

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 (recommended)
- Adobe Premiere Pro certification satisfies the requirement to earn a performance acknowledgement.
- A \$25 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
1st Semester	
1. Mascot Video Pitch; Crews; Problem Solving; Copyright; Model; Pitch	08/28-09/01
2. Preproduction; 7 Step ; Scriptwriting; Storyboards; Scheduling; Location Scouting; Casting;	09/04-09/08
3. Mascot Video Rehearsal; Production Call Sheet; Safety Orientation; Camera Technique; Tripod; Natural Light; Boom Mic; Directing/Roles; Onset Basic Procedures	09/11-09/15
4. Workflow Post Production; Premiere Intro; Organizing Assets; Storage; PSA Editing; Megatraxx; Color Correction; Color Bars, Tone, and Basic Titles; Export; Upload; Review	09/18-09/22
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	09/25-09/29
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	10/02-10/06
7. Workflow Post Production; News Package Editing; Bin Management; Lower Thirds; Stock Footage; Export; Upload; Review	10/09-10/13
8. Short Documentaries; Crews; Conflict Management; Model; Topic Selection and Research; Pitch	10/23-10/27

9. 7 Step Story Structure; Scriptwriting for Documentary; Storyboards	10/30-11/03
10. Location Scouting; Props/Wardrobe; Makeup; Shooting Script; Shot Strategies; Pre-shoot Planning	11/06/11/10
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	11/13-11/17
12. Post Production Workflow; Asset Management; Edit; Stock Footage; Music; Sound Effects; Audio Merge; Transitions	11/27-12/01
13. Contrast/Saturation; Media Encoder; Credits and Text Settings	12/04-12/08
14. Export; Review; Reshoot; Edit; Export; Review	12/11-12/18
2nd Semester	
15. PSA 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	01/08-01/12
16. Scriptwriting; Narration/Voice Over vs Talking Head; Archetypes; 7 Step; Script – Text vs Subtext; Storyboard – Drawing Left Side	01/15-01/19
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	01/22-01/26
18. Sub Clips and Transitions; Media Encoder & Media Conversion; Export; Review; Revise; Export Final Project	01/29-02/02
19. Promotional Videos Intro; Modeling; Testimonials; Pre-production Outline; Emotional Thesaurus; 7 Step; Scriptwriting; Pitch to Client; Target Audience	02/05-02/09
20. Set Diagrams; Storyboards; Shot List; Schedule; Location Scouting – Mobile Phone as a Tool; Filming Auditions; Equipment Ready Checklist; Props/Wardrobe; Makeup Artists	
21. Practice Shot; Proposal/Approval – Production Plan; Client Safety; Shooting a Promotional Video; White Balance & Color Temp	02/19-02/23
22. J-Cut and Short Cuts; Lumetri & Keyframing; Format Choices and Bit Rate	02/26-03/02
23. Export; Review with Client; Reshoot and Revise; Re-edit; Client Approval	03/05-03/09
24. Story Development; Crew; Intellectual Property; Model; Pitch; Genres	03/19-03/23
25. Writing Description; Scriptwriting	03/26-03/30
26. Scriptwriting; Professional Storyboards	04/02-04/05
27. Script Analysis; Location Scouting; Scheduling in Google Calendar; Pre-production elements; Budgeting	04/09-04/13
28. Gaffer and Grip; Onset Procedures – Crowd Control; Hot Set; Vehicle Safety; Offsite Safety; Dutch Angles; Reflectors; Wireless Boom; Flags	04/16-04/20
29. Post Production Workflow; Production for a Short Film; Digital Juice Template	04/23-04/27
30. Label/ Color Code; Workspace; Voice Over; Image Control; Color Curves; Digital Juice Swipes; Lumetri; Keyframing; Format	04/30-05/04
31. ADR; Foley; Score; Export; Review; Revise/Reshot; Export	05/07-05/11
32. Adobe Premier Pro Certification Exam	05/14-05/18
33. Demo Reel Creation	05/21-05/25