



Digital Media Production (DMP)

River Valley Technical Center

**Course Syllabus & Handbook
2024-2025**

Digital Media Production

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Online Curriculum: canvas.instructure.com

The River Valley Technical Center

Our motto is: "Educating Today's Students for Tomorrow's Careers"

The River Valley Technical Center offers an education that prepares students to be career and college ready. Students learn technical skills in their program areas, employability skills that prepare them for the workplace, and academic skills including math, reading and writing, science, or social studies are taught as part of the program area curriculum. Today, employers are looking for employees who are able to utilize technology, solve problems, and work effectively in teams. The River Valley Technical Center affords high school students and adults the chance to learn these skills through practical, hands-on experience so that they are better prepared to take advantage of further learning and career opportunities.

Table of Contents

- ☐ DMP Program Information
- ☐ Description of Program
- ☐ Course Aims
- ☐ Available Curriculum Pathways
 - ☐ Pathway Descriptions
- ☐ Articulation Agreements
- ☐ Distance Education
- ☐ Independent Study (DMP Level III)
- ☐ Skills and Outcomes
- ☐ Methods and Activities
- ☐ Assessments and Evaluation
 - ☐ Employability Skills (30%)
 - ☐ Labs (30%)
 - ☐ Reading and Writing (20%)
 - ☐ Pathway Projects (20%)
- ☐ Attendance Procedures
- ☐ Student Responsibilities
- ☐ Resources
- ☐ Teacher Availability
- ☐ Use of Copyrighted Materials
- ☐ Career Data

River Valley Technical Center DMP Program Information

School Name: River Valley Technical Center
Program or Class: Digital Communication & Media
Location of Classroom/Lab: Online

Instructor's Name: Zachary McNaughton
Course Duration: Two Years, 120min/day
Eligibility: Grades 10-12 & Adult Ed.

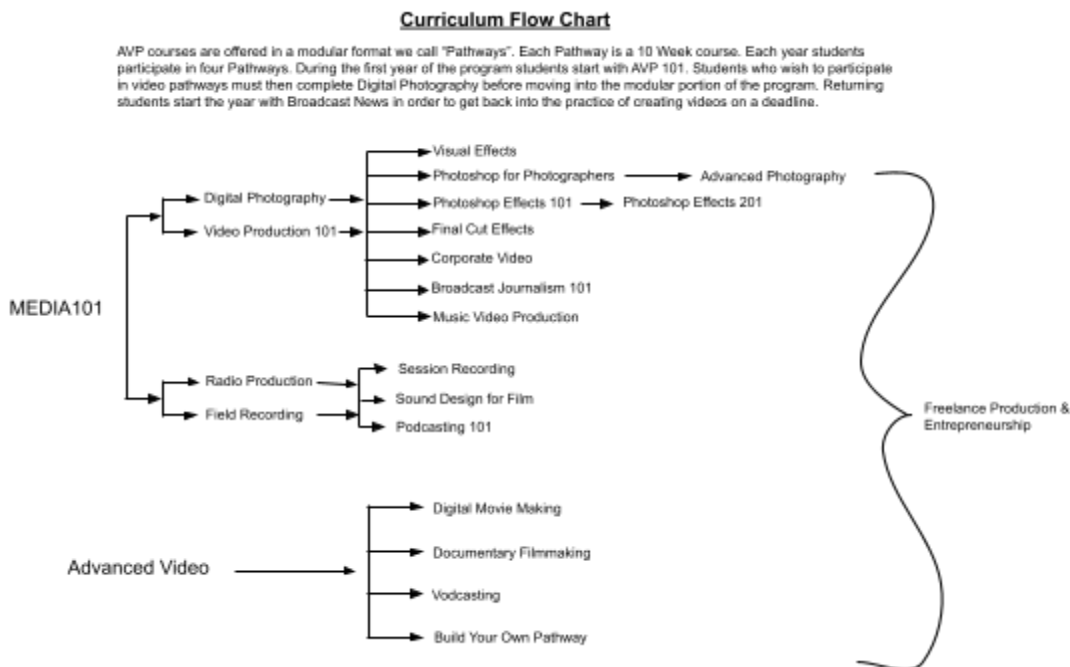
Description of Program:

The DMP Online Program is a modular program made up of several curriculum pathways. Students have the opportunity to pick and choose from a list of these pathways in either the field of Digital Photography, Audio Engineering, and Video Production. Each Pathway is one quarter (ten weeks) in duration and is designed to align with the competencies listed below. All coursework is delivered online via Canvas. The instructor facilitates the curriculum while the students work independently to meet weekly learning goals and assignment deadlines. In order to be considered a program completer students must successfully complete a total of **eight** pathways.

