

real-world experience in multimedia and video broadcast production including social media formats. At the end of year two, intermediate

Advanced Media Productions is all about building a student's portfolio and resume. Students work with a team to design and execute specialized projects for presentation in various formats. During the year, students are encouraged to participate in state and national media contests. For students who complete three years of media, an internship is available for Seniors both on and

explore in more depth, then Intermediate Media Productions is designed to strengthen technical and workplace skills. The course provides

- 1.0 Analyze the communication media technologies industry, its business practices, and its role in the economy.
- 2.0 Analyze ethical and legal issues related to the communication media technologies industry.
- 3.0 Analyze factors that contribute to personal success in the communication media technol-

- ogies industry.
- 4.0 Develop a story and script.
- 5.0 Apply cinematography techniques.
- 6.0 Determine the roles and responsibilities for cast and crew.
- 7.0 Analyze equipment, tools, and technologies.
- 8.0 Perform pre production tasks.
- 9.0 Perform production tasks.

- 10.0 Perform post production tasks.
- 11.0 Deliver, market, and distribute video.

Each of the standards has more
For a complete list, go to the Syllabus link on Canvas and look for Az State CTE Film and TV Standards.

Students will explore the Communication Media Technologies Industry by learning about the various careers within the industry. They will learn the role and responsibility as well as technical aspects of the job. Then, they will demonstrate

their mastery. Careers include image editor, video editor, camera operator, audio technician, lighting technician, editor, script writer, production manager, and digital marketing specialist. Students explore each career in three levels: entry,

technical, and professional. In entry level, they will learn the legal requirements, safety procedures, and responsibility of each position. In the technical level, students will learn to use the equipment, tools, and tech-

level is professional where students will explore advice from master's in the industry before demonstrating their skills with a hands-on project.

During the course, student's HJ_YUWFHÜWJcb`Y Ua` UMF` each level in which they are also awarded badges. Once the students create an online port-

folio/resume, they can add the badges to show skills they have mastered in media.

Enrichment

Enrichment is also known as extra credit. Every module will end with an enrichment activ-]mk \]W'k]`Y dUbxh]b_]b[`UbXc` Yf`Z` fh` Yf` insight into the topic. Enrichment activities are not required but they are the only extra credit given during the course. Students may complete any, all, or none.

Enrichment activities will not have due dates that are displayed in Canvas but they will show in PowerSchools. However, if you miss the turn in date then you will be exempt from the project. Again, enrichment is extra credit and optional but highly encouraged

Professionalism

CTE courses are designed to prepare students for a career. Therefore, media uses two sets of standards; media skills and professional workplace. The set of workplace standards is extensive so media has condensed the expectations into four measurable behaviors. The syllabus will be updated to reflect a return to on-campus learning when necessary.

1. Attend class regularly and be on time.
2. Stay focused on the task at hand.
3. Be respectful to all.
4. Take the initiative.

5h`h` Y`b`X`c`Z`Y`U`W`k` Y`Y`_`ž`g`i` X`Y`b`g`k`]` `g` Va`]h`U`g`Y`Z`f`Y`U`W`J`cb`"

1. Attend class regularly.
H`Y`Ü`g`h`\$`!`%` `a`]b`i` h`g`c`Z`Y`U`W`N`c`c`a` `a` Y`h`b`[` k`]` `]b`W` X`Y`U`H`b`X`U`b`W`U`b`X`H`U`a` `V`i`]`X`]b`[` U`M`j`]h`Y`g`"-Z` n`c`i` `^`c`]b` h` Y`W`U`g`g`U`M`f` h` Y`H`U`a` `V`i`]`X`]b`[` `U`g`Ü`b`]g` \`X`ž`h` Y`b` h` Y`Y`i` d`Y`M`U`]cb`]g`h`c` `Y`b`h`f` h` Y`W`U`g`g`e`i`]Y`h` ly, mute your microphone, and follow along. I will review any necessary materials when we break for independent study.

2. Stay focused on the task at hand.
During online class time, the expectation is you are engaged and focused on the material. Your video camera should be turned on and directed at you.

