

MASCONOMET REGIONAL SCHOOL DISTRICT

COURSE SYLLABUS

COURSE NAME: Introduction to Mass Media
GRADE LEVEL(S): 10-12

COURSE NUMBER: 5102 CP
Semester I or II

I. Course Description:

Introduction to Mass Media will be a building block program for students who want to explore the many elements of Apple's iMovie editing software in order to manipulate video into complete audio and video productions. Students will learn the basics of video production and editing in Masco's state-of-the-art Mac Lab. Students will be required to demonstrate their knowledge of camera operation, filming and editing through the creation of video productions.

II. Central Objectives

- A. Students will become proficient with using digital video equipment including cameras, tripods, firewire, memory cards and other media technologies.
- B. Each student will become proficient in the use of Apple's iMovie editing software to create quality audio/video productions.
- C. Students will learn to create storyboards and/or production scripts for relevant projects.
- D. Students will learn how to manipulate video by using video import and video effects/transitions as part of their productions.
- E. Students will learn how to convert their videos in to DVD's to be played on multiple platforms.

III. Major Activities

- A. Projects: Students will be required to successfully complete project assignments.
- B. Performance Tests: Students will be required to successfully complete all assigned written tests as it pertains to content material..

IV. General Expectations:

- A. Each students is expected to participate in class discussions and projects.
- B. Each student is expected to exhibit positive attendance so as to be a productive member of the class and their individual production group.
- C. Each student is expected to be a productive member of their production group.
- D. Each student is expected to remain on task for the duration of the class period.
- E. Students will be expected to follow all classroom and computer station rules that will be reviewed at the beginning of class to assure the safety of all students and workstations.
- F. Students will learn how equipment is to be used and maintained in order to keep all equipment in good working condition.

V. Student Evaluation:

- A. Script/Storyboard Evaluations
- B. Video Editing Evaluations (Rubric)
- C. Final Video Project Evaluations (Rubric)
- D. Written Tests
- E. Teacher Observations

VI. Materials:

- A. Mac Lab in Room 218
- B. Online Resources
- C. Teacher Handouts

VII. Scope and Sequence:

Projects may include:

- A. Biographical Video
- B. Commercial Video
- C. Movie Trailer Video
- D. Infomercial Video
- E. Sitcom Video