Course Aims:

- Develop storytelling skills; character development and plot
- Develop media communication skills
- Develop camera operation skills
- Develop visual composition skills
- Develop audio engineering skills
- Develop computer editing skills
- Develop employability skills

Available Curriculum Pathways:



Pathway Descriptions:

Click on the [pathway title](#) to view more specific information about each pathway.

- **MEDIA 101**: During this pathway you will learn the technical foundations of audio and video as well as safety and legal considerations related to Digital Media Production.
- **Digital Photography 101***: Students will practice the art foundations of photography and camera operation skills required to produce quality imagery. Photography is the foundation of video production and this course is designed to prepare students for all of the other video pathways. *College Credit Available via CCV
- **Advanced Photography**: This pathway requires successful completion of the “Digital Photography” Pathway (80% final grade or better). Students will learn advanced photography techniques that require post-processing (knowledge of Photoshop is a plus)
- **Visual Effects**: During this pathway students will practice in-camera effects such as; Forced Perspective, Effects Make-up, Choreography as well as other optical illusions commonly used in the video production industry while at the same time telling stories with character development and plot.
- **Final Cut Effects**: During this pathway, students will learn to create a variety of special effects that utilize “Clean Plates”. Students will create their own test films in order to demonstrate their mastery of these techniques.
- **Corporate Video**: During this pathway students will practice types of production used in the corporate world for both internal use (training) and external use (marketing). Students will produce a variety of videos including PSA's, Commercials, Infomercials, Training Videos and more.
- **Music Video Production**: During this pathway we'll take a look at the history of music videos, explore the primary formats and styles, and then plan and produce your own music video while understanding the artistic and technical aspects of the medium.
- **Radio Production**: During this pathway students will practice producing a variety of audio productions specifically intended for radio including; Commercials, Station ID Tags, PSA's, News, Talk Shows and more.
- **Audio Post-Production**: During this pathway students will focus on creating high quality sound for video. Students will learn how to replace dialog, design sound effects, synchronous foley and more. This pathway will culminate with a project where students will replace all the sounds in a movie trailer with their own recorded sound effects and character voices.
- **Field Recording**: During this Pathway students will learn how to record a variety of on-location audio using mobile recording devices. Students will also learn how to edit and prepare these recordings for distribution.
- **Podcasting 101**: During this pathway students will dive deep into the world of Podcast Production, exploring everything that goes behind the scenes including SEO, monetisation, and conceptual show development based on market data. In the process, students will create their own Podcast and operate it for several weeks of episodial production.
- **Broadcast Journalism 101**: During this pathway students will learn the basics of broadcast journalism in order to capture news style field reports in a Cinema Verté documentary style format
- **Digital Movie Making**: In order to participate in this pathway students must have completed DMP Level One with a final average of 90% or better. Furthermore students

must have a good attendance record and be intrinsically motivated. During this pathway students will produce a 10-15 minute short film.

Dual Enrollment: DMP Currently offers two different Fast-Forward courses via the Community College of Vermont for transcribed college credit. These courses are offered on an alternating basis each year. The two college courses available are: Digital Photography & Introduction to Multimedia Applications & Tools.

Articulation Agreements: Currently the DMP Program offers articulated credits with Husson University's New England School of Communications, Keene State College and The New England Institute of Technology. More more information about articulated credits and the specifics of our agreements with these institutions; contact RVTC and ask to speak with the registrar - 802.885.8300

Level III Independent Study: Students wishing to return for DMP Level III Independent Study must complete an RVTC Independent Study Application as well as any paperwork required by the sending school. Applicants must consistently demonstrate a desire to further their knowledge in the Audio/Video Industry. Applicants must not have any past disciplinary referrals and must have maintained a quarterly grade of 90% or higher. **The instructor maintains the right waive behavior and GPA requirements on a case by case basis*

Weekly Schedule:

