Name of Course: Introduction to Broadcast Media

Course Overview:
Introduction to Broadcast Media is a project-based, collaborative course designed to introduce students to the principles and techniques of media production & graphic design. Students will learn the fundamentals of publishing digital media including: planning, design, audio/video recording, video editing, & photoshop. In addition to developing technology skills, students will have the opportunity to explore various genres & career pathways within the field, including graphic design, sports journalism, music & arts reporting, event promotion & other information communication. Students will apply learning as they develop products to be showcased in our school-wide media outlets: from digital signage to live event recaps. Upon completion of the course, students will have a portfolio of authentic work and a deeper understanding of how digital media can be implemented to distribute information and build community engagement. **VA1.2** Evaluate features of composition (Including elements and principles of design). **VA1.3** Evaluate the effect of media and their associated tools, techniques, and processes, using elements, principles, and expressive qualities in art forms and genres. **VA2.1** Create a variety of original artwork by choosing suitable media, tools, techniques, and processes. **VA2.2** Design original artworks that demonstrate development of personal style using Elements of Art and Principles. **VA2.3** Select, prepare, and help exhibiting works of art communicating a variety of ideas, feelings, and meanings. **VPA3.1** Apply creative problem-solving skills and thinking skills to improve or vary their own work and/or the work of others **VPA4.1** Describe, analyze, interpret, and evaluate art forms by applying concepts, terminology, skills, and processes of the discipline. **VPA5.2** Make short and long-term goals based on rigorous criteria and related to time management, interpersonal interactions or skill development that will lead to success in the arts. **VPA5.3** Demonstrate positive interpersonal skills and reflect on the impact of interpersonal skill on success in the arts.

Unit of Study	Essential Question(s)	Content/Skill/Concept	Instructional Strategies
Audience & Community	How can digital platforms be used to reach multiple audiences in the community? What are the principles of digital citizenship	Identifying authentic audiences on multiple platforms (web, Youtube, Facebook, Twitter, building, etc)	Identify the appropriate platform to reach intended audience(s) for news & announcements.

	required to develop and maintain a positive online presence?	Demonstrate positive interpersonal skills and reflect on the impact of interpersonal skills on personal success in the arts (VPA 5.3). Maintaining a professional presence as a member of a broadcasting team. (VA1.3, VA 2.3, VPA 5.3)	Collaborate with school & town community members to plan & implement a print or video project Compare/contrast different uses of social media platforms & identify audience(s) Modeling of professional collaboration - initiating projects, seeking feedback, appropriate email exchanges
Design for Print, Web & Digital Signage	What are the elements of effective digital messaging? How can I use available technologies to create impactful digital messages?	Design visually-appealing and informative graphics for publication. Apply creative problem-solving skills and thinking skills to improve or vary their own work and/or the work of others (VA1.2, VPA 2.1, VA 2.2, VA 2.3, VPA 3.1, VPA 5.2,)	- Setting Goals and Objectives - Visual Motivation -Teacher Demonstrations - Individual tutorials - Research for visual inspiration - Brainstorming and Development in the form of a planning organizer - Peer Feedback - Hands on Learning - Self Reflection -Presentation in Community
Introduction to Video Production	How can video be used to clearly communicate a message to the intended audience? What creative consideration are addressed in the production of a video?	Video planning, production, editing and publication. Apply creative problem-solving skills and thinking skills to improve or vary their own work and/or the work of others (VPA 2.1, VPA 2.2, VPA 2.3, VPA 3.1, VPA 5.2, VPA 5.3)	- Setting Goals and Objectives - Visual Motivation -Teacher Demonstrations - Individual tutorials - Research for visual inspiration - Brainstorming and Development in the form of a planning organizer - Peer Feedback - Hands on Learning - Self Reflection - Presentation in Community

Student Directed Projects	How do artists formulate artistic investigations and direct projects? How do artist and designers learn from trial and error within the creative process? What responsibilities come with the freedom to create?	- Develop and direct a choice project that demonstrates a mastery of previously learned skills, and an investigation of a new topic or challenging technique - Develop Long and short term goals to successfully direct project from start to finish. -Collaborate with peers in the creation of a project. (VPA 2.1, VPA 2.2, VPA 2.3, VPA 3.1, VPA 5.2, VPA 5.3)	- Setting Goals and Objectives - Visual Motivation - Teacher Demonstration - Research for visual inspiration - Brainstorming and Development in the form of a planning organizer - Hands on Learning - Planning organizers - Self Reflection - Peer Critique