws that regulate businesses and organizations in media technology.
2. Discuss the evolving nature of copyright and trademark laws.
3. Discuss copyright infringement and fair use exemptions.
4. Define ethical business practices in media technology.
5. Describe the role of integrity in various forms of broadcast and media.
6. Describe the intent of the term “public trust” as it pertains to a radio or television business.
7. Describe the influence of government regulations on media.
8. Demonstrate an understanding of bias in the media.

UNIT G: ANALYZING THE HISTORY AND EVOLUTION OF MEDIA TECHNOLOGY IN THE ARTS AND SOCIETY

1. Identify positive and negative impacts of the arts on current society.
2. Identify key factors that have impacted the evolution of the arts, communications, and audio-video technologies.
3. Identify key local and national issues for arts and communications technologies.
4. Predict future trends related to media technology.