Monday	Tuesday	Wednesday	Thursday	Friday
Staff Meeting Demo (Cameras ON!)	A-Synch Lab Work & Office Hours Assessment	Staff Meeting Troubleshooting Small Group Breakouts by Pathway	A-Synch Lab Work & Office Hours Assessment	Staff Meeting Student Presentations and/or Shout Outs. Highlights on Published Work
Regional Site Visits: Once per Quarter				
All Day Sessions as needed				

Skills and Outcomes: (Program Competencies)

General Education: Survey of American Media, Ethics & Legal Implications, Copyright law, cable identification, workplace safety

Technical Foundations: Complete Eight of the following:

BA.001 Properties of Analog sound	BV.001 Pre-Production Formating <i>Script, Shotlist, Storyboard</i>
BA.002 Properties of Digital Sound	
BA.003 Studio Pre-Production <i>Signal flow, Track sheet, Level Setting</i>	BV.002 Video Equipment <i>Lens selection, Focus, Exposure, Depth of Field, Shutter Speed, Recording Mediums, Support & Stabilization Rigs</i>
BA.004 Audio Equipment <i>Microphone selection & placement, cable selection, Line impedance (DI Boxes), Mixing Boards, Recording Mediums, Signal Processors, Audio Monitors, & Headphones</i>	BV.003 Video Formats <i>Streaming, Authoring, Archival</i>
BA.005 Audio Formats / Codecs	BV.004 Set-Design & Props
BA.006 Field Recording	BV.005 Effects (Visual & CGI) <i>Illusions, Chroma Keying, Make-up</i>
BA.007 Post Production <i>Editing, mixing, mastering</i>	BV.006 Editing
BA.008 Show Production <i>Live sound reinforcement, lighting effects</i>	BV.007 Color Correction
	BV.008 Studio Production (Live Video)

Art Foundations: Complete Four

CA.001 On-Air Personality <i>Voiceovers, Master of Ceremonies, Disc Jockey</i>	CV.001 Script-writing & Storytelling <i>Plot & Character Development</i>
CA.002 Psychoacoustics <i>Psychology of sound</i>	CV.002 Photographic Composition <i>Repetition, Leading Lines, Frame within Frame, Negative Space, Rule of Thirds, 180° Rule</i>
CA.003 Sound Design <i>Incorporating effects and dynamics to create mood</i>	CV.003 Lighting <i>3PT, Noir, Mood, Natural Light & Reflectors, Outdoor Lighting, Lighting Effects</i>
CA.004 Songcraft <i>Song structure, scales & tuning</i>	CV.004 Computer Graphics Image editing, effects, enhancement & promo media design (cover art)

Other Industry Roles: Complete Four

DA.001 Recording Engineer	DV.001 On-Camera Performance
DA.002 Mixing Engineer	DV.002 Directing
DA.003 Front of House Engineer	DV.003 Producing
DA.004 Stage Mix Engineer	DV.004 Freelance/Entrepreneurship

Employability Skills: Employment ready documentation (resume portfolio etc), Communication, Collaboration, Dependability, Organization, Problem Solving skills, Customer Service skills

Career Exploration: Exploration of occupation research and entry level requirements for specific related DMP positions -- as well as an understanding of programs that fulfill those requirements.

Methods and Activities:

During the DMP Program ALL students will complete the Digital Media Production 101 Pathway. They will then have the ability to choose seven additional pathways from the following list: Broadcast News, Corporate Video, Documentary Filmmaking, Digital Movie Making, Visual Effects, Special Effects, Motion Graphics, Digital Photography, Radio Production, Live Sound, Session Recording, Field Recording, Mobile Audio Electronics.

Within the Video Pathways listed above students will create a production each week that is related to the chosen pathway. Each production will require documentation of pre-production, production itself, and post-production using the Final Cut Studio suite of applications

Assessments and Evaluation:

Employability Skills (10%)

The student will be assessed on RVTC's five employability skills: Communication, Collaboration, Organization, Dependability and Problem Solving. The development of these skills are essential to a career in audio/video production

Communication:

Elements of Evidence	Approaching Standard "C" (Probationary)	Meets Standard "B" (Employable)	Exceeds Standard "A" (Promotable)
Language & Decorum	Effort is made to modify behavior and show improvement during the term.	Good self-awareness. Uses appropriate tone. Is respectful and matches behavior to setting.	Excellent self-awareness and developing group awareness. Acts as an example to others.
Class Discussions & Activities	Limited involvement and engagement in class activities and/or group work.	Participates regularly in class discussions and group work. Asks questions and initiates discussion relevant to the topic.	Makes thoughtful and intelligent connections between topics. Thoughtful references made to text and other readings.