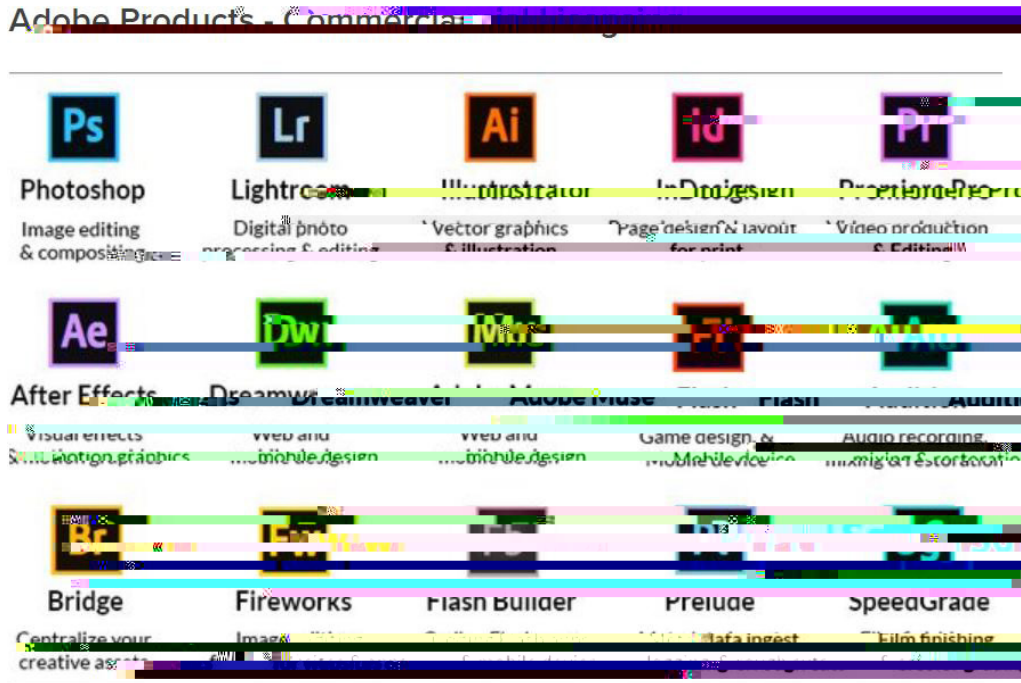
3. Be respectful to all.
Language that is rude, mean, or disrespectful will not be tolerated. Students who are not respectful to cb`Y`U`b`c`h` Y`f`ž`h` Y`]b`g`f`i` W`c`f`ž`c`f` h` Y`d`U`f`U`d`c`Z`g`g`]cb`U`g`k`]` `V`Y`i`]h`X`Z`c`a` `h` Y`N`c`c`a` `W`U`g`g`U`b`X`f`Y`Z`f`Y`X` for disciplinary action.

4. Take the initiative.
You will not learn all there is to know on every topic. There is simply too much information. You are expected, however, to continue to improve your craft during designated times. In other words, even

Innovation Day

Innovation Day is one day a week designated for students to work on a project of their choice. Every Friday, students will work on a project for their choosing. The only requirement is it has to involve media productions. When we return to our media lab, the require-

ment will be to use of one of the Adobe products - it does not matter which one. However, during online learning, students may use any image or video editing software. Fridays are our designated Innovation Days and projects are due every two weeks.



Media Productions focused primarily on Adobe Premiere. In addition, Adobe Photoshop is introduced in Year 1 and After Effects is introduced in Year 2. Adobe Premiere and After Effects are only available on desktop.

Alternatives will be introduced as needed.

Movie Reviews

Students will review two movies each quarter. No time during class will be allotted for the j]Yk]b['cZ\YÙa 'g' g' h XYblg' must watch the movie on their ck b' h'a Y' H' YÙg' h' k' c' a' c' j]Yg' will be assigned; Rear Window and 12 Angry Men. Then, students may choose the movies they review.

H\Ycb`rfYei]fYa Ybh]g'h YÙa` either won or was nominated for a universally recognized award such as an Academy Award.

1st Quarter

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Check eligibility

Parents and Students,

When we return to our media lab, Deer Valley provides site licenses for all students to have access to the Adobe Creative Cloud. Access is only granted at school and a desktop is required to use the