

# Digital Arts Performance and Production

**Grade Level:** 9-12

**Course Duration:** One Semester (18 weeks)

## Materials Needed:

- Computer with multimedia software (e.g., WeVideo, Audacity, OBS Studio)
  - Camera (smartphone or digital camera)
  - Microphone (USB or condenser mic)
  - Headphones
  - Tripod or stabilizer (optional)
  - External storage (e.g., USB drive or cloud storage)
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## Course Overview:

The **Digital Arts Performance & Production** course combines practical media skills with performance techniques, preparing students to engage with digital media as both creators and performers. Students will learn how to present themselves on camera, edit video and audio for performance, and create content across platforms such as YouTube, podcasts, and live streams. The course covers key aspects of digital storytelling, on-camera performance, audio techniques, and engaging with an audience through media.

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## Course Objectives:

By the end of this course, students will be able to:

1. Perform effectively on camera, with an understanding of voice projection, body language, and facial expressions.
2. Create and edit engaging multimedia content for a variety of platforms (e.g., YouTube, podcasts, live streaming).
3. Use audio and video equipment to produce professional-quality media performances.
4. Apply storytelling techniques in media performance to captivate audiences.
5. Develop technical skills in media production, including video editing, sound design, and digital performance tools.

6. Understand the ethical considerations of performing and producing media content.
  7. Critique and provide constructive feedback on peers' media projects and performances.
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## **Units of Study:**

### **Unit 1: Introduction to Media Performance**

- **Topics Covered:**
    - What is media performance? An introduction to digital content creation and performance across platforms (YouTube, social media, podcasts, etc.).
    - Understanding the role of the performer in various media: acting, voiceovers, and live streaming.
    - Basic camera techniques: framing, lighting, and shot composition.
    - Introduction to video/audio editing software (Adobe Premiere, Audacity, OBS Studio).
  - **Key Assignment:**
    - Create a short introductory video (1-2 minutes) introducing yourself and your media interests.
  - **Assessment:**
    - Self-assessment of video presentation.
    - Peer review: Feedback on clarity, camera presence, and technical quality.
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### **Unit 2: Voice and On-Camera Performance**

- **Topics Covered:**
  - Voice techniques for media performance: tone, pitch, pacing, and enunciation.
  - The importance of body language, gestures, and facial expressions on camera.
  - Presenting live on camera vs. pre-recorded content.
  - Creating engaging storytelling through voiceovers, dialogue, and performance.
- **Key Assignment:**
  - Perform a voiceover for a short video or audio clip, focusing on tone and expression.
  - Record a short skit or monologue for on-camera performance.
- **Assessment:**
  - Class performance and feedback: Evaluation of voice and camera presence.
  - Peer critique on emotional engagement and clarity of delivery.

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### Unit 3: Video Production and Editing for Media Performance

- **Topics Covered:**
    - The video production process: Pre-production (scriptwriting, storyboarding), production (shooting), and post-production (editing).
    - Basic video editing techniques: Cutting, transitions, effects, and syncing audio/video.
    - Integrating music, sound effects, and visual effects to enhance performance.
    - Working with green screens and virtual backgrounds.
  - **Key Assignment:**
    - Produce a 3-minute video performance (e.g., interview, skit, or monologue) incorporating video editing and sound.
  - **Assessment:**
    - Video critique: Technical execution, creativity, and storytelling effectiveness.
    - Peer feedback on editing techniques and visual appeal.
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### Unit 4: Podcasting and Audio Performance

- **Topics Covered:**
    - The basics of podcasting: Format, scripting, and audience engagement.
    - Recording and editing audio for podcasts and performances.
    - Using sound design (e.g., music, sound effects, and ambiance) to enhance storytelling.
    - Hosting and performing in a live podcast or radio-style show.
  - **Key Assignment:**
    - Record a 5-minute podcast or radio show segment on a topic of choice.
    - Incorporate interviews, sound effects, and music into the production.
  - **Assessment:**
    - Peer review on audio clarity, creativity, and engagement.
    - Class discussion on techniques to improve audio performance.
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### Unit 5: Live Streaming and Audience Engagement

- **Topics Covered:**

- Introduction to live streaming platforms (e.g., Twitch, YouTube Live, Facebook Live).
  - Best practices for live video performance: Preparing for live broadcasts, managing audience interaction, and keeping energy high.
  - Technical setup for live streaming: Equipment, lighting, and streaming software.
  - Handling live audience interaction: Chat moderation, Q&A, and audience feedback.
  - **Key Assignment:**
    - Host a 10-minute live stream (or simulated live stream) on a topic of choice, engaging with the audience through comments and questions.
  - **Assessment:**
    - Live stream critique: Interaction with audience, technical quality, and presentation style.
    - Peer feedback on performance and audience engagement strategies.
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## Unit 6: Ethics and Media Performance

