



Media Production

Career Cluster	Arts, A/V Technology, & Communications
Course Code	11151
Prerequisite(s)	Recommend: Multi-Media Design
Credit	0.5 to 1.0 credit
Program of Study and Sequence	Introduction to Arts, A/V Technology & Communications – Multimedia Design – Media Production – Capstone Experience
Student Organization	Skills USA
Coordinating Work-Based Learning	Guest Speakers, Field Trips, Informational Interviews, Tours
Industry Certifications	Student can work toward Adobe Certified Associate(ACA) Certification in Adobe Products (http://www.adobe.com/education/certification-programs.html), National Career Readiness Certificate (NCRC)
Dual Credit or Dual Enrollment	https://sdmylife.com/images/Approved-CTE-Dual-Credit.pdf
Teacher Certification	Arts AV Technology & Communications Cluster Endorsement; Visual Arts Pathway Endorsement; *K12 Classroom Technology; *K12 Educational Technology; *Multimedia
Resources	ISMFilms.com, vtc.com, youtube.com

Course Description

Media Production focuses on technical skills and knowledge in all phases of media production. Students will also explore equipment operation, software applications, careers, social networking and media law.

Program of Study Application

Media Production is a Level IV pathway course appropriate for all Arts, AV Technology, and Communications pathways. It is recommended that Media Production would be preceded by Multimedia Design. Completion of Media Production would prepare a student for a capstone experience.

Course Standards

MP 1: Develop an awareness of career opportunities and employability skills in media production.

<i>Webb Level</i>	<i>Sub-indicator</i>
Two Skill/Concept	MP 1.1 Identify personal interests and abilities related to media production careers
Two Skill/Concept	MP 1.2 Investigate career opportunities, trends and requirements related to media production careers
Three Strategic Thinking	MP 1.3 Demonstrate employability skills required by business and industry
Three Strategic Thinking	MP 1.4 Describe and apply principles of media law

MP 2: Evaluate validity, credibility and bias of information in media.

<i>Webb Level</i>	<i>Sub-indicator</i>
Four Extended Thinking	MP 2.1 Evaluate web-based social networks
Two Skill/Concept	MP 2.2 Categorize digital media communication
Three Strategic Thinking	MP 2.3 Evaluate cultural impact of information in the media

MP 3: Exhibit basic skills in operating production equipment.

<i>Webb Level</i>	<i>Sub-indicator</i>
Three Strategic Thinking	MP 3.1 Demonstrate skills and safety procedures used in video production

MP 4: Produce media for distribution using phases of production.

<i>Webb Level</i>	<i>Sub-indicator</i>
Four Extended Thinking	MP 4.1 Design and connect production plans, techniques and roles
Three Strategic Thinking	MP 4.2 Utilize production plan to capture raw media footage
Four Extended Thinking	MP 4.3 Produce a final media project using editing software
Three Strategic Thinking	MP 4.4 Prepare finished production for distribution via desired medium