

# Career Technical Education

<b>COURSE TITLE/CODES:</b>	<b>Broadcast Journalism/Television Production 1-2</b>	<b>000987-000988</b>
<b>RECOMMENDED PREREQUISITES:</b>	None	
<b>LENGTH OF COURSE/CREDITS:</b>	Two Terms (semester, trimester, quarter) / 5 credits per term	
<b>GRADE LEVELS:</b>	9, 10, 11, 12	
<b>UC REQUIREMENT:</b>	"G" – College Preparatory Elective	

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## I. COURSE DESCRIPTION

Broadcast Journalism/Television Production 1-2 introduces students to the basic tools, techniques, and vocabulary of broadcast journalism. It provides an overview of the principles and historical and contemporary practices of broadcast journalism in society, with emphasis on methods, writing, announcing, ethics, and career opportunities. Students will practice the fundamentals of communicating using the television medium and through hands-on projects will learn to perform the basic job requirements of the camera operator, audio operator, video switcher, lighting director, floor manager, graphics operator, announcer, and director. Students will apply their knowledge as they produce regular news segments to be broadcast for the school. This course meets the UC "g" requirement as well as PUSD elective credit.

## II. COURSE OBJECTIVES

The students will learn:

### A. Basic Skills and Safety

1. Handle floor lights and studio rack lighting safely.
2. Know basic electrical problems/solutions.
3. Demonstrate proper staging, rigging, and set construction.
4. Follow proper procedures for setup and breakdown of equipment.

### B. Studio Production Procedures

1. Demonstrate knowledge of "Live Switching" studio procedures and crew positions.
2. Be familiar with proper scheduling and time management issues.
3. Use industry terminology.

### C. Video Technology

1. Demonstrate knowledge of analog versus digital video image recording.
2. Demonstrate knowledge of video tape formats.
3. Identify parts of a camera.

### D. Field/Studio Techniques

1. Demonstrate proficiency performing camcorder operations:
  - a. Focusing
  - b. Exposure
  - c. Movement
  - d. Framing/composition
  - e. White Balance

### E. Standard Lighting

1. Demonstrate proficiency employing technique:
  - a. 3 Point
  - b. Bounce
  - c. Lighting accessories (gels, diffusion, scrims, etc.)
  - d. Field lighting

### F. Fundamental Audio Recording

1. Demonstrate proficiency using:
  - a. Microphones (pickup patterns, uses, sound quality).
  - b. Mixers (VU meters, controlling/setting levels).
  - c. Recording techniques

### G. Essential Studio Operations

1. Demonstrate knowledge of:
  - a. Studio switcher operations (cuts, transitions, special effects).
  - b. Character generation.
  - c. Video playback (cueing, "roll-ins", and recording).

### H. Essential Studio Operations – Non-Linear

1. Students will have a strong understanding of media management of files and creating file folders for organizing all created files. Students will demonstrate a knowledge of:
  - a. Logging footage with notes.
  - b. Digitizing (capturing) selected video clips.
  - c. Assembling clips in a "time line" based software program.

- d. Trimming clips using various editing tools
- e. Adding transitions and special effects to video clips
- f. Adding and mixing audio tracks.
- g. Exporting project to videotape and/or digital video file for use on the internet.
- h. Designing and incorporating computer graphics.
- i. DVD authoring/PAL vs. NRSC.
- j. Video encoding for the web.
- I. A/V Cabling and Setup Situations
  - 1. Demonstrate knowledge of:
    - a. TV/DVD setup
    - b. Setting up presentation equipment.
- J. Writing, Producing, Directing
  - 1. Demonstrate knowledge of pre-production activities related to:
    - a. Research
    - b. Script writing (formats, rewriting, preparing shooting script).
    - c. Storyboarding
    - d. Script breakdown
    - e. Budgeting
    - f. Set design
    - g. Location scouting
    - h. Talent coordination
    - i. Production management (location safety, legality, and time management issues)
    - j. Directing talent
    - k. Coordinating a crew
    - l. Analyzing raw footage ("dallies")
    - m. Legal and copyright issues
- K. Post Productions – Non-Linear
  - 1. Demonstrate knowledge of:
    - a. Log and capture
    - b. Rough cut
    - c. Fine cut
    - d. Audio edit
    - e. Audio mix
    - f. Credits/visual effects
    - g. Music selection and rights
    - h. Video to web encoding
- L. Output-Distribution
  - 1. Demonstrate an understanding of the process of marketing their work.
  - 2. Demonstrate an understanding of the audience their work targets.
  - 3. Demonstrate an understanding of how their work would be adapted to media, screen, the web, and the stage.
  - 4. Demonstrate an understanding of "ownership" rights.
- M. Occupational Knowledge and Skills
  - 1. Access and utilize technology and information.
  - 2. Practice occupational safety standards.
  - 3. Think critically and solve problems effectively.
  - 4. Use basic skills in reading, writing, and mathematics, listening and speaking as they relate to occupation specific skills.
  - 5. Attain a comprehensive understanding of all aspects of the industry the student is preparing to enter.
  - 6. Apply knowledge to real world problems and situations.
- N. Workplace Skills and Behavior
  - 1. Work independently and collaboratively.
  - 2. Communicate effectively and appropriately.
  - 3. Perform reliably and responsibly.
  - 4. Respect diversity.
- O. Job Acquisition Skills/Lifelong Learning Opportunities
  - 1. Complete an appropriate resume and job application
  - 2. Demonstrate knowledge of job interview techniques.
- P. Outstanding Student Award
  - 1. Receive Outstanding Student Award.

### III. BASIC AND SUPPLEMENTARY INSTRUCTIONAL MATERIALS

- A. Software: Final Cut Studio (for video editing)

#### **IV. INSTRUCTIONAL METHODS AND STRATEGIES**

- A. Small group projects
- B. Guest speakers
- C. Project-based learning
- D. Lecture and Modeling
- E. Student competitions

#### **V. ASSESSMENT**

- A. Observation
- B. Student Demonstration
- C. Presentation
- D. Portfolio Review
- E. Peer Review