JC Schools Broadcast Media II Yearly Standards

Overarching Standards-Understanding Digital Files (Taught in all units)

10-12.BM.LO.01
Define terms related to the video production process

10-12.BM.LO.02
Classify and differentiate types of files used in digital applications

10-12.BM.LO.03
Electronically organize and manage digital files

11-12.RI.1.C
Interpret visual elements of a text including those from different media and draw conclusions from them (when applicable)

11-12.W.3.A.a-e
Review, revise, and edit writing with consideration for the task, purpose, and audience
 a. Organization and content: Introduce the topic, maintain a clear focus throughout the text, and provide a conclusion that follows from the text. Achieve the writer's purpose and enhance the reader's understanding of and experience with the text by making choices regarding organization and content
 b. Word choice, syntax, and style: Choose precise language and make syntactical choices to reflect an understanding of how language functions in different contexts and enhance the reader's understanding of the text
 c. Conventions of standard English and usage: Demonstrate a command of the conventions of standard English grammar and usage, including spelling and punctuation
 d. Use a variety of appropriate transitions to clarify relationships, connect ideas and claims, and signal time shifts
 e. Use technology, including the Internet, to produce, publish, and update individual or shared writing products in response to ongoing feedback, including new arguments or information **(i.e. YouTube, NSN website, podcasts, blogs, Twitter, Instagram)**

11-12.SL.1.A
Work with peers to promote civil, democratic discussions and decision-making, set clear goals and deadlines, and establish individual roles as needed

Units	Priority Standards	Supporting Standards
Unit 1 **Software Training** 10 Days	**10-12.BM.LO.09** Create image, title, and video animations **10-12.BM.LO.10** Record, edit, export and import digital audio files. **10-12.BM.LO.11** Import video and still images from a variety of sources. (e.g., video camcorder, digital camera, Internet, media storage devices) **10-12.BM.LO.12** Export (transfer/output) digital video projects into multiple formats for a variety of purposes (e.g., MPEG4, avi, mov, jpg) **10-12.BM.LO.13** Write, design, and modify titles for video production **10-12.BM.LO.19** Arrange, manipulate, and edit audio visual clips in a timeline.	**10-12.BM.LO.07** Modify and manipulate graphics, photos and images. (e.g., color, filters, tints, adjustments)
Unit 2 **Filming Techniques, safety & operation of audio visual equipment**	**10-12.BM.LO.14** Compose/frame video shots utilizing the WALLDO technique **10-12.BM.LO.15** Develop/create a sequence of clips with the storytelling elements of a clear beginning, middle, and end (wide medium, tight, super tight, low, linking, depth, opposite)	

5 Days	**10-12.BM.LO.16** Demonstrate setup, operation, and safe use of audio video equipment **10-12.BM.LO.17** Utilize proper lighting techniques for video production	
Unit 3 **Pitch, Plan, & Produce News Stories** 140 Days	**10-12.BM.LO.04** Construct/create organizational tools and content in the preproduction phase of planning multimedia productions (e.g., focus statements, storyboarding, video logs, outlining, flowcharts, schedules, infographics, and interview questions) **10-12.BM.LO.05** Utilize components of storytelling to research, write, and develop news stories (e.g., focus statements, scripts, anchor spots, voice-overs, continuity, etc.) **10-12.BM.LO.06** Produce digitally scanned images saved with appropriate file formats and resolutions **10-12.BM.LO.07** Modify and manipulate graphics, photos and images (e.g., color, filters, tints, adjustments) **10-12.BM.LO.08** Write questions for, and conduct interviews when developing news stories **10-12.BM.LO.09** Create image, title and video animations **10-12.BM.LO.10** Record, edit, export and import digital audio files **10-12.BM.LO.11**	**11-12.SL.1.B** Delineate a speaker's argument and claims evaluating the speaker's point of view, reasoning, stance, and evidence in order to propel conversations by posing and responding to questions that probe reasoning and evidence; ensure a hearing for a full range of positions on a topic or issue; clarify, verify, or challenge ideas and conclusions; and promote divergent and creative perspectives. **11-12.SL.2.B** Make consistent eye contact with a range of listeners when speaking, using a range of gestures or movement to emphasize aspects of speech while avoiding body language or mannerisms that might be distracting to the audience. **11-12.W.1.A** Conduct research to answer a question (including a self-generated question) or solve a problem; narrow or broaden the inquiry when appropriate; gather multiple relevant, credible sources, print and digital; integrate information using a standard citation system. Gather relevant information from multiple authoritative print and digital sources, using advanced searches effectively; assess the strengths and limitations of each source in terms of the task, purpose, and audience; integrate information into the text selectively to maintain the flow of ideas, avoiding plagiarism and overreliance

	Import video and still images from a variety of sources. (e.g., video camcorder, digital camera, Internet, media storage devices) **10-12.BM.LO.12** Export (transfer/output) digital video projects into multiple formats for a variety of purposes (e.g., MPEG4, avi, mov, jpg) **10-12.BM.LO.13** Write, design, and modify titles for video production **10-12.BM.LO.14** Compose/frame video shots utilizing the WALLDO technique **10-12.BM.LO.15** Develop/create a sequence of clips with the storytelling elements of a clear beginning, middle, and end (wide medium, tight, super tight, low, linking, depth, opposite)	on any one source and following a standard format for citation.
Unit 4 **News Story Assessment & Publication** 4 Days	**10-12.BM.LO.12** Export (transfer/output) digital video projects into multiple formats for a variety of purposes. (e.g., MPEG4, avi, mov, jpg) **10-12.BM.LO.18** Modify/update an online website to post broadcast media projects	
Unit 5 **Career Readiness** 12 Days	**10-12.BM.LO.20** Demonstrate personal and workplace skills to work effectively in a collaborative team environment. **11-12.SL.1.B** Delineate a speaker's argument and claims evaluating the speaker's point of view, reasoning, stance, and	**10-12.BM.LO.16** Demonstrate setup, operation, and safe use of audio video equipment.

evidence in order to propel conversations by posing and responding to questions that probe reasoning and evidence; ensure a hearing for a full range of positions on a topic or issue; clarify, verify, or challenge ideas and conclusions; and promote divergent and creative perspectives.

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Make consistent eye contact with a range of listeners when speaking, using a range of gestures or movement to emphasize aspects of speech while avoiding body language or mannerisms that might be distracting to the audience.