

MASS MEDIA TECHNOLOGY
Business Education Department

Course Syllabus

Instructor: Mr. Verry Course No. 5101 CP Credit
Grade 11/12 Full Year – 5.00

I. Description:

Mass Media Technology is a full-year course that introduces the student to the field of production as it relates to mass media. Using the textbook and projects, students will be introduced to the various media outlets available and be asked to produce their own projects using state-of-the-art film editing software. In addition, students will learn the basic principles of Television Production and produce shows in the Television Studio. Students will also gain knowledge of basic filming techniques including storyboarding, camera shots, camera movements, lighting, script writing and use of a blue/green screen.

Mass Media utilizes the *Final Cut Express* editing software. It is hoped that each original production will show creativity by incorporating the various video/audio effects and transitions available in the editing process; with the goal being to state the message of the production.

Mass Media is a project-based course. Therefore, students will work as part of a production team. It is the goal of each production team to produce quality and creative productions that deliver the intended message.

Projects in this course may include:

Documentary	Re-creating a Scene from a Movie
Music Video	Stop Motion Animation
Commercial Advertisement	TV News Broadcast
Infomercial	TV "Late Show" Broadcast
Demonstration Video	Editing using the Blue Screen Effect
Writing a Screenplay	Public Service Announcement
Filming a Screenplay	Movie Trailer
TV Show Intro	StoryBoarding

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 the Final Cut Express video 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.
- F. Students will learn the basics of television production.

III. Major Activities

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

IV. Scope and Sequence:

Projects/Topics may include:

- A. Research of Video Editing Vocabulary
- B. Camera Operation
- C. Storyboarding
- D. Demonstration Project
- E. Music Video
- F. Movie Trailer

- G. Use of Blue Screen for Superimposing
- H. TV Scene Recreation
- I. Movie Scene Recreation
- J. Writing a Screenplay
- K. Introduction to TV Broadcasting

V. General Expectations:

- A. Each student 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.

VI. Student Evaluation:

- A. Individual and Group Final Video Project Evaluations (Rubric)
- B. Individual Written Tests
- C. Individual Software Application Test
- D. Teacher Observations

VII. Materials:

- A. Mac Lab in Room 218
- B. Television Production Studio
- C. Video/Editing Equipment
- D. Online Resources
- E. Teacher Handouts