



# Boulder Creek Media Productions

## Course Description

Media Productions is a hands-on, work-based learning program with four levels of specialty. In year one, students will explore the various media careers available by learning about and performing each position. Students will learn skills needed to be an image editor, video editor, camera operator, audio technician, lighting technician, editor, script writer, production manager, and digital marketing specialist. Working with a partner, students will produce a public service announcement, music video, podcast, studio news story, and movie trailer.

If a student finds a career they would like to explore in more depth, then Intermediate Media Productions is designed to strengthen technical and workplace skills. The course provides

real-world experience in multimedia and video broadcast production including social media formats. At the end of year two, intermediate students are offered industry certification exams in Adobe Photoshop, Premiere, and After Effects. The Intermediate students are also responsible for the five minute morning announcements. Advanced Media Productions is all about building a student's portfolio and resume. Students work with a team to design and execute specialized projects for presentation in various formats. During the year, students are encouraged to participate in state and national media contests. For students who complete three years of media, an internship is available for Seniors both on and off campus.

## Course Objectives

- 1.0 Analyze the communication media technologies industry, its business practices, and its role in the economy.
- 2.0 Analyze ethical and legal issues related to the communication media technologies industry.
- 3.0 Analyze factors that contribute to personal success in the communication media technology industry.

- 4.0 Develop a story and script.
- 5.0 Apply cinematography techniques.
- 6.0 Determine the roles and responsibilities for cast and crew.
- 7.0 Analyze equipment, tools, and technologies.
- 8.0 Perform pre production tasks.
- 9.0 Perform production tasks.

- 10.0 Perform post production tasks.
- 11.0 Deliver, market, and distribute video.

Each of the standards has more specific sub standards. For a complete list, go to the Syllabus link on Canvas and look for Az State CTE Film and TV Standards.

## Course Outline

Students will explore the Communication Media Technologies Industry by learning about the various careers within the industry. They will learn the role and responsibility as well as technical aspects of the job. Then, they will demonstrate

their mastery. Careers include **image editor, video editor, camera operator, audio technician, lighting technician, editor, script writer, production manager, and digital marketing specialist.** Students explore each career in three levels: entry,

**technical, and professional.** In entry level, they will learn the legal requirements, safety procedures, and responsibility of each position. In the technical level, students will learn to use the equipment, tools, and technology of the field. The final

level is professional where students will explore advice from master's in the industry before demonstrating their skills with a hands-on project.

During the course, student's take a certification exam after each level in which they are also awarded badges. Once the students create an online port-

folio/resume, they can add the badges to show skills they have mastered in media.

## Enrichment

Enrichment is also known as extra credit. Every module will end with an enrichment activity which will expand thinking and offer further insight into the topic. Enrichment activities are not required but they are the only extra credit given during the course. Students may complete any, all, or none.

Enrichment activities will not have due dates that are displayed in Canvas but they will show in PowerSchools. However, if you miss the turn in date then you will be exempt from the project. Again, enrichment is extra credit and optional but highly encouraged

## Professionalism

CTE courses are designed to prepare students for a career. Therefore, media uses two sets of standards; media skills and professional workplace. The set of workplace standards is extensive so media has condensed the expectations into four measurable behaviors. The syllabus will be updated to reflect a return to on-campus learning when necessary.

1. Attend class regularly and be on time.
2. Stay focused on the task at hand.
3. Be respectful to all.
4. Take the initiative.

At the end of each week, students will submit a self-reflection.

1. Attend class regularly.

The first 10-15 minutes of each Zoom meeting will include attendance and team building activities. If you join the class after the team building has finished, then the expectation is to enter the class quietly, mute your microphone, and follow along. I will review any necessary materials when we break for independent study.

2. Stay focused on the task at hand.

During online class time, the expectation is you are engaged and focused on the material. Your video camera should be turned on and directed at you.

3. Be respectful to all.

Language that is rude, mean, or disrespectful will not be tolerated. Students who are not respectful to one another, the instructor, or the paraprofessionals will be exited from the Zoom class and referred for disciplinary action.

4. Take the initiative.

You will not learn all there is to know on every topic. There is simply too much information. You are expected, however, to continue to improve your craft during designated times. In other words, even if you are finished with the day's assignment, you are still expected to be focused on some aspect of Media during times designated for class. You will have Innovation projects due twice monthly. Points are awarded weekly based on behavior and self-reflection. Points lost can not be made up and any low grades should inspire changes in behavior in order to improve.

