

CHINO VALLEY UNIFIED SCHOOL DISTRICT
INSTRUCTIONAL GUIDELINE
DIGITAL VIDEO PRODUCTION 1

Course Number	5793
Department	Business/Technology
Prerequisite	None
Length of Course	Two (2) semesters/One (1) year
Grade Level	9 -12
Credit	5 units per semester/10 total units – elective
Repeatable	May be repeated up to ten (10) credits
UC/CSU	Meets the “a-g” (f) VPA requirement
Board Approved	June 2, 2005 / November 1, 2012

Description of Course – This course is designed to give students a broad overview of the digital visual arts. Students are provided with a foundational knowledge of art elements and design principles as well as the specialized vocabulary of the film and television industry. Students develop skills using various media with a focus on the creation of video artworks. This course is aligned with the Arts, Media, and Entertainment Technology, Industry Sector within the California Career Technical Education Standards.

Rationale for Course – Throughout history, a variety of media arts have been used to communicate ideas, customs, traditions, and beliefs. Instruction in and exposure to a contemporary media art form such as digital video can give students the knowledge and skills necessary to allow for personal growth and creative expression. This course also allows students the opportunity to develop an understanding and appreciation of the media arts and film industry as potential careers. Students will compile a portfolio that can be used to demonstrate their abilities for college entrance or employment in the businesses that require a media arts background.

Standard 1 – Students master appropriate visual and performing arts (VAPA) and English language arts (ELA) content standards in relation to visual, aural, written, and electronic media projects and products.

1.1 Objective: Specific applications of VPA Artistic Perception standards for Visual Arts at the proficient level (grades nine through twelve): Identify and use the principles of design to discuss, analyze, and write about visual aspects in the environment and in works of art, including their own.

1.1.1 Performance Indicator: Students will research and analyze the work of an artist and write about the artist’s distinctive style and its contribution to the meaning of the work.

- 1.1.2 Performance Indicator: Students will analyze and describe how the composition of a work of art is affected by the use of a particular principle of design.
- 1.1.3 Performance Indicator: Students will analyze the material used by a given artist and describe how its use influences the meaning of the work.
- 1.1.4 Performance Indicator: Students will compare and contrast similar styles of works of art done in electronic media with those done with materials traditionally used in the visual arts.
- 1.2 Objective: Specific applications of Visual Performing Arts Creative Expression standards for Visual Arts at the proficient level (grades nine through twelve).
 - 1.2.1 Performance Indicator: Students will develop and refine skill in the manipulation of digital imagery (either still or video).
 - 1.2.2 Performance Indicator: Students will demonstrate in their own works of art a personal style and an advanced proficiency in communicating an idea, the theme, or emotion.
 - 1.2.3 Performance Indicator: Students will present a universal concept in a multimedia work of art that demonstrates knowledge of technology skills.

Standard 2 – Students work with specific applications of VPA Aesthetic Valuing standards for Visual Arts at the advanced level (grades nine through twelve).

- 2.1 Objective: Describe the relationship involving the art maker (artist), the making (process), the artwork (product), and the viewer.
 - 2.1.1 Performance Indicator: Students will critique two of their own projects in class using proper vocabulary, discussing why and how the works differ from each other.
 - 2.1.2 Performance Indicator: Students will prepare portfolios of their original works of art for a variety of purposes (e.g., review for postsecondary application, exhibition, job application, and personal collection).

Standard 3 – Students understand the key technical and technological requirements applicable to various segments of the Media and Design Arts Pathway.

- 3.1 Objective: Know the component steps and skills required to design, edit, and produce a production for audio, video, electronic, or printed presentation.
 - 3.1.1 Performance Indicator: Students will use technology to create a variety of audio, visual, written, and electronic products and presentations.

- 3.1.2 Performance Indicator: Students will know the features and uses of current and emerging technology related to computing (e.g., optical character recognition, sound processing, cable TV, cellular phones).
- 3.1.3 Performance Indicator: Students will know the writing processes, formats, and conventions used for various media.
- 3.1.4 Performance Indicator: Students will understand technical support related to various media and design arts.

Standard 4 – Students understand the effective use of tools for media production, development, and project management.

- 4.1 Objective: Understand the effective use of tools for media production and project management.
 - 4.1.1 Performance Indicator: Students will know the basic functions of media design software, such as video and sound editing, framing, and video capture.
 - 4.1.2 Performance Indicator: Students will be able to use appropriate software to design and produce professional-quality videos, documents, and presentations.
 - 4.1.3 Performance Indicator: Students will analyze the purpose of the media to determine the appropriate video format and level of compression.
 - 4.1.4 Performance Indicator: Students will analyze media and develop strategies that target the specific needs and desires of the audience.
 - 4.1.5 Performance Indicator: Students will understand the development and management process of a show (e.g., television programs, musicals, radio programs).
 - 4.1.6 Performance Indicator: Students will know the basic design elements necessary to produce effective print, and web-based media.
 - 4.1.7 Performance Indicator: Students will be able to use technical skills (e.g., video and sound editing) to produce publishable materials.
 - 4.1.8 Performance Indicator: Students will demonstrate their ability to critique, compare and contrast, and evaluate film content in the appropriate written format, using appropriate terminology.

Standard 5 – Students understand the effective use of communication software to access and transmit information.

5.1 Objective: Understand the effective use of communication software to access and transmit information.

5.1.1 Performance Indicator: Students will know multiple ways in which to transfer information and resources (e.g., text, data, still images) between software programs and systems.

5.1.2 Performance Indicator: Students will use multiple online search techniques and resources to acquire information.

5.1.3 Performance Indicator: Students will know the appropriate ways to validate and cite Internet resources.

Standard 6 – Students understand the use of different types of peripherals and hardware appropriate to media and technology.

6.1 Objective: Understand the appropriate peripherals and hardware needed to achieve maximum productivity for various projects.

6.1.1 Performance Indicator: Students will know how to identify and integrate various types of peripherals and hardware to meet project requirements.

6.1.2 Performance Indicator: Students will use various types of audio and video equipment (e.g., digital cameras, recorders, scanners, web cams, CD and DVD recorders), as appropriate, for different projects.

6.1.3 Performance Indicator: Students will understand the types of media storage and the use of appropriate file formats and know how to convert data between media and file formats.