

# Media 1

## Course Outline and Proficiencies

**Name of Course:** Media /Eng. Des 1

**Level of Course:** Modified

**Number of Credits** 5

**Course Number:** 770

**Prerequisites:** None

## Course Description:

This course is a one-semester introduction to the equipment and processes utilized in the television industry. The experience of this course will prepare participants with a basic knowledge of terminology and introductory skills in using selected equipment. The second part of this course will be engineering design 1.

## Standards Targeted Throughout the Curriculum

### New Jersey Core Content Standards and Cumulative Progress Indicators.

- . Demonstrate skills needed to effectively access and use technology based materials through keyboarding, troubleshooting, retrieving and managing information. (NJCCS 2.0, #3)
- . Use technology and other tools to solve problems, collect data and make decisions. (NJCCS 2.0, #7)
- . Identify and evaluate the validity of alternative solutions. (NJCCS 3.0, #11)
- . Apply problem solving skills to original and creative/design projects. (NJCCS 3.0, #15)
- . Use time efficiently and effectively. (NJCCS 4.0, #10)

## New Jersey Core Curriculum Content Standards

### Cross-Content Workplace Readiness Standards

- . Standard 1: All students will develop career planning and workplace readiness skills
- . Standard 2: All students will use technology, information and other tools.
- . Standard 3: All students will use critical thinking, decision-making and problem-solving skills.
- . Standard 4: All students will demonstrate self-management skills.
- . Standard 5: All students will apply safety principles.

## New Jersey Core Curriculum Content Standards

### Visual and Performing Arts

Standard 1.2: All students will refine perceptual, intellectual, physical and technical skills through creative dance, music, theater, and /or visual arts.

Standard 1.3: All students will arts elements and arts media to produce artistic products and performances.

Standard 1.4: All students will demonstrate knowledge of the process of critique.

## Proficiencies-Measurable Objectives and Estimated Timelines:

### Unit 1 Course Introduction and Safety Guidelines

Goal:

Time: 3

days/Ongoing

- . To introduce the students to the course expectations, discipline policy, and safety guidelines

Objectives:

Students will be able to:

- . Understand the course expectations and timeline for instruction
- . Understand the discipline policy that relates to behavior in the class.
- . Outline the safety procedures for the class.
- . Stress the proper care of the equipment used in the class.

### Unit 2: Introduction: What is Television Production

Goal: Time: 3 days/Ongoing  
 . Students will be made aware of the production process, elements and types of production.

Objective:  
 Students will be able to  
 . Understand the complexity of television production  
 . Develop an awareness of television production elements

**Unit 3: The Production Process:**

Goal: Time: 2 days  
 . Students will develop an understanding of the relationships of production crew.

Objectives:  
 Students will know the functions and duties of the production crew to include

Executive Producer	Floor Manager	VCR Operator	Producer	Audio
Engineer	Videotape Editor	Director	Script Writer	Switcher
Artist	Make-up Artist	Grip	Gaffer	Camera
Director				Lighting

Students will develop an understanding of the various types television productions to include:

Commercial Broadcast	Closed Circuit	Educational	Video Entrepreneur
Industrial	Home Video	Cable	Surveillance

**Unit 4: The Television Camera:**

Goal:  
 . The students will be introduced to the studio and portable video cameras. Through hands on experience they will become proficient in their use.

Objectives:  
 Students will learn camera shots and the use of camera angles to include the following:

Zoom	Headroom	Nose Room	Basic Shots	Camcorders	Dolly
Lines of Interest	Tri-Pods	Truck	Focus	Framing	Pan
Balance of Symmetry					

**Unit 5: Camera Lenses:**

Goal:  
 . Students will learn how the use of different lenses can affect the style of the shot.

Objectives:  
 Students will become proficient in the use and operation of lenses to include:

Focal Length	Depth of Field	F-Stops	Back Light	Focus
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**Unit 6: Lighting:**

Goal:  
 . Students will learn how the use of light can affect the mood of the production.

Objectives:  
 . Students will be able to set up, recognize and demonstrate the following lighting procedures and terminology.

Light	Hard Light	Kelvin Temp.	Soft Light	Contrast Light Meter	Spot
Limits	Cross	Flood Light	Dimmers	Back Light	Light
Light	Fresnel	Diffusion	Barn Doors	Bounce	Grid
	Lighting People	Skin	Three Point	Four Point	Fill

**Unit 7: Audio:**

Goal: . Students will learn the use of different audio equipment. Time: 1 week/  
Ongoing

Objectives:

- . Students will be able to identify and utilize the following audio equipment and functions.
- |             |                |                       |                   |             |
|-------------|----------------|-----------------------|-------------------|-------------|
| Voice Tract | Unidirectional | Omnidirectional       | Shot-Gun          |             |
| Ribbon      | Room Tone      | Sound Effects & Music | Hand Held         | Floor Stand |
| Wireless    | Table Stands   | Dynamic               | Ceramic & Crystal | Lavalier    |
| Mixer       |                |                       |                   |             |
| Copyrights  |                |                       |                   |             |

**Unit 8: The Videotape Recorder:**

Goal: . Students will be able to identify, differentiate, and utilize the various formats and sizes of machines and tapes. Time: 2 days

Objective:

Students will show competency in the following.

