

Week	Marking Period 1	Week	Marking Period 3
1	Phase I: What to Expect from Broadcast Media	19	Phase III: Reflect, Re-think & Re-tool Ideas & Flow
2		20	
3		21	
4		22	Phase IV: Creating Media for Broadcast
5		23	
6		24	
7		25	
8	Phase II: From Idea to Premiere	26	
9		27	
Week	Marking Period 2	Week	Marking Period 4
10	Phase II: From Idea to Premiere	28	Phase IV: Creating Media for Broadcast
11		29	
12		30	Phase V: Enrichment of All Aspects of Production
13		31	
14		32	
15	Phase III: Reflect, Re-think & Re-tool Ideas & Flow	33	
16		34	
17		35	
18	Mid-Term Exam	36	Final Exam

<b>Phase 1</b>	<b>1: What to Expect from Broadcast Media</b>
<b>Topic</b>	<b>Broadcast Media: Introduction</b>
<b>Big Idea</b>	
- Develop a definition/understanding of broadcast media. Introduce new technology, theory, software and hardware for media and how these techniques serve the broadcasting world.	
<b>Essential Questions</b>	
What are the basic components of broadcast theory? How are the key elements of broadcasting used to influence audience?	
<b>Enduring Understandings</b>	
Broadcast Media is a learned communication skill incorporating sound, lighting, camera techniques, and editing skills to produce a verbal and visual message.	
<b>NJCCCS</b>	<b>TEC9-12.8.1.12.D.2, TEC.9-12</b>
<b>Key Concepts and Skills</b>	
<b>SWBAT:</b> - Define Broadcast Media. - Understand why media is a necessity - Determine how the course, Broadcast Media, relates to today's media types - Recognize different genres in media, TV and film. - Understand and construct a critique of professional work - Create a properly formatted scripted idea. - Create and understand the use of story boarding. - Understand the importance and the process of preproduction. - Understand the process of creating media from idea to premiere. - Understand the possible career paths offered in broadcast, media and film. - Meet expectations of class and teacher. - Research and identify post-secondary educational opportunities for technical, artistic, broadcasting, and media career paths. - Research and identify career paths and employment opportunities in broadcasting and media. - Identify and describe how the broadcast process works - Research and identify certifications, technical degrees, bachelor or masters degrees necessary for various career paths in technology, broadcasting, film, acting and other media careers. - Identify, understand and master use of tools and technology used to create media <ul style="list-style-type: none"> <li>- Adobe Premiere Production Suite</li> <li>- Final Cut Pro 7</li> <li>- Multiple cameras using multiple media formats</li> </ul>	
<b>Learning Activities</b>	
- Review safety rules and procedures in the studio and in the field - Review studio and field expectations - Identify and review show components - Discuss intended messages and importance of audience - Research and identify legal issues in the broadcast field (waivers, releases, express permission) - Identify elements of the show - Identify roles for show and segment productions - Question and answer period for students - Room features, project references, room description	
<b>Assessments</b>	
- Pretest - Safety Test - Preproduction: Brainstorm, Script Writing, Storyboarding - Production - Postproduction - Broadcast	

<b>Phase 2</b>	<b>2: From Idea to Premiere</b>
<b>Topic</b>	<b>Broadcast Media: Show Construction</b>
<b>Big Idea</b>	
Developed an outline and show flow of the Spartan Update. Understand what it means to be part of the Spartan Update. Develop, pitch and produce individual segments for show. The use of technology and multimedia tools to create a 21 min episode of the Spartan Update	
<b>Essential Questions</b>	
- How will the show look and feel?	

- What format will the show follow?
- What media outlets will the show be seen over?
- What does it mean to obtain a level of celebrity?
- What are the social responsibilities that go along with the celebrity/popularity of the show?
- What are the legalities in creating a broadcast show?
- What tools will be used to create the production?

**Enduring Understandings**

- Students will be able to create segment ideas both individually and collectively.
- Students will be able to pre produce their group and individual show segments.
- Students will be able to work in a production groups using all studio equipment and tools to create media.
- Students will be able to use technology in the post production faze to edit, fine tune and complete their final product.
- Students will be able to use social media to broadcast, promote and critique their individual and group production.
- Students will understand the legal aspects of using a subject's likeness for broadcast.
- Students will understand the necessity of permits, permission and rights of location and talent.

**NJCCCS** | **TEC9-12.8.1.12.D.2, TEC.9-12, TEC. 9-12.8.1.12.E.1, AR.9-12.1.1.12.C.2**

**Key Concepts and Skills**

- Pre – Post Production to broadcast.
- Adobe Premiere Production Suite/Final Cut Pro software tutorials and training
- Camera, lighting and sound composition
- Waivers, releases and rights
- Necessity for post-secondary education in relationship to career paths.
- Required certifications and licenses.  
And/or licenses.
- Identify and explain weekly theme of the show
- Assign segments to individuals and rotate assignments.
- Assign and rotate producer for each show.
- Determine the best media outlets to broadcast the show and why
- Identify and understand how people receive media and from which outlets.
- Develop a process for promoting the show.