# Innovation Day

Innovation Day is one day a week designated for students to work on a project of their choice. Every Friday, students will work on a project for their choosing. The only requirement is it has to involve media productions. When we return to our media lab, the require-

ment will be to use of one of the Adobe products - it does not matter which one. However, during online learning, students may use any image or video editing software. Fridays are our designated Innovation Days and projects are due every two weeks.

## Adobe Products - Commercial Licensing

 <b>Ps</b> Photoshop Image editing & compositing	 <b>Lr</b> Lightroom Digital photo processing & editing	 <b>Ai</b> Illustrator Vector graphics & illustration	 <b>Id</b> InDesign Page design & layout for print	 <b>Pr</b> Premiere Pro Video production & Editing
 <b>Ae</b> After Effects Visual effects & motion graphics	 <b>Dw</b> Dreamweaver Web and mobile design	 <b>Mu</b> Adobe Muse Web and mobile design	 <b>Fl</b> Flash Game design, & Mobile device	 <b>Au</b> Audition Audio recording, mixing & restoration
 <b>Br</b> Bridge Centralize your creative assets	 <b>Fw</b> Fireworks Image editing for websites & apps	 <b>Fb</b> Flash Builder Coding Flash apps & mobile device	 <b>Pl</b> Prelude Metadata ingest logging & rough cuts	 <b>Sg</b> SpeedGrade Film finishing & color grading

Media Productions focused primarily on Adobe Premiere. In addition, Adobe Photoshop is introduced in Year 1 and After Effects is introduced in Year 2. Adobe Premiere and After Effects are only available on desktop.

Alternatives will be introduced as needed.

## Movie Reviews

Students will review two movies each quarter. No time during class will be allotted for the viewing of the film so students must watch the movie on their own time. The first two movies will be assigned; Rear Window and 12 Angry Men. Then, students may choose the movies they review.

The only requirement is the film either won or was nominated for a universally recognized award such as an Academy Award.

1st Quarter

Rear Window Due by Sept. 1  
12 Angry Men Due by Oct. 8

2nd Quarter

Due by Nov. 12

Due by Dec. 16

3rd Quarter

Due by Feb. 1

Due by March 12

4th Quarter

Due by April 16

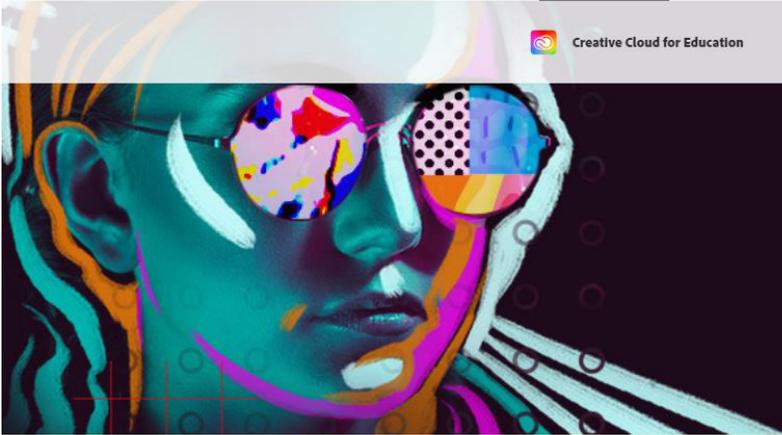
Due by May 14

## Grading Categories and Scale

A 100-90  
B 89-80  
C 79-70  
D 69-60  
F 59 and below

Homework/Classwork 20%  
Projects 40%  
Assessments 30%  
Semester Exam/Project 10%

**Questions? Email me at [christy.johnstone@dvusd.org](mailto:christy.johnstone@dvusd.org)**



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## Parents and Students,

When we return to our media lab, Deer Valley provides site licenses for all students to have access to the Adobe Creative Cloud. Access is only granted at school and a desktop is required to use the software. It is not required, but Adobe does offer subscriptions for students for \$20 a month. The fee gives you access to all Adobe software products and access to the creative Cloud. Again, students will explore these options further when we return to the classroom. But, it is a good deal especially if anyone else n the family is interested in any media, photography, graphic, animation, or audio engineering.

For more information, go to:

[www.adobe.com/creativecloud/buy/students.html](http://www.adobe.com/creativecloud/buy/students.html)

Christy Johnstone