- **Topics Covered:**
    - Ethical considerations in media performance: Privacy, representation, and responsible content creation.
    - Copyright and fair use in media production: Using third-party content responsibly.
    - Impact of social media and digital performance on public perception and mental health.
    - Understanding audience demographics and how to tailor content responsibly.
  - **Key Assignment:**
    - Research and present on a media-related ethical issue, such as digital privacy or the effects of online performance on young audiences.
  - **Assessment:**
    - Group discussion on ethical dilemmas in digital media.
    - Written reflection on the responsibilities of a media performer.
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## Unit 7: Final Project and Presentation

- **Topics Covered:**

- Review of skills learned in video production, podcasting, live streaming, and performance.
  - Planning and creating a final multimedia project: Video, live stream, or podcast.
  - **Key Assignment:**
    - Complete and present a final media performance project (e.g., a live-streamed performance, short video, or podcast episode).
  - **Assessment:**
    - Final presentation: Evaluation based on creativity, technical execution, performance, and audience engagement.
    - Peer and instructor feedback on the overall presentation.
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### **Grading Breakdown:**

- **Classwork:** 30%
  - **Projects:** 40%
  - **Peer Critiques:** 20%
  - **Reflection Papers:** 10%
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## Standards for Digital Arts Performance and Production

### 1. Creative and Artistic Expression

**Standard 1.1:** Students will demonstrate the ability to use performance techniques (such as voice, body language, and facial expressions) to communicate a message effectively across various media platforms (e.g., video, podcast, live streaming).

- Develop skills in vocal control, enunciation, and emotional expression.
- Utilize body language and facial expressions to enhance digital storytelling.
- Perform confidently and effectively on camera and in front of an audience (live streaming, video recording).

**Standard 1.2:** Students will apply storytelling principles to create compelling content that resonates with the intended audience.

- Develop original scripts, storyboards, or outlines to guide content creation.
- Use narrative techniques (structure, pacing, suspense, etc.) to create engaging performances.
- Integrate elements of visual, audio, and text design in a cohesive performance to support the narrative.

### 2. Media Production and Technical Skills

**Standard 2.1:** Students will demonstrate proficiency in using media production tools (e.g., cameras, microphones, video editing software) to produce quality content.

- Operate cameras and other recording equipment effectively for video and audio projects.
- Edit video and audio using industry-standard software (e.g., WeVideo, Audacity) to enhance performance.
- Use appropriate lighting and sound equipment to ensure clear and professional-quality recordings.

**Standard 2.2:** Students will develop technical expertise in live media performance, including live streaming and broadcasting.

- Plan and execute live-streamed content, including audience interaction and real-time performance.
- Manage technical aspects of a live performance, including sound mixing, camera angles, and streaming platforms.

- Use media production tools to enhance live performance (e.g., incorporating graphics, sound effects).

### 3. Critical Thinking and Problem Solving

**Standard 3.1:** Students will engage in critical thinking to refine and improve their media performances.

- Analyze the effectiveness of their performances through self-reflection and peer feedback.
- Revise and improve content based on critique to enhance performance quality.
- Solve technical problems related to production (e.g., sound issues, lighting challenges, software problems).

### 4. Ethical and Social Responsibility

**Standard 4.1:** Students will understand and demonstrate ethical media production practices.

- Apply copyright and fair use laws when using third-party content (music, images, video).
- Create content that is inclusive, diverse, and representative of multiple perspectives.
- Understand the potential social impact of their media content, particularly regarding issues such as misinformation and harmful stereotypes.

**Standard 4.2:** Students will engage with their audience responsibly and ethically.

- Handle audience interactions respectfully in live streaming or interactive content.
- Address privacy concerns and ethical considerations when involving others in performances or content creation.
- Understand the effects of digital performance on personal and public reputations.

### 5. Collaboration and Communication

**Standard 5.1:** Students will collaborate effectively with peers in media performance projects.

- Contribute ideas and efforts in group projects, respecting the creative input of others.

- Communicate effectively during the planning and production phases of projects, including sharing tasks and responsibilities.
- Provide constructive feedback to peers and accept feedback on their own work to enhance performance.

**Standard 5.2:** Students will communicate the purpose and meaning of their media performances to an audience.

- Present content in a clear and engaging manner, ensuring that the audience can understand the key messages.
- Adapt their communication style to suit the intended audience (e.g., tone for a formal presentation vs. casual live stream).
- Use digital platforms (e.g., social media) to promote and engage with their audience effectively.

## 6. Professional Development and Lifelong Learning

**Standard 6.1:** Students will recognize the importance of continued learning in the field of media performance.

- Explore and experiment with emerging media performance trends and technologies.
- Participate in professional or community-driven media performance events (e.g., online performances, media competitions).
- Set personal goals for improving media performance skills and seek out resources for growth (tutorials, workshops, industry events).

## 7. Audience Engagement and Impact

**Standard 7.1:** Students will evaluate the impact of their media performances on their audience.

- Collect and analyze feedback from audience members to assess the effectiveness of their performance.
- Adjust content and performance style based on audience demographics, preferences, and feedback.
- Reflect on how different types of media performances (e.g., live streaming, video, podcasting) influence audience engagement and perceptions.