Name of Unit: **Digital Media Audio Commercials**	
Grade	**9-12**
Unit of Study	**Unit: Audio Commercials**
Length of Unit	**1 Week**

Missouri Learning Standards

SkillsUSA: Implement the skills and knowledge needed to describe and demonstrate audio.	**CA 1, CA 3, SC 1:** Select, handle and connect cables consistent with industry and safety standards
SkillsUSA: Apply the knowledge needed to describe and demonstrate production skills.	**CA 3, MA 1, MA 2:** Operate audio production equipment consistent with industry standards.
MA:Cr3A. I.a: Consolidate production processes to demonstrate deliberate choices in organizing and integrating content and stylistic conventions in media arts productions, demonstrating understanding of associated principles, such as emphasis and tone.	**MA:Cr3A III.a:** Synthesize content, processes, and components to express compelling purpose, story, emotion, or ideas in complex media arts productions, demonstrating master of associated principles, such as hybridization.

Unit: Learning Targets

{I can…} present multiple scripts and ideas for short audio commercials.
{I can…} understand how tone and background audio work to fill out an audio scape.
{I can…} vary my base scripts and reading speed and emphasis to meet my time goals.

Intervention and Enrichment

Hands on practice of associated skills.
If a student requires accommodations or modifications or any other help with a lesson, testing, etc., meet with the student privately to discuss.
Shoots of varying types; Football & Basketball Games; Artistic Performances, Community Events

Assessments

Observed Assessments of skill demonstrations	Performed in class
Paper/Oral/Electronic tests & quizzes as necessary.	Performed in class or located in google classroom or google tests.

Project Assessments for finished pieces	Grade & necessary notes given in google classroom

Vocabulary			
Spot Audioscape Tone	Inflection Compression rate Echo	Wind sock Audio recorder	

Instructional Materials

PowerPoints; Electronic quizzes and/or exercises, Television Production & Broadcast Journalism Second Ed.-Phillip L. Harris; YouTube-StudioBinder and/or other pertinent examples; Gear/equipment provided by DM classroom. EditMentor application as appropriate.

Additional Instructional Resources

Guest Speakers, trips in the class vehicle as deemed necessary by instructor and approved by Admin.

Reflections for Future Revisions

Changes may occur based on changes in studio space, equipment, gear, industry trends