Dependability:

- Percentage of quarterly attendance added as score
- Random Observations: During a random observation, the instructor will keep a timeline style log of student activity during the course of a class period. During this time I will log three things: 1. Time, On task or Off Task (+ or -), Observation of what the student is doing at that moment in time. The percentage of on-task observations will be calculated as a score.

Organization:

- Random File Inspection: A Random File Inspection is when the instructor inspects your computer's file organization to ensure that files are being properly organized in the manner in which the instructor has recommended.
- Random Workspace Inspection: A Random workspace inspection is when the instructor inspects student workspaces after they leave class for the day. The instructor will be looking for a clean workspace with all equipment put away and material stored in their proper locations.

Collaboration:

- Partner Rating Forms: When working in groups, classmates will evaluate each other's participation in group work.

Elements of Evidence	Approaching Standard "C" (Probationary)	Meets Standard "B" (Employable)	Exceeds Standard "A" (Promotable)
Teamwork	Limited involvement in class work	Shows awareness of group dynamics. Makes a good effort to help class accomplish tasks and function well as a team.	Works effectively with all class members. Supports peers to create a positive team and learning environment.

Labs (50%)

Labs are hands-on assignments that are typically procedure or production based. A Student must actively participate and complete all labs in order to pass this class. These may include video productions, mock set-ups of gear, observations etc.

Penalty List for Photography, Videography and Audio:

The technical quality of lab products are assessed using a penalty system which is as follows (100pt scale):

Please take note that the sum of these penalties do not equal 100, this is intentional. In the visual arts industry some standards if not met make a production a total loss even if other elements of a production exceed standards.

- 50% product does not meet lab requirements/criteria
- 20%/per clip without critical focus
- 20%/per exposure problem (overexposed/underexposed)
- 20%/per unstabilized clip (jarring motion that distracts from story/feel of production)
- 10%/per Image with high ISO/Excessive Noise artifacts
- 10%/per Rule of 3rds Violation (including, nose room & headroom)
- 10%/per Editing Jump Cut (Video Only)
- 20%/per Major audio glitch (clipped audio, poor signal to noise ratio)
- 10%/per minor audio glitch (pops, clicks, hum, uneven levels, etc)
- +10% bonus for products that exceed production standards and are thus exhibited for public viewing

Reading and Writing (30%)

The program is mainly made up of real world production work however, as an educational institution there will be periodic tests, quizzes, journals, research assignments and other academic course-work.

Written Assignments:

Elements of Evidence	Approaching Standard "C" (Probationary)	Meets Standard "B" (Employable)	Exceeds Standard "A" (Promotable)
Format and requirements	Follows format requirements most of the time. Not always able to meet deadlines. Document could appear more professional.	Follows format requirements, meets deadlines and includes all necessary elements. Document is neat and professionally presented.	Includes additional elements that enhance format organization and presentation where appropriate.

Tone	Uses appropriate professional vocabulary most of the time.	Uses appropriate professional vocabulary. Tone is appropriate to the intended audience.	Able to maintain sophisticated tone throughout the entire piece, creating a unified, coherent voice.
Main Idea	Main ideas are evident most of the time. Ideas can be disjointed at times, and occasionally the writing lacks coherence.	Main ideas are clearly evident. Develops a controlling idea that conveys a perspective on a topic and is appropriate to purpose, audience, and context.	Collects and controls numerous ideas under one main construct. Builds in ideas of others in order to support and/or illustrate central ideas.
Conceptual Understanding	Key concepts and ideas are sometimes integrated into writing. Bridges to relevant personal and professional experience, texts and other outside sources are not always made.	Key concepts and ideas are integrated into writing and explained in an understandable format. Bridges are made to relevant personal and professional experience, texts, and other outside sources.	Demonstrates strong understanding by placing concept(s) in a context with other works, personal and professional experience, and/or comparing and contrasting to other key concepts.
Organization	Organizing structure is evident, but not always appropriate to topic, purpose, context, and audience.	Clear and logical progression of ideas. Presents organizational structure that helps to lead the reader through the piece. Organizational format is consistent throughout.	Fluent and seamless organization—reader is clearly introduced to the main idea, ideas flow easily from point to point, and conclusion synthesizes key concepts. Uses innovative tools to organize the material.
Grammar, Usage and Mechanics (GUM)	Some slips in GUM errors. Lack of attention paid to proofreading final drafts.	GUM usage conforms to accepted usage. Demonstrates the ability to manage GUM so that they aid rather than interfere with reading.	Demonstrates a variety of language features such as effective word choice and parallel construction.

