

# Audio/Video Production II

## At-A-Glance - Lamar CISD

Ongoing Skills Imbedded All Year	Professional Standards/Employability Skills/Technical Skills		
Grading Period	Unit Name	Estimated Time Frame	TEKS
<b>Grading Period 1</b> <b>29 Days</b>	<b>History of Film</b>	<b>5 Days</b>	6.A, 6.B, 17.A, 17.B
	AV II 6(A) The student will summarize the history and evolution of the audio and video production industry. AV II 6(B) The student will analyze the current trends of the audio and video production industry. AV II 17(A) The student will identify the evolution of various media formats such as tape, tapeless, film, and electronic. AV II 17(B) The student will identify the evolution and application of digital media formats and compression standards.		
	<b>Review Safety Regulations &amp; Film Terms</b>	<b>5 Days</b>	7.A, 7.B, 7.C, 12.A, 12.B, 12.C, 12.D, 12.E
	AV II 7(A) The student will implement personal and workplace safety rules and regulations. AV II 7(B) The student will recognize and resolve potential safety concerns. AV II 7(C) The student will follow emergency procedures. AV II 12(A) The student will understand set-up, execution, and trouble-shooting of standard systems for the audio/video industry, including editing systems, wireless and wired transmission systems, cabling, and configurations for production purposes. AV II 12(B) The student will employ knowledge of recording equipment usage by explaining analog and digital formats. AV II 12(C) The student will describe tape and tapeless formats. AV II 12(D) The student will demonstrate the operation of recording devices, including metering a recording signal for proper levels and proper maintenance of recording equipment. AV II 12(E) The student will apply appropriate industry-related terminology.		
	<b>Shot Composition</b>	<b>5 Days</b>	4.A, 4.B
	AV II 4(A) The student will employ critical-thinking skills independently and in groups. AV II 4(B) The student will employ interpersonal skills in groups to solve problems.		
	<b>Pre-Production – Screenwriting &amp; Planning – ongoing</b>	<b>5 Days</b>	2.A, 2.B, 3.A, 3.B, 3.D, 3.E, 3.F, 3.G, 8.D, 13.A, 13.B, 13.C, 13.D, 13.E, 13.G, 13.H, 13.I, 13.J, 14.A, 14.C 14.D

