

CFISD Audio Video Production 1

Scope and Sequence

Course Description:

- In Audio/Video Production I, students work toward being college/career ready by designing, producing, exhibiting, performing, writing and publishing multimedia content, including journalism and entertainment services to be entered in pro-media competitions and/or actual organizations. This course will be administered with a project based strategy with an industry-focused pre-production, production, and post-production audio system to create useful digital content. Students are expected to use innovative thinking to develop new ideas and processes for solving real-world issues and conveying those ideas to a global audience through a digital product. Issues will include current topics such as health care, government, business, and education. Methods and products will be created for audiences BEYOND the classroom such as school officials, non-profit organizations, higher education officials, government, or other stakeholders.
- Grades 10-11, Digital Audio Technology (DAT_ is a prerequisite
- A \$35 supply fee is required for these courses

TEKS

Cluster: Art, A/V Technology and Communications

Endorsement: Business & Industry

- Meets advanced course requirement (Y/N): N
- Meets foundation requirement for math, science, fine arts, English, LOTE (Y/N-area): N

Industry Certification/Credentials: Adobe Premiere Pro

Instructional Units	Pacing
<p>1st Semester</p> <ol style="list-style-type: none"> 1. PSA; Crews; Problem Solving; Copyright; Model; Pitch 2. Preproduction; 7 Step ; Scriptwriting; Storyboards; Scheduling; Location Scouting; Casting; Props/Wardrobe; Makeup 3. PSA Production Rehearsal; Production Call Sheet; Safety Orientation; Camera Technique; Tripod; Natural Light; Boom Mic; Directing/Roles; Onset Basic Procedures 4. Workflow Post Production; Premiere Intro; Organizing Assets; Storage; PSA Editing; Megatraxx; Color Correction; Color Bars, Tone, and Basic Titles; Export; Upload; Review 5. News Packages; Crews; Teamwork; Accuracy/Validity; Model; Pitch; Production Turnaround Timing; Studio vs Field Production Basics; 7 Step; Pre-Shooting Planning; 5 Shooting Script 6. Standups for News Packages; Shot Strategies; Scheduling; Location Scouting; Interviews; Props/Wardrobe; Makeup; Rehearsal; Safety; Equipment; Call Sheet; Safety; Camera; 1 Point Lighting; Sound – Handheld Hardwired; Sound Bits; On Set Procedures; Shoot 7. Workflow Post Production; News Package Editing; Bin Management; Lower Thirds; Stock Footage; Export; Upload; Review 	<p>1st Grading Period</p>
<ol style="list-style-type: none"> 8. Short Documentaries; Crews; Conflict Management; Model; Topic Selection and Research; Pitch 9. 7 Step Story Structure; Scriptwriting for Documentary; Storyboards 10. Location Scouting; Props/Wardrobe; Makeup; Shooting Script; Shot Strategies; Pre-shoot Planning 11. Call Sheet; Equipment; Clamps; Lights Stands and Sand Bags; Safety; Interviews; B-Roll; Bites; Nat Sound; Rule of Thirds; Rehearsal; Focus; Shooting; Dailies Review 	<p>2nd Grading Period</p>

<p>12. Post Production Workflow; Asset Management; Edit; Stock Footage; Music; Sound Effects; Audio Merge; Transitions</p> <p>13. Contrast/Saturation; Media Encoder; Credits and Text Settings</p> <p>14. Export; Review; Reshoot; Edit; Export; Review</p>	
<p>2nd Semester</p> <p>15. Education Video Intro and Topic Selection; Collaboration with Core Subject Teacher; Producing Engaging and Effective Educational Videos; Above and Below the Line Crew Positions; Conflict Management and Proper Planning ; Models; Pitch; Project Plan and Video Contract</p> <p>16. Scriptwriting; Narration/Voice Over vs Talking Head; Archetypes; 7 Step; Script – Text vs Subtext; Storyboard – Drawing Left Side</p> <p>17. Crossing the Line; Exposure Triangle and Exposure Composition; XLR wire/QQ; Cable Management; Scheduling; Location Scout; Basic Auditions; Equipment; Props/Wardrobe; Hair & Makeup; Budgeting; Practice Shot; Safety; Shoot</p> <p>18. Sub Clips and Transitions; Media Encoder & Media Conversion; Export; Review; Revise; Export Final Project</p> <p>19. Promotional Videos Intro; Modeling; Testimonials; Pre-production Outline; Emotional Thesaurus; 7 Step; Scriptwriting; Pitch to Client; Target Audience</p> <p>20. Set Diagrams; Storyboards; Shot List; Schedule; Location Scouting – Mobile Phone as a Tool; Filming Auditions; Equipment Ready Checklist; Props/Wardrobe; Makeup Artists</p> <p>21. Practice Shot; Proposal/Approval – Production Plan; Client Safety; Shooting a Promotional Video; White Balance & Color Temp</p> <p>22. J-Cut and Short Cuts; Lumetri & Keyframing; Format Choices and Bit Rate</p>	<p>3rd Grading Period</p>
<p>23. Export; Review with Client; Reshoot and Revise; Re-edit; Client Approval</p> <p>24. Story Development; Crew; Intellectual Property; Model; Pitch; Genres</p> <p>25. Writing Description; Scriptwriting</p> <p>26. Scriptwriting; Professional Storyboards</p> <p>27. Script Analysis; Location Scouting; Scheduling in Google Calendar; Pre-production elements; Budgeting</p> <p>28. Gaffer and Grip; Onset Procedures – Crowd Control; Hot Set; Vehicle Safety; Offsite Safety; Dutch Angles; Reflectors; Wireless Boom; Flags</p> <p>29. Post Production Workflow; Production for a Short Film; Digital Juice Template</p> <p>30. Label/ Color Code; Workspace; Voice Over; Image Control; Color Curves; Digital Juice Swipes; Lumetri; Keyframing; Format</p> <p>31. ADR; Foley; Score; Export; Review; Revise/Reshot; Export</p> <p>32. Adobe Premier Pro Certification Exam</p> <p>33. Demo Reel Creation</p>	<p>4th Grading Period</p>

Primary Instructional Materials: Textbook, YouTube videos