

Omaha Buffett Magnet

Title: *TV Broadcasting (grade) 8*

Description: This one-semester project-based course will produce a monthly video magazine show for Buffett. The course will provide students with the opportunity to further develop skills in video capture and editing, and all aspects of producing videos for the Buffett television network. Students will create and edit graphics, sound, and special effects to be incorporated into video productions. Students will be required to work independently and in small teams to produce commercials, public service announcements, and short features. Students will create storyboards, write and rewrite shooting scripts, record and edit projects.

Meets: Alternating days

Duration: 1 semesters

Credit: 1.0

Content Standards

- 801 The student will demonstrate knowledge of how television broadcast productions are created and disseminated.
 - a. Identify the technical elements of a broadcast production used to create and deliver news.
 - b. Understand the economics of broadcasting such as advertising and public funds.
 - c. Demonstrate understanding of how media content is produced by creating and presenting a broadcast journalism product such as a news report or an interview.
 - d. Explore career opportunities in Broadcast Journalism.

- 802 The student will demonstrate knowledge of the writing process used for television.
 - a. Recognize and identify various forms of writing as related to broadcast journalism.
 - b. Produce various types of media based writing.
 - c. Analyze how to develop a complete television project.
 - i. Write stories in an appropriate broadcast style
 - ii. Select graphics for a story.
 - iii. Write lead ins and teasers for television
 - iv. Create a sound bite.
 - d. Evaluate the impact of laws and ethical considerations on the news gathering and writing process.

- 803 The student will demonstrate knowledge and understanding of equipment and skills related to broadcasting.
 - a. Apply knowledge of lighting requirements for a planned production.
 - b. Demonstrate operation of video cameras and switchers.
 - c. Describe how to frame and maintain picture composition.
 - d. Demonstrate focusing and adjusting images, and performing pans and zooms.

- e. Define terms associated with computer-based production, including motion video: AVI, QuickTime and MPEG; and stills: JPEG and TIFF.
 - f. Demonstrate how to use software to develop and edit a simple video.
- 804 The student will demonstrate the ability to plan and develop a broadcast production.
- a. Analyze the elements of a newscast production.
 - i. Identify the location, number of cameras needed, and time restrictions for a newscast production.
 - ii. Describe the purposed of rundown sheets.
 - iii. Develop a rundown sheet for use with a broadcast.
 - b. Identify announcing techniques required for specific formats.
 - c. Demonstrate delivery of a script on- and off-camera including emphasis, professional language, clarity, intonation, enunciation, poise, eye contact, projection, and extemporaneous speaking skills.
 - d. Demonstrate how to create a storyboard that includes still shots, video, audio, special effects, voice over and graphics.