	<p>AV II 2(A) The student will apply English language arts knowledge and skills by consistently demonstrating use of content, technical concepts, and vocabulary; using correct grammar, punctuation, and terminology to write and edit documents; and composing and editing copy for a variety of written documents such as scripts, captions, schedules, reports, manuals, proposals, and other client-based documents.</p> <p>AV II 2(B) The student will apply mathematics knowledge and skills in invoicing and time-based mathematics by consistently demonstrating knowledge of arithmetic operations and applying measurement to solve problems.</p> <p>AV II 3(A) The student will adapt language for audience, purpose, situation, and intent through structure and style.</p> <p>AV II 3(B) The student will analyze and organize oral and written information.</p> <p>AV II 3(C) The student will analyze, interpret, and communicate information, data, and observations.</p> <p>AV II 3(D) The student will create and deliver formal and informal presentations.</p> <p>AV II 3(E) The student will apply active listening skills to obtain and clarify information.</p> <p>AV II 3(F) The student will listen to and speak with diverse individuals.</p> <p>AV II 3(G) The student will exhibit public relations skills to increase internal and external customer/client satisfaction.</p> <p>AV II 8(D) The student will prepare for meetings by developing goals and objectives to achieve within a scheduled time and producing agendas.</p> <p>AV II 13(A) The student will apply critical elements, including purpose, target audience, and distribution, in the preproduction stage to identify and evaluate the production.</p> <p>AV II 13(B) The student will demonstrate procedures to establish timelines.</p> <p>AV II 13(C) The student will develop a budget with considerations for cast, crew, equipment, and location.</p> <p>AV II 13(D) The student will write documents of the scripting process such as treatments, storyboards, rundowns, and scripts for various types of programs using proper formatting for the specific type of production document.</p> <p>AV II 13(E) The student will identify specific elements needed for successful production such as cast, crew, equipment, location, props, and sound effects.</p>		
	<p>AV II 13(G) The student will examine the end goal of the production to determine the appropriate format for recording and distributing.</p> <p>AV II 13(H) The student will identify several means to work within budget restraints.</p> <p>AV II 13(I) The student will conduct auditions for the talent and secure the crew required for a successful production.</p> <p>AV II 13(J) The student will examine various contracts related to industry tasks, including talent releases for productions, and key elements for contracts such as crew, talent, location, and distribution.</p> <p>AV II 14(A) The student will understand the roles of various industry professionals by identifying and discussing the responsibilities and relationships among the production team, including producers, directors, editors, engineers, talent, additional crew members, and sales team.</p> <p>AV II 14(C) The student will understand the unique characteristics of live productions such as roles, equipment, time accountability, back-timing, time-based mathematics, and financial support.</p> <p>AV II 14(D) The student will identify roles, costs, equipment, and strategies for financially supporting studio and field productions.</p>		
	<p><b>Videography – Silent Film &amp; Using the Public Domain</b></p>	<p><b>9 Days</b></p>	<p>8.B, 8.F, 9.A, 9.B, 9.C, 9D, 13.F</p>
	<p>AV II 8(B) The student will employ teamwork and conflict-management skills to achieve collective goals.</p> <p>AV II 8(F) The student will employ mentoring skills to inspire and teach others.</p> <p>AV II 9(A) The student will demonstrate an understanding of ethical conduct related to interacting with others and providing proper credit for ideas.</p> <p>AV II 9(B) The student will apply copyright laws in relation to fair use and acquisition, trademark laws, and personal privacy laws.</p> <p>AV II 9(C) The student will model respect for intellectual property.</p> <p>AV II 9(D) The student will demonstrate proper etiquette and knowledge of acceptable use policies.</p> <p>AV II 13(F) The student will discuss how various styles of music can create a specific emotional impact.</p>		
<p><b>Grading Period 2</b> <b>26 Days</b></p>	<p><b>Special Effects – Green Screen</b></p>	<p><b>5 Days</b></p>	<p>2.A, 2.B, 3.A, 3.B, 3.D, 3.E, 3.F, 3.G, 8.D, 13.A, 13.B, 13.C, 13.D, 13.E, 13.G, 13.H, 13.I, 13.J, 14.A, 14.C 14.D</p>
	<p><b>Videography – Video Poem</b></p>	<p><b>10 Days</b></p>	<p>2.A, 2.B, 3.A, 3.B, 3.D, 3.E, 3.F, 3.G, 8.D, 13.A, 13.B, 13.C, 13.D, 13.E, 13.G, 13.H, 13.I, 13.J, 14.A, 14.C 14.D</p>
	<p><b>Analyzing Film Techniques – Remake a Scene from a Movie</b></p>	<p><b>6 Days</b></p>	<p>2.A, 2.B, 3.A, 3.B, 3.D, 3.E, 3.F, 3.G, 8.D, 13.A, 13.B, 13.C, 13.D, 13.E, 13.G, 13.H, 13.I, 13.J, 14.A, 14.C 14.D</p>