Due to Vermont's migration to Proficiency Based Grading (PBG), DMP will begin phasing in a new format for student assessment as of FY16-17. This new format will shift focus from assignment grading to assessing individual competencies attached to each assignment. The PBG format will be a four point scale assigned to each program competency (see competency list for competencies). Students competency attainment will be based on an average of the most recent two attempts at a competency and thus shifts focus from the assignment to becoming consistently proficient in required learning. The first Pathway that will pilot this new method of assessment will be "DSLR Video Production 101"

Pathway Projects (10%)

Each pathway within the course will culminate with either a student production that demonstrates all aspects of the course, an electronic portfolio or a combination of the two. Pathway projects will be assessed using all previously listed criteria and should demonstrate excellence in learning. This product is intended to be a portfolio piece for career/college placement.

Attendance Procedures:

Students are expected to be in class on time and ready to work. All course materials will be posted to our program's moodle site and will be available anytime anywhere that is internet ready.

Student Responsibilities:

Students in the DMP Program will be expected to demonstrate dependability, good communication skills, organizational skills, problem solving skills, ethical behavior and the ability to collaborate with classmates. Students will have the opportunity to work with industry standard equipment and are expected to treat this equipment with care and respect. All labs and assignments are designed to be completed during classroom hours. The only time there will be homework is when a student does not meet weekly goals and needs to catch up on missing assignments. Students will treat the classroom as if it is a workplace/school environment which includes adherence to all RVTC Handbook regulations as well as some specific classroom rules including a ban on food/drink in the lab area.

Resources to be used:

Students will be encouraged to use technology appropriately. At different times in the year we will allow usage of social media sites and collaborative media sites for educational use. The RVTC Network is available for educational uses and not personal entertainment. Students who abuse their Internet privileges will be removed from the program. Students will be expected to abide by all manufacturers safety regulations and will be held financially responsible for malicious use. Students will have the ability to bring electronic equipment home in order to complete required assignments. Whenever equipment is in the possession of a student, the student is fiscally responsible for that equipment. Should the equipment get damaged or stolen the student will be responsible for replacing said equipment at their own expense.

Teacher Availability:

The instructor will be available during classroom hours; 7:50am - 9:50am as well as via google hangouts. The instructor will periodically use social networking platforms to publish student work or contact students for school related events. The instructor will NOT "friend" students to his/her personal account so do not bother to send invitation requests. Students wishing to communicate with the instructor through the use of technology during or outside of classroom hours will be held to the same appropriate use rules and codes of conduct mentioned in the course expectations and student handbook. All students should remember that all teachers in the state of Vermont are Mandatory Reporters and are obligated to report any illegal or suspicious activity to the authorities.

Use of Copyrighted Materials:

Student productions are intended to be used in a professional portfolio work that demonstrates excellence will be exhibited on various social media feeds managed by the program. As such the use of copyrighted materials in student products is strictly prohibited. For more information on copyright law refer to copyright.gov -- The rights to productions created for the purpose of this course will be co-owned by RVTC and the student creating the work. RVTC reserves the right to use said works for promotion, distribution and in certain scenarios to raise funds for the student activities fund.