**Learning Activities**

- Computer searches
- Review of supportive documentation
- Class discussions
- Creation of show outline (Pre-production)
- Studio and location filming (Production)
- Editing sessions (Post-Production)

**Assessments**

- Final outline of a full 21 minute show breakdown.
- Storyboards of segment ideas
- Scripts of segment ideas
- Studio participation
- Final weekly segment
- Final weekly show

**Phase 3**

**3: Reflect, Rethink & Retool Ideas and Flow**

**Topic**

**Broadcast Media: Show Construction: Continued**

**Big Idea**

- The use of technology and multimedia tools to create a 21 min episode of the Spartan Update. Take a step back and critique what has been produced. What works? What doesn't work? How can we make it better?

**Essential Questions**

- Is the weekly theme of the show working?
- What segments have individuals been producing and how can they be better?
- How can show producers better produce the show in the future?
- What media outlets has the show been broadcasting on? Is it working?
- How will the show be promoted? Can we promote better?

**Enduring Understandings**

- Conceptual product development starting with concepts and ending with a final product.
- Creation of scripted and storyboarded ideas.
- Construction and development segments.

**NJCCCS** | **TEC9-12.8.1.12.D.2, TEC.9-12, TEC. 9-12.8.1.12.E.1, AR.9-12.1.1.12.C.2**

**Key Concepts and Skills**

**SWBAT:**

- Approach from start to completion of reducing conceptual ideas to paper as a script or storyboard.
- Pitch script or storyboard ideas at preproduction meetings.
- Develop story ideas.
- Creation of ideas.

**Learning Activities**

- Students will continue to pre produce, produce and premiere their weekly show.

**Assessments**

- Weekly outline of segments to fill the 21 minute show breakdown.
- Weekly creation and airing of the Spartan Update.
- Weekly creation of individual show segments.

<b>Phase 4</b>	<b>4: Creating Media for Broadcast Continued</b>
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<b>Topic</b>	<b>Broadcast Media: Continuation of Show Production</b>
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**Big Idea**

- The use of technology and multimedia tools to continue creation of a 21 min episode of the Spartan Update.

**Essential Questions**

- What is the weekly theme of the show?
- What segments will the individual be producing?
- Who will be production the overall episode?
- What media outlets will the show be broadcasting on?
- How will the show be promoted?

**Enduring Understandings**

- Conceptual product development starting with concepts and ending with a final product.
- Creation of scripted and storyboarded ideas.
- Construction and development segments.

<b>NJCCCS</b>	<b>TEC9-12.8.1.12.D.2, TEC.9-12, TEC. 9-12.8.1.12.E.1, AR.9-12.1.1.12.C.2</b>
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**Key Concepts and Skills**

**SWBAT:**

- Approach from start to completion of reducing conceptual ideas to paper as a script or storyboard.
- Pitch script or storyboard ideas at preproduction meetings.
- Idea development.
- Creation of ideas through production.

**Learning Activities**

- Students will pre produce, produce and premiere their weekly show using all learned tools and techniques.

**Assessments**

- Weekly outline of segments to fill the 21 minute show breakdown.
- Weekly creation and airing of the Spartan Update.
- Weekly creation of individual show segments.

<b>Phase 5</b>	<b>Daily Enrichment Phases of all Aspects of Production</b>
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<b>Topic</b>	<b>Broadcast Media: Enrichment</b>
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**Big Idea**

- Mastery of Broadcast Media tools.
  - Camera
  - Lighting
  - Sound
  - Post-production (Editing)
  - Broadcast

**Essential Questions**

- How do I use camera, lighting, sound & editing to convey a message to my target audience?
- How can I further my knowledge of the use of above tools?
- How do I use the new knowledge to influence and evoke emotion from my viewer?

**Enduring Understandings**

- Using the advanced applications of cameras, lighting, sound and editing.
- Using the above tool to visually produce imaginative concepts.
- Making the impossible possible. Attempting to create what's imagined. There are no limitations to the possibilities the tools provide.

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TEC9-12.8.1.12.D.2, TEC.9-12, TEC. 9-12.8.1.12.E.1, AR.9-12.1.1.12.C.2

**Key Concepts and Skills**

SWBAT

- Approach from start to completion of reducing conceptual ideas to paper as a script or storyboard.
- Pitch script or storyboard ideas at preproduction meetings.
- Idea development.
- Creation of ideas through production.

**Learning Activities**

-Students will pre produce, produce and premiere their weekly show using all learned tools and techniques.

**Assessments**

- Weekly outline of segments to fill the 21 minute show breakdown.
- Weekly creation and airing of the Spartan Update.
- Weekly creation of individual show segments.