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	<p>AV II 13(H) The student will identify several means to work within budget restraints.</p> <p>AV II 13(I) The student will conduct auditions for the talent and secure the crew required for a successful production.</p> <p>AV II 13(J) The student will examine various contracts related to industry tasks, including talent releases for productions, and key elements for contracts such as crew, talent, location, and distribution.</p> <p>AV II 14(A) The student will understand the roles of various industry professionals by identifying and discussing the responsibilities and relationships among the production team, including producers, directors, editors, engineers, talent, additional crew members, and sales team.</p> <p>AV II 14(C) The student will understand the unique characteristics of live productions such as roles, equipment, time accountability, back-timing, time-based mathematics, and financial support.</p> <p>AV II 14(D) The student will identify roles, costs, equipment, and strategies for financially supporting studio and field productions.</p>		
	<b>Sharing Media Projects</b>	<b>5 Days</b>	5.A, 5.B
	<p>AV II 5(A) The student will use technology applications such as social media, email, Internet, writing and publishing, presentation, and spreadsheet or database applications for audio and video production projects.</p> <p>AV II 5(B) The student will use processes such as personal information management, file management, and file sharing.</p>		
<b>Grading Period 3</b> <b>25 Days</b>	<b>Videography – Short Film</b>	<b>25 Days</b>	8.B, 8.C
	<p>AV II 8(B) The student will employ teamwork and conflict-management skills to achieve collective goals.</p> <p>AV II 8(C) The student will establish and maintain effective working relationships by providing constructive praise and criticism, demonstrating sensitivity to and value for diversity, and managing stress and controlling emotions.</p>		
<b>Grading Period 4</b> <b>32 Days</b>	<b>Videography – Commercial, PSA, Documentary</b>	<b>10 Days</b>	8.A, 8.B, 15.A 15.B, 16.A, 16.B, 16.C, 16.D
	<p>AV II 8(A) The student will employ leadership skills to accomplish goals and objectives by analyzing the various roles of leaders within organizations, exhibiting problem-solving and management traits, describing effective leadership styles, and participating in civic and community leadership and teamwork opportunities to enhance skills.</p> <p>AV II 8(B) The student will employ teamwork and conflict-management skills to achieve collective goals.</p> <p>AV II 15(A) The student will identify applicable guidelines based on production distribution methods.</p> <p>AV II 15(B) The student will distinguish between Federal Communications Commission (FCC), National Public Radio (NPR), and other regulatory agencies.</p> <p>AV II 16(A) The student will apply knowledge of broadcast formats by distinguishing between analog and digital formats.</p> <p>AV II 16(B) The student will describe the difference in data signals and equipment for analog and digital technology.</p> <p>AV II 16(C) The student will identify the evolution of the broadcast signal and standards such as High-Definition (HD), Standard-Definition (SDTV), National Television System Committee (NTSC), Phase Alternating Line (PAL), and Sequential Color with Memory (SECAM).</p> <p>AV II 16(D) The student will identify the location of radio and television frequencies in the electromagnetic spectrum.</p>		
	<b>After Effects</b> <b>Music Video</b>	<b>10 Days</b> <b>12 Days</b>	2.A, 2.B, 3.A, 3.B, 3.D, 3.E, 3.F, 3.G, 8.D, 13.A, 13.B, 13.C, 13.D, 13.E, 13.G, 13.H, 13.I, 13.J, 14.A, 14.C 14.D

