



Business Technology Department Curriculum Guide

Video Production 1 – Honors

Course Description
<p>In this course students will be introduced to communications using audio and visual media. Students will explore the video production process; this includes planning, storyboarding, directing, as well as filming and editing of both fictional and non-fictional video pieces. Students will begin to build visual literacy skills that will help them communicate their ideas through media projects incorporating production deadlines, equipment care, filming techniques and creative problem solving. This course offers an authentic learning experience where students will be required to stretch themselves through collaboration, critical thinking, personal productivity, self-direction and accountability. Work outside of class is required. Applications used include: Adobe Creative Cloud (Premiere Pro, After Effects, Photoshop, InDesign, Illustrator, etc.) This course is open to students with a teacher recommendation in grades 11 and 12 who have successfully completed Digital Media.</p>

Subject: Video Production 1 – Honors

Units	Content
Unit 1 - Computer Basics	<ul style="list-style-type: none"> ▪ Understanding and use of the computer operating system ▪ Understanding digital theory ▪ The importance of file organization ▪ Use of supporting applications ▪ Employ troubleshooting techniques
Unit 2 - Creativity	<ul style="list-style-type: none"> ▪ What does creativity mean? <ul style="list-style-type: none"> ▫ Ask the right question ▫ Listening strategies ▫ Become an expert ▫ Be open and aware ▫ Generate lots of idea ▫ The power of “group thinking” ▫ Role play ▪ Malcom Gladwell, reading excerpts



Units	Content
Unit 3 - The Video Production Process	<ul style="list-style-type: none"> ▪ Pre - Production <ul style="list-style-type: none"> ▫ Video strategy (goals, story selection) ▫ Timeline & script creation ▫ Talent/characters, production team/equipment needs, location scouting ▪ Production <ul style="list-style-type: none"> ▫ Setting up the sound/lighting/video equipment ▫ Conducting interviews, recording voice overs, capturing b-roll ▪ Post - Production <ul style="list-style-type: none"> ▫ Logging the clips ▫ Producing the final story ▫ Music selection ▫ Video editing ▫ Reviews/approvals & final delivery
Unit 4 - Storyboarding	<ul style="list-style-type: none"> ▪ History of storyboarding ▪ Basic camera shot types <ul style="list-style-type: none"> ▫ Close up, extreme close up, wide shot, extreme wide shot ▪ Camera Placement <ul style="list-style-type: none"> ▫ Point of view, over the shoulder, reaction shot, cutaway ▪ Shot or Frame?
Unit 5 - Format and Scripting	<ul style="list-style-type: none"> ▪ Writing for film and video ▪ Outline and format the script as a digital document ▪ Compose and storyboard a script
Unit 6 - Developing “Story”	<ul style="list-style-type: none"> ▪ Supporting the emotional narrative of a story ▪ Deepening the emotional connection (shot types) ▪ Visual Rhythm ▪ Planning with storyboards <ul style="list-style-type: none"> ▫ Starting with a visual plan ▪ Creative logic <ul style="list-style-type: none"> ▫ “Power of the Group”
Unit 7 - Digital Audio/Video Software Applications	<ul style="list-style-type: none"> ▪ Adobe Premiere Pro ▪ Learn and use professional digital audio/video editing software ▪ Comprehend and use terms and techniques relating to digital video and audio recording and editing



Units	Content
Unit 8 - Digital Audio Production	<ul style="list-style-type: none"> ▪ Utilize various audio file formats ▪ Record and edit voice narration ▪ Utilize multiple audio tracks in a project
Unit 9 - Digital Video Editing	<ul style="list-style-type: none"> ▪ Understanding the software interface ▪ File Organization ▪ Apply proper transitions, edits, titles, effects, media and output control
Unit 10 - Lighting Equipment and techniques	<ul style="list-style-type: none"> ▪ Identify and utilize the concepts and equipment used for video lighting ▪ Properly set-up a scene with key light, fill light, set light and back light
Unit 11 - Camera Angles and Composition	<ul style="list-style-type: none"> ▪ Understanding concepts of competition, perspectives and point-of-view ▪ Rule of thirds <ul style="list-style-type: none"> ▫ Video series on YouTube ▪ Identify and define different angles ▪ Demonstrate effective use of various camera angles in video assignments