

Film & Video Production

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In this course students will learn about writing and developing scripts and storyboards for video segments. Students will learn how to use video, sound and editing techniques through the software application iMovie. We will create films such as Public Service Announcements, documentaries, and music videos, as well as learn the processes of preproduction, production and post-production.

Parent's permission to use the Internet is required for participation in this course. (Quarter)

This curriculum is based on standards taken from the Ohio Technology Curriculum Standards and the National Educational Technology Standards (NETS) for Students developed by ISTE (International Society for Technology in Education). Because this is a film involving writing, standards were taken from the Ohio English Standards.

Ethical Usage and Copyright

- Technology and Society*
- Standard 2; Benchmark A:2(10):** Contrast ethical considerations and how they are important in the development, selection and use of technologies.
 - Standard 2; Benchmark D:2(11):** Analyze technology law, legislation and policy in context of user rights and responsibilities.
 - Standard 2; Benchmark D:1(12):** Predict what might happen if the principals of intellectual property were ignored in one's own community.
 - Standard 2; Benchmark D:3(12):** Respect the principals of intellectual freedom and intellectual property rights.
 - Standard 2; Benchmark D:4(12):** Practice responsible and ethical usage of technology.
 - Standard 4; Benchmark A:3(12):** Interpret ethical considerations and legal requirements involved in construction of communication products.
 - Standard 5; Benchmark A:2(12):** Acknowledge intellectual property in using information sources.
 - Standard 5; Benchmark B:5(10):** Follow copyright law, and use standard bibliographic format to list sources.
 - NETS:** Use technology tools to enhance learning, increase productivity, and promote creativity.

Pre - Production

- Research and Writing*
- Standard 1; Benchmark A:3(9):** Make informed choices among technology systems, resources, and services.
 - Standard 4; Benchmark C:2(10):** Employ online communication capabilities to make inquiries, do research and disseminate results.
 - Standard 5; Benchmark A:1(9):** Define terms which determine information

validity:

- Accuracy;
- Authority;
- Objectivity;
- Currency; and
- Coverage (including objectivity and bias).

Standard 5; Benchmark A:1(10): Examine information for its accuracy and relevance to an information need (e.g., for a report on pollution find information from sources that have correct and current information related to the topic).

Standard 5; Benchmark A:2(10): Identify relevant facts, check facts for accuracy and record appropriate information (e.g., follow a standard procedure to check information sources used in a paper).

Standard 5; Benchmark A:3(10): Create a bibliography of sources in an electronic format.

Standard 5; Benchmark A:3(11): Determine valid information for an assignment from a variety of sources.

Standard 5; Benchmark B:4(12): Integrate multiple information sources in the research process.

Standard 5; Benchmark C:3(12): Synthesize search results retrieved from a variety of Internet resources to create an information product for a targeted audience.

Standard 5; Benchmark C:4(12): Critique research retrieved through the Internet for authority, accuracy, objectivity, currency, coverage and relevancy.

Standard 6; Benchmark A:6(9): Brainstorm solutions to problems using common brainstorming techniques (e.g., select a leader, select a recorder, generate ideas, discuss and add on to ideas of others and recognize all ideas are welcome).

NETS: Use technology to locate, evaluate, and collect information from a variety of sources.

English and Writing **WRITING** - Generate writing that contains ordered, related, well-developed ideas.

WRITING - Develop scripts based on message, format and audience.

Productivity/Design/Message **Standard 4; Benchmark A:3(9):** Examine how and why image, language, sound and motion convey specific messages designed to influence the audience.

Production

Technology and Equipment Usage **Standard 3; Benchmark B:2(10):** Use equipment related to computer and multimedia technology imaging.

NETS: Demonstrate a sound understanding of the nature and operation of technology systems.

Standard 7; Benchmark A:4(9): Identify and apply appropriate safety measures when working with energy and power technologies.

Standard 7; Benchmark E:6(9): Investigate emerging (state-of-the-art) and innovative applications of information and communication technology.

Standard 7; Benchmark E:1(10): Use multiple ways to communicate information, such as graphic and electronic means (e.g., graphic - printing and photochemical processes; electronic - computers, DVD players, digital audiotapes, MP3 players,

cell and satellite phones; multimedia - audio, video, data).

Standard 7; Benchmark E:3(10): Identify and explain the applications of light in communications (e.g., reflection, refraction, additive and subtractive color theory).

NETS: Become proficient in the use of technology.

NETS: Practice responsible use of technology systems, information and software.

NETS: Develop positive attitudes toward technology uses that support lifelong learning, collaboration, personal pursuits, and productivity.

Post-Production

Productivity/Design/ Message

Standard 4; Benchmark A:1(9): Format text, select color, insert graphics and include multimedia components in student-created media/communications products.

Standard 4; Benchmark A:1(11): Employ design techniques taking into consideration the psychological impact and cultural connotations of color when designing for print media and multimedia, video and Web pages.

Standard 4; Benchmark A:3(11): Adapt design concepts to emerging technologies.

Standard 4; Benchmark A:1(12): Facilitate message intent by incorporating design elements that contribute to the effectiveness of a specific communication medium into student-generated products (e.g., black and white footage to imply documented truth; set design that suggests cultural context).

Standard 4; Benchmark B:1(11): Archive communication products in appropriate electronic forms (e.g., store electronic publications so that they may be accessed when needed).

Standard 5; Benchmark D:2(12): Use a variety of technology resources for curriculum and personal information needs (e.g., streaming video, CD/DVD, subscription database).

Standard 5; Benchmark D:4(12): Select an appropriate tool, online resource, or website based on the information need.

Standard 6; Benchmark B:5(11): Collaborate with peers and experts to develop a solution to a specific problem.

Standard 6; Benchmark B:6(11): Demonstrate the importance of teamwork, leadership, integrity, honesty, work habits and organizational skills in the design process.

NETS: Use a variety of media and formats to communicate information and ideas effectively to multiple audiences.

Evaluation

Standard 4; Benchmark A:4(10): Compare and contrast the accuracy of the message/communication product with the audience results.

Standard 4; Benchmark A:3(10): Verify accessibility components of the communication product and adapt as needed.

Standard 4; Benchmark B:2(10): Evaluate communication products.

Standard 5; Benchmark A:2(11): Analyze the intent and authorship of information sources used for a curricular need.

Standard 5; Benchmark B:3(12): Critique information sources to determine if different points of view are included.

Standard 5; Benchmark B:8(12): Archive the final product in a format that will be accessible in the future.