Syllabus

Audio/Video Production 3, Semester B

Course Overview

This one-semester course is intended as a practical, hands-on guide to help you understand the techniques applied across various stages of audio-video production, which will be required during your college education and when pursuing a career. This course has 11 lessons organized into three units, plus three Unit Activities. Each lesson contains one or more Lesson Activities.

This course will cover the various methods of mastering production techniques and advanced media-delivery methods. It explores different special effects and animation techniques. It also covers career options, portfolios, technology effects, critiquing, and copyright and labor issues.

Your teacher will grade your work on the Unit Activities, and you will grade your work on the Lesson Activities by comparing them with the given sample responses. The Unit Activities (submitted to the teacher) and the Lesson Activities (self-checked) are the major components of this course. There are other assessment components, namely the mastery test questions that feature along with the lesson; the pre- and post-test questions that come at the beginning and end of the unit, respectively; and an end-of-semester test. All of these tests are a combination of simple multiple-choice questions and technology enhanced (TE) questions.

Course Goals

By the end of this course, you will be able to do the following:

- Describe the process of operating and mastering production control room equipment.
- Describe different types of lighting techniques, equipment, accessories, and their applications.
- Describe various media-delivery methods based on compatibility issues like digital file formats and cross-platform connectivity.
- Apply various graphic and multimedia design using computer programs and animate the graphic elements.
- Analyze two-dimensional (2D) and three-dimensional (3D) computer graphics reviewing elements such as characters, backgrounds, and effects.
- Describe the use of costumes and makeup in movies and explain how to use makeup to achieve certain effects.
- Describe various career opportunities in the audio-video industry.

- Create a digital portfolio.
- Describe the impact of emerging technologies and industry trends on the audio-video industry.
- Use appropriate productivity tools and rubrics to assess and critique media effectively.
- Describe the various copyright and labor laws applicable to audio-video production.

General Skills

To participate in this course, you should be able to do the following:

- complete basic operations with word processing software such as Microsoft Word or Google Docs
- complete basic operations with presentation software such as Microsoft PowerPoint or Google Docs presentation
- perform online research using various search engines and library databases
- communicate through email and participate in discussion boards

For a complete list of general skills that are required for participation in online courses, refer to the Prerequisites section of the Plato Student Orientation document, found at the beginning of this course.

Credit Value

Audio/Video Production 3, Semester B is a 0.5-credit course.

Course Materials

- notebook
- computer with an Internet connection and speakers or headphones
- Microsoft Word or equivalent
- Microsoft Excel or equivalent
- Microsoft PowerPoint or equivalent

Course Pacing Guide

This course description and pacing guide is intended to help you stay on schedule with your work. Note that your course teacher may modify the schedule to meet the specific needs of your class.

Note: In this semester course you will create a professional portfolio that you can present or pitch to an organization, college, or a potential employer. The portfolio's contents (video clips) should illustrate your strengths for the role you would like to pursue in the audio-visual industry. This will be a semester-long project, completed through the three Unit Activities.

- Unit Activity 1 – You will select video talent and shoot short videos in two different locations and lighting environments.
- Unit Activity 2 – You will shoot a video clip by experimenting with the talent's attire and make up. You will enhance the quality of the video by adding complementary graphic elements.
- Unit Activity 3 – Finally, you will share your videos with friends or relatives, asking them to share their feedback. Based on this feedback, you will update these videos and upload the final portfolio.

Course Components and Grading Rubric

The table gives a breakdown of the weight for each component in the course. Weight represents the percentage of the total score coming from each activity.

Course Components	Count	Weight
Pretest. *Pretests are optional assessments, typically designed for credit recovery use. If a student shows mastery of a lesson's objective, the student may be automatically exempted from that lesson in the upcoming unit. Typically, teachers do not choose to employ exemptive pretests for first-time credit courses. Pretests are not included as a component of the student's final grade.*	3	0%
Module. *Each module in this course contains an interactive tutorial and an associated mastery test. Tutorials may include one or more Lesson Activities that constitute tasks associated with the tutorial. The module score comes from a student's score on the mastery test.*	11	20%
Discussion. *Online discussions allow for higher-order thinking about terminal objectives. An online threaded discussion mirrors the educational experience of a classroom discussion. Teachers can initiate a discussion by asking a complex, open-ended question. Students can engage in the discussion by responding both to the question and to the thoughts of others. Each unit in a course has one predefined discussion topic; teachers may add more discussion topics.*	3	20%
Unit Activity. *Unit Activities are at the end a unit and constitute one or more small tasks. Their purpose is to deepen understanding of key unit concepts and tie them together. Each Unit Activity includes a simple rubric. The teacher versions include both a rubric and modeled sample answers. Unit Activities are teacher graded.*	3	20%
Posttest. *The posttest appears at the end of the unit and mirrors the pretest in structure, content, and complexity.*	3	20%
End of Semester Test. *The end of semester test (EOS) appears at the end of the course. Students are delivered a few items from every tutorial in the course in order to assess the major course objectives.*	1	20%
Total	**24**	**100%**

