

Cinematography & Film/Video Production

Level II Unit Outline

Unit 1: Professional Development/Safety/Classroom Rules

- Identify and discuss professionalism in the video technology studio.
- Discuss and practice safety in the video technology studio.
- Discuss classroom procedures.
- Identify materials and tools in the video technology studio.
- Identify and practice time management skills to increase productivity and learning.
- Create advanced video projects.
- Review safety, evacuation, and fire drills.
- Review classroom rules and expectations.

Unit 2: Image Processing

- Review and expand resolution.
- Review and expand pixel value.
- Deeper exploration of color and density.

Unit 3: Digital Cameras

- Review power on for recording and playback positions.
- Review lens and lens cover.
- Review camera microphone and understand performance limitations.
- Review recording control.
- Engage and record a scene.
- Review the LCD screen and perform open and close function.
- Review a videotaped scene on the LCD screen.
- Adjust output volume of a recorded scene.
- Review camera grip and proper hand / eye placement.
- Position camera securely on a variety of mounts.

Unit 4: Production Mixer, Soundboard and Microphones

- Students understand advanced techniques with equipment necessary in producing live and taped broadcasts.
- Students sharpen precise timing skills necessary with quick direction of camera shots, switching, audio and sound effects during a live taped broadcast.
- Students increase accuracy with output of live productions from switcher to a computer and dvd recorder.
- Students increase awareness of types of microphones and their specific uses, sensitivity, maintenance and preparedness for live and taped productions.

Unit 5: Crew Positions II

- Students increase awareness of importance of actions and responsibilities of each production crew member.
- Students perform the tasks of the director, assistant and technical director, audio technician, floor manager, camera person, talent, tape operator.

Unit 6: Storyboarding and Script Writing II

- Students will understand the basic principles of transferring ideas into camera ready storyboards.
- Students will be able to create, compare and understand the various types of script formats.

Unit 7: Software II

- Understand the interface of Adobe Creative Suite and perform necessary functions to complete projects.
- Create edited video productions
- Scaling, distortion, color and sharpening correction.
- Output formats and file sizes.
- Create 3D animations and graphics using modeling and Motion Capture software.
- Apply and research royalty free graphics, music, and sound effects.
- Create and edit music and sound effects.
- Develop knowledge of copyright law.
- Create /edit graphics and photos for live television productions and video editing.

Unit 8: Critique II

- Review network and internet programming; educational and entertainment.
- Evaluate artistic qualities.
- Critique program format, film, lighting, sound, special effects, lengths, topics/ issues.
- Critique his/her video work and the work of others.
- Understand the reasons for critique.
- Demonstrate skill in the critique process.
- Review areas of expressive and technical strength and weakness.
- Selection of student work for competitions/displays.
- Problem-solve.
- Generate ideas.
- Use proper vocabulary.
- Explore innovative, varied responses to visual problems.
- Experiment with unusual camera angle, dramatic lighting and unique settings.

- Create video productions using the guidelines and principles of still photography for scene composition.
- Placement of lighting within frame.
- Composition of the center(s) of interest for the most visual attention. Selection of uncomplicated backgrounds.
- Selection of camera viewpoint when working with backgrounds that contain lines.
- Framing with consideration to the center(s) of interest and objects in the foreground to properly show depth.
- Rule of thirds: Off-center placement of subject(s) in a scene. Scene area is divided into thirds horizontally and vertically. Intersections of the imaginary lines offer four options for placing the center(s) of interest.
- Balance of subject matter and placement to the camera viewpoint.
- Awareness and avoidance of distracting mergers between subject(s) and background.
- Sensitivity to requirements of assignment prior to submission.

Unit 9: Career Opportunities II

- Develop an awareness of professional career opportunities in video technology/ television production.
- Technical
- Talent
- Camera Person
- Graphics Person
- Writer
- Editor
- Sound Technician
- Lighting Technician
- Director
- Producer

Unit 10: Audio Visual Cable Connectors

- Develop knowledge and understanding of uses, types of cables, cable connectors and methods of equipment connection.
- Understand consequences of improper connections and equipment damage.

Unit 11: Equipment and Studio Terminology

- Develop knowledge of equipment terminology in studio and location for video, film and still photography shoots.
- Develop knowledge of phrases and terms communicated between director, producer, camera persons, switcher, soundboard technician, floor director, videotape record operator, microphone technician and talent.

Cinematography & Film/Video Production
New Jersey Student Learning Standards (NJSL)

NJ Learning Standard 9.3

CONTENT AREA:	STANDARD 9.3 CAREER AND TECHNICAL EDUCATION
ARTS, A/V TECHNOLOGY & COMMUNICATIONS CAREER CLUSTER[®]	
Number	Standard Statement
<i>By the end of Grade 12, Career and Technical Education Program completers will be able to:</i>	
CAREER CLUSTER[®]:	ARTS, A/V TECHNOLOGY & COMMUNICATIONS (AR)
PATHWAY:	A/V TECHNOLOGY & FILM (AR-AV)
9.3.12.AR-AV.1	Describe the history, terminology, occupations and value of audio, video and film technology.
9.3.12.AR-AV.2	Demonstrate the use of basic tools and equipment used in audio, video and film production.
9.3.12.AR-AV.3	Demonstrate technical support skills for audio, video and/or film productions.
9.3.12.AR-AV.4	Design an audio, video and/or film production.