

GBCS Curriculum Guide			GRADE:		SUBJECT: Broadcasting			
Topic	Pacing	Unit	Standards	Enduring Understandings & Essential Questions	Learning Targets	Vocabulary	Materials	Assessments
Safety and Employability	3 weeks	1- Safety and Employability	Segment 12 standards for Radio & TV Broadcasting Technology Consolidated (see attachment)	What are essential responsibilities of an effective employee in a broadcasting lab?	* Electrical safety guidelines, OSHA, wardrobe appropriateness, portfolio creation, communication with diverse workforce, conflict resolution, work place behaviors, organization and communication of information with co-workers and clients, create and manage schedules, workplace performance goals, critical thinking, interpersonal skills.	OSHA, interpersonal skills, client, workflow, psychology of presentation, releases, studio maintenance, Content Specialist, (various job titles).	None	Safety Test (online).
Pre-production of a video	2 weeks	2 - Pre-Production I including safety and teamwork and storyboard and organizational skills.	Segment 2 standards for Radio & TV Broadcasting Technology Consolidated (see attachment)	Understand all the elements needed to produce a video. What are the essential tools and processes needed to create a quality video?	* proper handling of DSLR cameras, importance of file management, how to back up footage to a flashdrive, use VO mics, learn how to critique the 13 shots that my peers shot, create events and projects using Final Cut.	split edit, picture plane, leading lines, assymetrical balance, decoding, titling, tilting, birds eye, cut together, DVE, jump cut, sequence.	None	Project - Storyboard PSA - group project, 14-shot project.

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Ethics	2 weeks	3 - Ethics and Legal Responsibility	Segment 3 standards for Radio & TV Broadcasting Technology Consolidated (see attachment)	Know and understand the importance of professional ethics and legal responsibilities. How does a news organization engender trust in the public? Why is it important to have an informed public? When is it acceptable for the media to act as a tool to assist the common good? How does plagiarism in media affect the public's trust? How does the media serve as an independent monitor of power?	* Understand different roles and positions in broadcasting, understand copyright laws and infringement issues, what can be posted on the web and what can't, difference between broadcast television and non-broadcast programs, understand plagiarism.	slant, hook, accurate, media opportunity, perspective, ethics,integrity, stock shot.	None	Music Video Project w/ credits, BMA letter, etc.
Production	3 weeks	4- Production	Segment 4 standards for Radio & TV Broadcasting Technology Consolidated (see attachment)	Introduce the equipment used in a typical production and how each piece operates. What is the full functionality of each piece of equipment in a typical production and why are they used.	* Explain responsibilities of each production staff position, recall the activities in each step of the production workflow, list benefits of using tripod when shooting outside the studio, what is the optical center of the zoom lens, explain significance of the numbers on the f-stop ring,	f-stop ring, aperture, camcorder, iris, gain, tripod, studio pedestal, pan-and-tilt handle, monitor, output, control track, video heads, tracking, dolly.	Equipment	Project - Public Service Announcement video.

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Post-Production I	3 weeks	5 - Post-Production I	Segment 5 standards for Radio & TV Broadcasting Technology Consolidated (see attachment)	Understand important editing principles and explain how they contribute to the creation of an effective program. How are continuity, performance emphasis, and pace related to creating a quality production?	* Identify important editing principles, summarize methods for creating continuity, identify different types of continuity, understand the editing process used to shape performance, explain the role of controlling emphasis in program editing, create a video file that can be made into a DVD, narrate a script over footage using proper vocal technique, demonstrate best practice used to label and log video, capture and edit footage with editing software, digitally edit video clips into a project	* Performance emphasis, continuity, montage, buffer shot, parallel cutting, linear continuity, pace, shot order, sequence, project, library, capture, time code, aspect ratio, resolution, rolling edit, cross-fade.	Equipment	Individual Projects - group shoots of long-form video. Individuals edit their own version.
Digital Media	1 week	Unit 6 - Digital Media	Segment 6 standards for Radio & TV Broadcasting Technology Consolidated (see attachment)	Understand different methods of delivering messages and the tools needed to complete the task. How do you select the best tool for the task?	Use of information technology tools to manage and perform work responsibilities, use of email to share files and documents, access and navigation of the internet, search for information and resources, prepare simple documents and other business communications, prepare presentations for trainings, sales, and information sharing, spreadsheet creation.	achiving, library, information technology, operation manuals, file storage, compress, virtual meetings, shared files, mass media, graphics, non-text elements.		Authentic tasks - Create and send emails, share files, send information from research, prepare business communication, etc.

