

MEDIA PRODUCTIONS

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Office hours:

Online hours are generally 8:00AM - 4:00PM

Day hours: 10 - 3:30

Email will be returned within 24 hours with the exception of weekends and breaks.
Please send your questions during the day vs. after 5 pm to ensure better response time.

Google Classroom: Please check Classroom everyday for project updates and learning objectives..

Texts:

No textbook.

Cuttings from books and online articles will be posted for reading and used in discussion to provide a deeper knowledge of media in the US and abroad.

Writing for Television, Radio and New Media

Media Now: Understanding Media, Culture and Technology

Objective:

Provide the space and guidance for students to develop video skills through projects. They will use the three basic steps of Pre-production/Production/Post-production

Students will be learning to:

- Work independently on own projects and contribute to multi-person projects
- Improve video and audio production skills including filming techniques, on-screen persona, audio, interviewing and special effects.
- Learn 1-3 new editing tools
- balance multiple projects, and

- use time efficiently without sacrificing artistic quality of work.

Software:

Students will use a combination of software with which they are familiar and continue to build upon their skills in FinalCut Pro.

We may also work in WEvideo, imovie, Garageband, Google tools, and AfterEffects based on the project type.

Modeling:

Students will explore and analyze online versions of local, regional, and national newspapers, news and podcasts. They will compare them to the print version, and determine the strengths, weaknesses and best practices for use of video to support written stories.

Topics and Readings

Formats for writing for a variety of media

Script format and style for different media

Writing for specific audiences

Features, Documentaries and Reality Programs

Writing a screenplay or podcast scrip[

Mass Media: Demographics/Psychographics

Electronic

TV

Radio

Podcast

Control of Media/Law

Ethics in Media

Media Impact

Basic elements of production

Expansion of basic knowledge learned in preceding class in the areas of production in the studio and out.

Purposeful use of sound effects, and music.

Dealing with program pitching, copyright and college.

GRADING

Grades will be point based. This means that if an assignment is not turned in it will result in a zero. You will need to stay after school to complete assignments or show progress.

10%

Quizzes and Tests

- test the student's commitment to reading and analyzing the materials provided.
- test understanding and ability to synthesize the materials provided.
- assess the level of literacy in the field of media

50%

Video and other media Production

Students will be evaluated on their ability to write scripts, direct, create, film, and edit video work. Understand that all student-created work will be published and available to the public eye.

Students will be expected to meet deadlines, exercise self-discipline and good taste to show the school and community in the best light possible while providing truthful news coverage.

Rubrics will be developed and provided for each segment.

40%

Assignments (Most often, assignments will be part of Pre-Production for videos)

Students will be evaluated on their participation, attention to detail, timeliness, and ability to communicate their findings to their peers as requested in each assignment. (This could be in written responses, presentations, or demonstrations, etc.)

Acceptable Use Policy Students must be in good standing with their Acceptable Use Policy in order to participate in posting videos online. Students who are not in good standing will be given jobs that do not allow them to use computers such as writing, camera operator, etc

Potential Projects

1. Creating a podcast based on a topic of interest.
 - a. Submitting to a national contest
2. Working with fine arts and athletics to record events
3. Developing material for new screens in gym and commons
4. Create a soundscape for a video
5. Short 3-5 minute film for kids

More:

Social media projects

Video/Audio podcasts

Animation

5x5 about ? staying healthy mentally
and physically

Prayer with music and background

Investigative/Documentary on how people
and businesses are adapting to change

Music project - build a song for 3 different
genres

Create a short sequence or multi-sequence project using stock video and music