Career Data:

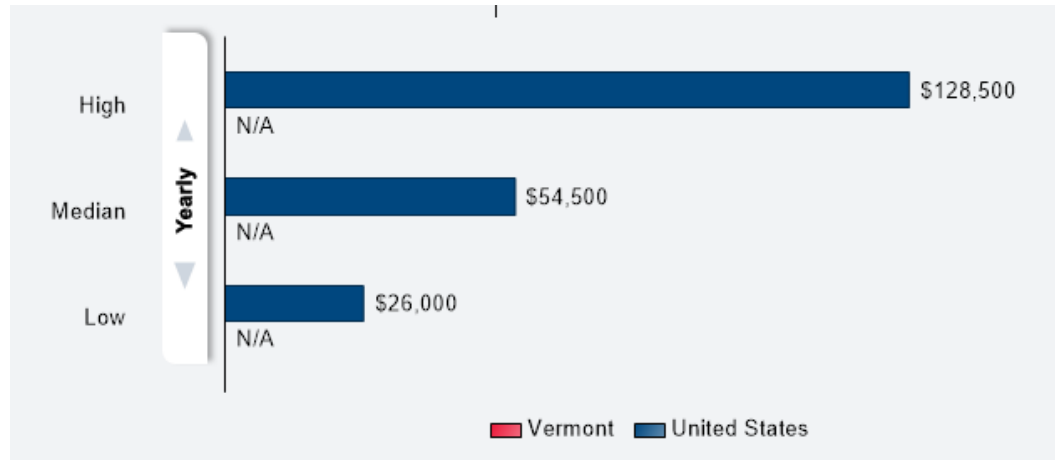
Included are a few examples of career pathways and salary information related to the Digital Media Production Curriculum. When looking at the provided data statistics are reported as follows:

- High= 90% earn less than the provided salary and 10% earn more
- Median= 50% earn more than the provided salary and 50% earn less
- Low= 10% earn less than the provided salary and 90% earn more

Within the career data links pay extra attention to the education data, this should be a resource to better understand what educational pathways should be taken after high-school graduation.

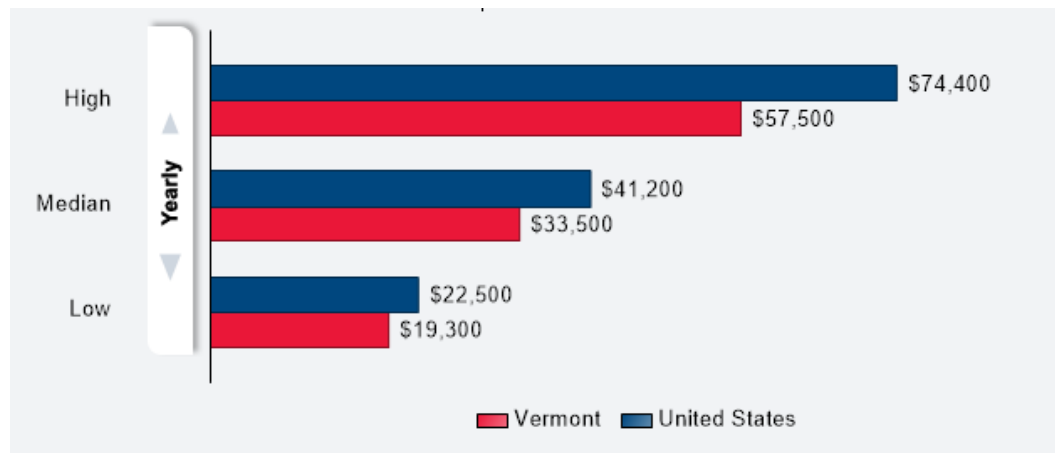
Video/Film Editor:

Career Data: <http://www.onetonline.org/link/summary/27-4032.00>



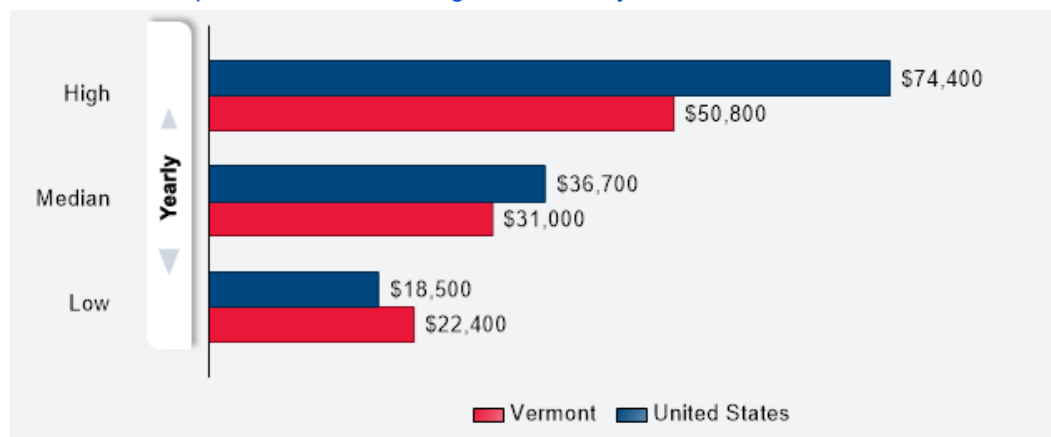
Audio Video Equipment Technicians:

