



Intermediate TV/Media

Norwood High School www.mustang.media

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COURSE DESCRIPTION Students in TV2 will complete coursework that reinforces core concepts, tools, and best practices of mass media production including, but not limited to Radio Podcasting, Live Television, Streaming Media, and other converging or developing technologies. Students will be asked to plan, produce, and disseminate original media content, in various forms, using professional audio/video tools and technology. This is not an entry level course.

TOPICS INCLUDE Media Ethics, 1st Amendment, Video Camera Controls Functions, Audio Techniques, Microphones, Cables, Connectors, Lighting Techniques, Live Studio TV Production, Radio Podcasting, Digital Editing, Journalism Reporting, Writing for Electronic Media, Planning and Producing, Video Graphics and Effects, Media Convergence, Social Media Streaming Apps

WEIGHTED GRADING POLICY

| | | |
|-----|---------------|--|
| 40% | Projects | Group Projects, Podcasts, Live Studio Productions & Events |
| 30% | Classwork | Production Paperwork, Google Docs, Scripts, Storyboards |
| 20% | Website/Blog | Website Maintenance, Blog Assignments, Project Postings |
| 10% | Participation | Project Participation, Technology Usage, Fundraising Efforts |

STUDENT AGREEMENT Full Name: _____

- You are responsible for your own grade. You must complete assignments, activities, and projects on time to ensure the highest grade possible. Points are deducted for late assignments or projects that miss the assigned deadline.

○ Signature _____ Date _____

- Mustang Media equipment including, but not limited to, cameras, microphones and computers may be used for assigned projects only. All other personal projects, including projects for other classes, must be approved by the instructor.

○ Signature _____ Date _____

- Projects created in this class will be posted on the Mustang Media website and may also air on publications such as NHS Update and Mustang Magazine.

○ Signature _____ Date _____

SEQUENCE OF TOPICS

| TERM 1 | PROJECTS & ACTIVITIES |
|---|---|
| <ul style="list-style-type: none"> ★ Classroom Procedures, Technology Usage Policies and Procedures, Equipment Recap ★ Update Website Design & Technique, Multimedia Blogging Techniques ★ Advanced Visual Storytelling, Nat Sound and Advanced Audio Techniques | <ul style="list-style-type: none"> ➔ ACTIVITY: Handbook Introduction ➔ ACTIVITY: Wix Website Update ➔ GROUP PROJECT: Nat Package |
| TERM 2 | PROJECTS & ACTIVITIES |
| <ul style="list-style-type: none"> ★ Introduction to Advertising & Persuasive Media, 12 Master Ad Formats, Pitch Meeting, Storyboarding, Music and Graphics for Ads ★ Planning and Producing, Field Production ★ Art of Radio, Intro to Podcasting, Digital Audio, Microphones, Audio Storytelling | <ul style="list-style-type: none"> ➔ ACTIVITY: Storyboard & Pitch ➔ GROUP PROJECT: Broadcast Television Commercials ➔ GROUP PROJECT: Podcast |
| TERM 3 | PROJECTS & ACTIVITIES |
| <ul style="list-style-type: none"> ★ Independent Planning and Producing, Field Production, Creativity, Advanced Critiquing ★ New media, Social Media Broadcasting, Media Convergence ★ Advanced Live Television Production Planning, Live Event Planning, Promotion | <ul style="list-style-type: none"> ➔ GROUP PROJECT: Contest Entry ➔ ACTIVITY: The NEW News ➔ GROUP PROJECT: 2020 Nemmy Awards Pre-Production |
| TERM 4 | PROJECTS & ACTIVITIES |
| <ul style="list-style-type: none"> ★ Advanced Live Television Production, Community Engagement and Outreach ★ Digital Portfolios, Resumes, Internships and Industry Pathways | <ul style="list-style-type: none"> ➔ GROUP PROJECT: 2020 Nemmy Awards Show ➔ ACTIVITY: Wix Website Update |

Mid Year & Final Exam Policy

- All Mid-Year/Final Exams are *Portfolio-Based Assessments* tied into a multimedia blog assignment... in other words, students will be required to post recent samples of their work onto a webpage and then write critically about them in an original multimedia blog post. Any student who has not submitted a portfolio page and blog assignment by the deadline must be present on the scheduled exam day to complete an equivalent assessment OR receive a failing exam grade

○ Signature _____ Date _____