Course Overview:
Students develop more sophisticated and complex productions, using special effects and inserting computer graphics to produce, direct, crew and edit school and personal programs. This will include work with longer format video projects to be used both on school-based and district-based events. Students will also explore the use of advanced software including Adobe After Effects, Soundtrack Pro, DVD Studio Pro. Students will also work with music video, TV drama, on an individual project basis. They may develop a video portfolio, which can be used for college and career placement.

<table>
<thead>
<tr>
<th>Department:</th>
<th>Business, Marketing and IT</th>
<th>Department/Course Website (if applicable):</th>
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<tbody>
<tr>
<td>Course Number:</td>
<td>i</td>
<td>Instructor:</td>
</tr>
<tr>
<td>Credits Earned/Length of Course:</td>
<td>1 Credit/Year long Course</td>
<td>Office Hours:</td>
</tr>
<tr>
<td>Prerequisites:</td>
<td>Sophomores-Seniors</td>
<td>Instructor Contact Info:</td>
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<td>Required Materials:</td>
<td>Insert here</td>
<td>Other:</td>
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Course Standards:
- Common Core State Standards for Literacy in All Subjects
- Common Core State Standards for Mathematics -- Standards for Mathematical Practice
- Wisconsin Common Career Technical Core Standards
- Wisconsin Standards for Business & Information Technology

Course Assessment(s): Formative Assessments will include checks for understanding
- Summative assessments for units
  - Monitor student progress on individual projects
  - Students will utilize exit slips
- Formative assessments for units
  - Individual projects connected with each unit
  - Projects include:
    - “Video You” Project to learn Adobe Premiere
    - “Video Scavenger Hunt” to learn camera operation/shot composition
    - “Student Interview” to learn shot composition/interviewing
    - “Teacher Story” to learn news story production
Syllabus: Advanced Video Production

“Final Exam Story” Commercial/PSA Project

Course Outline (including Unit(s) of Time and Essential Questions):

Unit 1 Video Story Production
- What are the different techniques for video storytelling?
- How are news stories produced?
- How are public service announcements produced?
- How are commercial announcements produced?
- How are video drama/comedy segments produced?

Unit 2 Lighting for Video Production
- What are the different lighting techniques that are used for Video Production?
- How do you properly light for "on the go" interviews?
- How do you light extended length/studio located interviews?
- What is 3 point lighting and how is it set up?
- What is 5 point lighting and how is it set up?
- What are the lighting tools we have available to us, and how is each used?
- What are lighting gels?
- How are lighting gels used to impact the mood in video production?

Unit 3 Audio for Video Production
- How can audio be manipulated to enhance a video production?
- What are the different microphones available and how are they used in different situations?
- How are sound effects used to enhance video?
- What is foley and how is it used to enhance video productions?
- What is reverberation and how can it positively and negatively impact audio elements?

Unit 4 Advanced Shooting and Editing Techniques for Video Production
- What advanced techniques are available for shooting/editing video and audio?
- What is keyframing and how is it used in video editing?
- What is "point of view shooting and how is it used in story production?
- How can anchor segments add to a video newscast?
- What is green screen/chroma key and how is it used in video production?
- What is a steadicam and how is it used with video production?
- How can use of a Go-Pro enhance a video story?

Unit 5 Interviewing Skills and Techniques
- What are the interview techniques used for documentary Video Production?
- What are the interview techniques used for short format storytelling?
- How do you compose/format questions for various Video Production projects?

Unit 6 Use of Adobe After Effects
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- What is Adobe After Effects and what is it used for in Video Production?
- How do you start a project with After Effects?
- How do you create motion projects with After Effects?

**Unit 7 Career Development/21st Century Skills (Ongoing)**
- How do the skills and knowledge I am learning in this class get applied within a job setting?
- How can I work with a team to develop an answer to a question or solution to problem?
- How I apply the skills that my future employers will value?

**Texts, Technology, and Resources:**
Insert Here

**Behavior/Attendance Policy:**
Insert Here

**Grading Policy:**
Insert Here