Career Data: <http://www.onetonline.org/link/summary/27-4011.00>



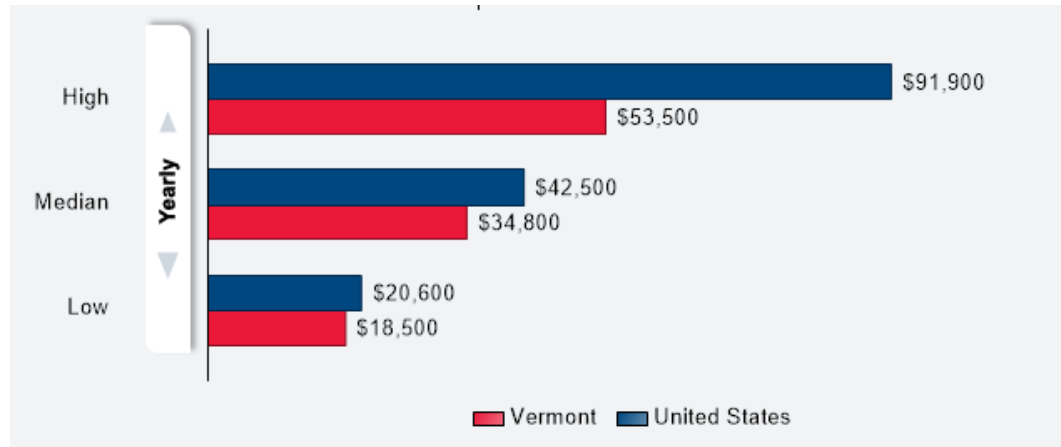
Broadcast Technician:

Career Data: <http://www.onetonline.org/link/summary/27-4012.00>



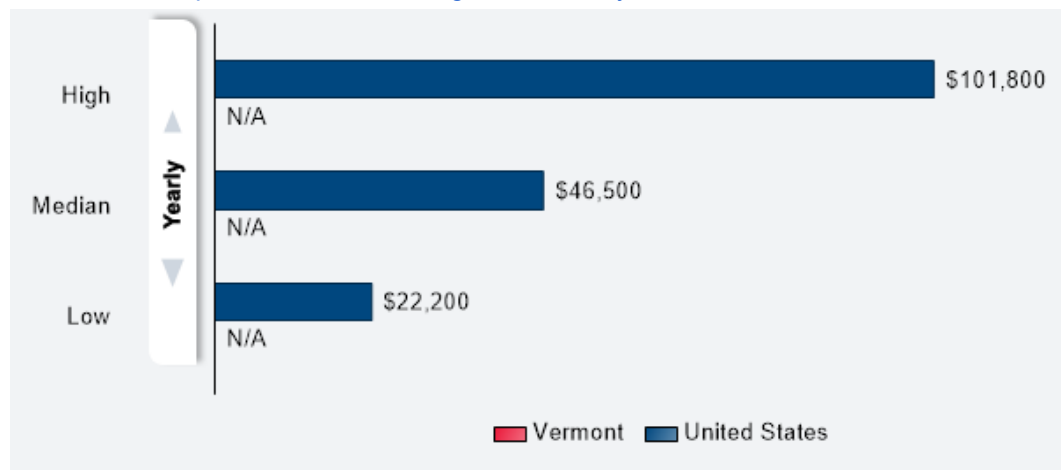
Camera Operator:

Career Data: <http://www.onetonline.org/link/summary/27-4031.00>



Sound Engineer:

Career Data: <http://www.onetonline.org/link/summary/27-4014.00>



Directors of Stage, Cinema, TV, Radio:

Career Data: <http://www.onetonline.org/link/summary/27-4014.00>