**Teachers may manually adjust these weights if desired, per district grading requirements.*

Unit 1: Mastering Production Techniques

Summary

In this unit, you will learn about control room functions in a production and discuss the process of using a character generator, video playback device, audio mixing board, and production switcher in a live production. You will also learn to interpret video signals. You will discuss methods of lighting, controlling light levels and intensities, and using chroma key by adjusting background and subject lights. You will discuss compatibility issues such as digital file formats and cross-platform connectivity. You will learn about various compression formats and media storage devices. Finally, you will also learn about Internet safety issues.

Day	**Activity**/*Objective*	Type
1 day: 1	**Syllabus and Plato Student Orientation** *Review the Plato Student Orientation and Course Syllabus at the beginning of this course.*	Course Orientation
6 days: 2–7	**Mastering Control Room Equipment** *Describe the process of operating and mastering production control room equipment.*	Lesson
6 days: 8–13	**Mastering Lighting Techniques** *Describe different types of lighting techniques, equipment, accessories, and their applications.*	Lesson
6 days: 14–19	**Advanced Media-Delivery Methods** *Describe various media-delivery methods based on compatibility issues like digital file formats, and cross-platform connectivity.*	Lesson
1 day: 20	**Thwack-A-Mole**	Game
6 days: 21–26	**Unit Activity/Threaded Discussion—Unit 1**	Unit Activity
1 day: 27	**Post-test—Unit 1**	Assessment

Unit 2: Special Effects and Animation

Summary

In this unit, you will learn to create computer-generated graphics. You will also learn to create motion graphics using computer programs to animate graphic elements and you will work on an integrated graphic multimedia project. You will discuss still and motion grabbing and the process of keying graphics, adding virtual sets, and methods for changing backgrounds using chroma key. You will compare the characteristics of two- and three-dimensional works of art. You will discuss the contribution of makeup and costumes to a production. You will also learn how to alter appearances to produce a dramatic transformation.

Day	**Activity**/*Objective*	Type
7 days: 28–34	**Advanced Graphics, Animation, and Multimedia** *Apply various graphic and multimedia design using computer programs and animate the graphic elements.*	Lesson
5 days: 35–39	**Graphic Techniques: Three-Dimensional** *Analyze two-dimensional (2D) and three-dimensional (3D) computer graphics reviewing elements such as characters, backgrounds, and effects.*	Lesson
5 days: 40–44	**Altering Appearance with Makeup and Costumes** *Describe the use of costumes and makeup in movies and explain how to use makeup to achieve certain effects.*	Lesson
1 day: 45	**Space Jumble**	Game
6 days: 46–51	**Unit Activity/Threaded Discussion—Unit 2**	Unit Activity
1 day: 52	**Post-test—Unit 2**	Assessment

Unit 3: Careers and Laws

Summary

In this unit, you will identify various career opportunities in the audio-video industry. You will also develop a career plan and create a digital portfolio. You will discuss the impact of emerging technologies and trends on the audio-video industry. You will also learn to critique a production. Finally, you will also learn about copyright and labor issues and discuss various freelance job responsibilities.

Day	Activity/*Objective*	Type
5 days: 53–57	**Careers in Television and Films** *Describe various career opportunities in the audio-video industry.*	Lesson
5 days: 58–62	**Creating Portfolios** *Create a digital portfolio.*	Lesson
6 days: 63–68	**Impact of Technology on Media** *Describe the impact of emerging technologies and industry trends on the audio-video industry.*	Lesson
6 days: 69–74	**Media Critique** *Use appropriate productivity tools and rubrics to assess and critique media effectively.*	Lesson
6 days: 75–80	**Copyright and Labor Issues** *Describe the various copyright and labor laws applicable to audio-video production.*	Lesson
1 day: 81	**Para Jumble**	Game
6 days: 82–87	**Unit Activity/Threaded Discussion—Unit 3**	Unit Activity
1 day: 88	**Post-test—Unit 3**	Assessment
1 day: 89	**Semester Review**	
1 day: 90	**End-of-Semester Test**	Assessment

Course Map

You will achieve course level objectives by completing each lesson's instruction, assignments, and assessments. For a detailed look at how the materials meet these objectives, review the course map for Semester B.