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Current & Emerging Technologies	1 week	7 - Current & Emerging Technologies	Segment 7 standards for Radio & TV Broadcasting Technology Consolidated (see attachment)	Understand new and emerging technologies for broadcasting to keep up with the industry expectations and training. What information, skills, training, do you need to be effective in current and emerging camera technology?	Identify basic audio and video connections and their uses, properly roll and store cables, examine equipment and its function.	DSLR, motion picture, digital citizenship.		Authentic tasks - demonstration of proper use of technology. (1-on-1 assessment).
Mass Media/History of Film	2 weeks	8 - Mass Media-- Media's Effect on Society-- History and Theory/principles.	Segment 1 standards for Radio & TV Broadcasting Technology Consolidated (see attachment)	Understand the history and background of media and film. What makes a film or media memorable? What impact has film had on society?	* 14 shots needed in a video, understand importance of film in a society, open and use Final Cut Pro, understand the importance of a well-written script and the need to follow it, learn facts about the history of film, learn early camera systems, file management techniques.	Grip, digital intermediate, visual literacy, rule of thirds, white balance, lead room, exposure, CG, cinema verite'	Intro. To camera equipment, MAC computers (functionality)	Project - History of Film (individual student project)

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Pre-Production II	2 weeks	9 - Pre-Production II	Segment 9 standards for Radio & TV Broadcasting Technology Consolidated (see attachment)	Understanding Advanced Story boards and Scripts. Introduction to project management. How can audio and video technology be used to create a different perspective than text on a story? Why would still images make a better story board? What other tools can be used to create a more dynamic story board?	* Name the four elements of a script. * How is a script written differently than a book? * The importance of studying a script and understanding its content and meaning. * Use project management skills to improve work flow and minimize cost. * Develop timelines using time management knowledge.	Location, script, storyboard, talent, set construction, acting, actors, EFP, ENG	Art tools, foamboard, google docs.	Project - Creation of script and storyboard for short film produced in next segment.
Production II	2 weeks	10 - Projection II	Segment 10 standards for Radio & TV Broadcasting Technology Consolidated (see attachment)	Develop production skills including GBHTV studio and all of the equipment, roles, and responsibilities involved. * What does it take to pull off a production? What are the key elements involved in shooting the announcements? What are the key roles in producing a show?	* Analyze Elements in Newscast Production. * Perform duties of a producer/director. * Identify types of set and position lighting. * Record audio using audio devices including mixers. * Shoot/record a field production script. * Manage crew and cast required for a production. * Identify total quality management principles and disciplines.	White balance, aperture, gain, filters, waveform, monitor, vector-scope, available light, newscast.	Studio equipment.	Project - Creation of a full announcement broadcast.

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Post-production II	1 week	11 - Post - Production II	Segment 11 standards for Radio & TV Broadcasting Technology Consolidated (see attachment)	Demonstrate knowledge and understanding of technical support related to broadcasting in order to enhance productions. How can image capturing and graphics support the project development of a video and/or television show?	* Editing a news package including b-roll, voiceover, natural sound. * Edit audio and video in a variety of productions. * Prepare and edit log. *Analyze data when interpreting operational documents. *Construct charts, tables, and graphs.	b-roll, natural sound, VO, vost, EDL, edit log.	Computer & editing programs	About Me Project
Broadcast Journalism & Communication	12 - Broadcast Journalism & Communication		Segment 8 standards for Radio & TV Broadcasting Technology Consolidated (see attachment)	Examine and summarize career opportunities in journalism and broadcasting to build an understanding of opportunities in this industry. What are the roles available in broadcasting and journalism? What skills and knowledge are needed for careers in broadcasting and journalism?	* Demonstrate writing processes for broadcast media to build a base of skills for a career in the field. *Demonstrate the ability to plan and deliver a broadcast production. *Exhibit readiness for completing key production functions. *Analyze the elements of a newscast. *Examine set design principles and practices. *Explain the difference between news, feature, opinion, sports, and other forms of news writing. *Explain the characteristics of news worthiness.	Central theme, key points, ethics, regulations, compliance, programming, content distribution, delivery, feature, opinion, ENG, continuity, production switcher, composition guidelines.	Computer & editing programs	Research project on chosen career path including research on what it takes to achieve this goal, salary, job outlook, and work examples that this role would produce, Create a news report with this information.