Media Production

Course Description
Students will expand their media skills of interviewing, reporting, writing, editing, photography/videography, and design. Students will explore careers while working together to create projects in a variety of media, such as web, podcast, and/or broadcast. The emphasis of Media Production is to work both independently and collaboratively to create a professional product while meeting deadlines.

Course Code: 270610

Endorsements to teach:
> BMIT, IT, Journalism, English Language Arts, Speech

Programs of Study to which this Course applies:
> Video Production

CIS. HS. 2. 11
Collaborate and acknowledge the ideas of others while contributing to the group's objective.

CIS. HS. 2. 11. c   Work with others to achieve objectives in a timely manner.
CIS. HS. 2. 11. d   Demonstrate interpersonal skills to accomplish goals and objectives.
CIS. HS. 2. 11. e   Perform the duties and responsibilities of individuals in media-related careers.

CIS. HS 2. 12
Demonstrate knowledge of fundamentals and philosophies of legal and ethical standards related to student produced media (e.g. print, broadcast, video, audio, Internet, mobile).

CIS. HS. 2. 12. c   Apply legal boundaries and concepts (e.g., censorship, copyright, libel/slander, obscenities and vulgar language, retraction, student expression).
CIS. HS. 2. 12. d   Demonstrate professional conduct that follows a professional code of ethics.

CIS. HS. 2. 14
Explore the writing processes used for various media to build a base of skills for a media career (e.g., plan, draft, revise, edit, distribute).

CIS. HS. 2. 14. a   Use various ways to prepare production.
CIS. HS. 2. 14. b   Select appropriate text structures for production.
CIS. HS. 2. 14. c   Revise the content to improve writing for meaning, clarity, and purpose (e.g., quality of ideas, organization, sentence fluency, word choice, voice).
CIS. HS. 2. 14. d   Evaluate and synthesize information to prioritize what is needed for production.
CIS. HS. 2. 14. e   Refine writing and/or speaking skills to communicate key ideas in a variety of situations.

CIS. HS. 2. 17
Plan a media production (e.g., print, broadcast, video, audio, Internet, and/or mobile).

CIS. HS. 2. 17. a   Create a proposal to submit their idea to a business/customer.

CIS. HS. 2. 18
Demonstrate technical skills for print, broadcast, video, Internet, audio, and/or mobile production.

CIS. HS. 2. 18. a   Demonstrate proficiency using equipment and software.
CIS. HS. 2. 18. b   Demonstrate proficiency of design principles and practices.

CIS. HS. 2. 19
Create a media production.

CIS. HS. 2. 19. a   Combine research, writing, and technical skills into a final production.
CIS. HS. 2. 19. b   Distribute final product to target audience using appropriate outlets.
CIS. HS. 2. 19. c   Assess final product to verify specified goals and purpose.