- |                            |                 |                            |
|----------------------------|-----------------|----------------------------|
| Recording the audio signal | Tracking        | Recording the video signal |
| VTR Formats                | Tension Control | Inter manufacturer Formats |
| Audio Level                | Video Level     | Videotape Sizes            |
| Test Recording             | Maintenance     | Environment and Care       |

**Unit 9: Visual Materials:**

Goal: . Students will recognize the importance of television as a visual art form. Time: 4 days

Objective:

- Students will be expected to recognize their utility value for the process
- |               |             |                  |             |                 |
|---------------|-------------|------------------|-------------|-----------------|
| Visualization | Photographs | Switcher Effects | Film & Tape | Digital Effects |
| Artwork       |             |                  |             |                 |
| # Dimensional | Contrast    | Talent           | Props       | Scenery         |

**Unit 10: Script Writing for Television:**

Goal: . Students will learn to write scripts for television with the understanding that television is a visual medium.

Objective:

- Students will learn to plan, develop, research and visualize their script.
- Students will learn the value of rewrites in their work.
- Students will work with the director in the interpretation of the script.

**Unit 11: Studio Production Techniques:**

Goal: . Students will learn the advantages and dis-advantages of using a Television studio.

Objective:

Students will experience various studio techniques and elements involved in studio production to include:

- |                |           |       |         |          |                 |
|----------------|-----------|-------|---------|----------|-----------------|
| Physical Space | Acoustics | Props | Traffic | Lighting | Scenery Control |
| Room           |           |       |         |          |                 |

**Unit 12: Electronic Special Effects:**

Goal: . Students will learn to enhance their productions using special effects. Time: 2 days/Ongoing

Objective:

Students will develop an understanding of various video techniques using the following equipment.

Switcher      Split Screen      Fader      Corner Insert      Wipes      Superimposition  
Chroma

**Unit 13: Electronic Videotape Editing:**

Goal:

. Students will learn to put together various video

scenes to tell a story.

Objective: Students will be able to”

- . Assemble raw footage
- . Insert Video into a finished tape
- . Insert Audio into a finished tape
- . Add a voice over to a finished tape

**Unit 14: Unusual or Specialized TV Equipment and New Products:**

Goal:

. Students will be exposed to advances in the

technology of Television

Objective: Students will cover the basics of new products to include:

Laservision

DVD's

Quick

**Unit 15: Video Maintenance:**

Goal:

Students will be aware of proper maintenance of video and audio equipment.

Objective:

- . Students will be able to
- . Properly Store Equipment
- . Battery Care
- . Protection of Video Tape
- . Cleanness of Studio

**Other Proficiencies and Requirements:**

Control Room: This course will also include a hands-on experience with Production switching and Electronic Effects. More extensive training and experience in this area will take place the second year.

Directing: Students will gain organizational and leadership skills by acting as the Director for various productions.

Ethics: Students will understand the ethics of copying productions and the legalities and responsibilities of copyrights

Projects: Activities are designed to have students experience use of equipment in various production experiences, Students will work on various project through the semester to include:

Sporting Events

News Show

School Events

Con

**Materials:**

- . Text: Television Production
- . Teacher Handouts
- . Various Web Sites
- . Various Video Supplies
- . NJ-TEC Guest Speakers

**Field Trips:** (If Moines are Available)

- . New Jersey Network
- . WNBC Studios
- . News 12 New Jersey
- . Various Collages With

**Evaluation:**

A significant portion of the evaluation process is “performance based” as observed by the instructor. In each unit the student is expected to be able to demonstrate the roles, skills, procedures and operations covered in the unit. Grades are computed on a ***Total Points*** basis. Grades are given for Tests, Projects and Crew Work. The points given divided by the total possible gives the student their average. A final exam is given.

**NOTE;**

**DUE TO THE NATURE OF EQUIPMENT AND ACTIVITIES, ANY INFRACTIONS OF SAFETY OR CLASSROOM RULES MAY RESULT IN THE IMMEDIATE REMOVAL FROM THE CLASS** This handout is a general guideline for this course. It may have alterations as to sequence, additions or deletions throughout the semester dependent on time, equipment or the abilities of the students

Media/Eng.Tech 1 Proficiencies- J. Portello 6/16/03