<p>AV II 2(A) The student will apply English language arts knowledge and skills by consistently demonstrating use of content, technical concepts, and vocabulary; using correct grammar, punctuation, and terminology to write and edit documents; and composing and editing copy for a variety of written documents such as scripts, captions, schedules, reports, manuals, proposals, and other client-based documents.</p> <p>AV II 2(B) The student will apply mathematics knowledge and skills in invoicing and time-based mathematics by consistently demonstrating knowledge of arithmetic operations and applying measurement to solve problems.</p> <p>AV II 3(A) The student will adapt language for audience, purpose, situation, and intent through structure and style.</p> <p>AV II 3(B) The student will analyze and organize oral and written information.</p> <p>AV II 3(C) The student will analyze, interpret, and communicate information, data, and observations.</p> <p>AV II 3(D) The student will create and deliver formal and informal presentations.</p> <p>AV II 3(E) The student will apply active listening skills to obtain and clarify information.</p> <p>AV II 3(F) The student will listen to and speak with diverse individuals.</p> <p>AV II 3(G) The student will exhibit public relations skills to increase internal and external customer/client satisfaction.</p> <p>AV II 8(D) The student will prepare for meetings by developing goals and objectives to achieve within a scheduled time and producing agendas.</p> <p>AV II 13(A) The student will apply critical elements, including purpose, target audience, and distribution, in the preproduction stage to identify and evaluate the production.</p> <p>AV II 13(B) The student will demonstrate procedures to establish timelines.</p> <p>AV II 13(C) The student will develop a budget with considerations for cast, crew, equipment, and location.</p> <p>AV II 13(D) The student will write documents of the scripting process such as treatments, storyboards, rundowns, and scripts for various types of programs using proper formatting for the specific type of production document.</p> <p>AV II 13(E) The student will identify specific elements needed for successful production such as cast, crew, equipment, location, props, and sound effects.</p> <p>AV II 13(G) The student will examine the end goal of the production to determine the appropriate format for recording and distributing.</p>			
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<b>Grading Period 5 32 Days</b>	<b>Title Sequence</b>	<b>10 Days</b>	2.A, 2.B, 3.A, 3.B, 3.D, 3.E, 3.F, 3.G, 8.D, 13.A, 13.B, 13.C, 13.D, 13.E, 13.G, 13.H, 13.I, 13.J, 14.A, 14.C 14.D
	<b>Video Prompt – Character overcoming an obstacle</b>	<b>10 Days</b>	2.A, 2.B, 3.A, 3.B, 3.D, 3.E, 3.F, 3.G, 8.D, 13.A, 13.B, 13.C, 13.D, 13.E, 13.G, 13.H, 13.I, 13.J, 14.A, 14.C 14.D
	<b>Video Prompt – A Hero’s Journey</b>	<b>12 Days</b>	2.A, 2.B, 3.A, 3.B, 3.D, 3.E, 3.F, 3.G, 8.D, 13.A, 13.B, 13.C, 13.D, 13.E, 13.G, 13.H, 13.I, 13.J, 14.A, 14.C 14.D

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<p><b>Grading Period 6 29 Days</b></p>	<p><b>Short Film</b></p>	<p><b>20 Days</b></p>	<p><b>8.B, 8.E, 11.A, 11.B,</b></p>
	<p>AV II 8(B) The student will employ teamwork and conflict-management skills to achieve collective goals.</p> <p>AV II 8(E) The student will conduct and participate in meetings to accomplish work tasks by achieving goals and objectives within a scheduled time; producing meeting minutes, including decisions and next steps; and using parliamentary procedures, as needed.</p> <p>AV II 11(A) The student will employ planning and time-management skills to complete work tasks.</p> <p>AV II 11(B) The student will use technology to enhance productivity.</p>		
	<p><b>Employability &amp; Demo Reel</b></p>	<p><b>9 Days</b></p>	<p><b>1.A, 1.B, 1.C, 1.D, 10.A, 10.B, 10.C, 10.D, 14.B</b></p>
<p>AV II 1(A) The student will participate in training, education, or certification for employment.</p> <p>AV II 1(B) The student will demonstrate professional standards and personal qualities needed to be employable such as oral and written communication, leadership, teamwork, appreciation for diversity, conflict management, customer service, work ethic, and adaptability.</p> <p>AV II 1(C) The student will demonstrate skills related to seeking and applying for employment.</p> <p>AV II 1(D) The student will create resume and cover letter/letter of interest to document information such as work experiences, licenses, certifications, and work samples.</p> <p>AV II 10(A) The student will update a career portfolio to document information such as work experiences, licenses, certifications, and work samples.</p> <p>AV II 10(B) The student will demonstrate skills in evaluating and comparing employment opportunities.</p> <p>AV II 10(C) The student will examine and employ professional networking opportunities such as career and technical student organizations, professional social media, industry professional organizations.</p> <p>AV II 10(D) The student will examine employment opportunities in entrepreneurship.</p> <p>AV II 14(B) The student will understand the opportunities in the industry for freelance entrepreneurs by identifying standard freelance self-promotion techniques, proposals, technology applications for freelance entrepreneurs, best practices for various freelance job responsibilities, and standard billing practices for freelance labor, including invoices and collections rates.</p>			