

## STUDIO PRODUCTION AND BROADCASTING PROGRAM OF STUDY

### *Pathway Description*

Careers in communications are found at all levels of an organization. In particular, the video field offers a wide range of specialties to choose from. Our program focuses on the methods and techniques for reporting, producing, and delivering news programs and other digital content via television and video/film media. It is a four-year pathway designed for students interested in pursuing careers in the digital media industry including: professional broadcast journalists, editors, producers, directors, managers, and various other video broadcasting professions.

Major areas of study include: the principles of broadcast technology; broadcast reporting, on- and off-camera and microphone procedures and techniques; program, sound, and video/film editing; program design and production; media law and policy; and professional standards and ethics.

The core courses include: Introduction to Media Production and Broadcasting, Digital Video Production, Motion Graphic Design, Studio Production and Journalism, Digital Production and Audio Engineering, and Digital Film Making and Production. Various CCTEC courses will align with Rowan University's College of Communication and Creative Arts course offerings.

**STUDIO PRODUCTION AND BROADCASTING PROGRAM OF STUDY**  
*Course Sequence*

<b>CORE</b>	<b>GRADE 9</b>	<b>GRADE 10</b>	<b>GRADE 11</b>	<b>GRADE 12</b>
<b>ENGLISH</b>	<b>ENGLISH I</b>	<b>ENGLISH II</b>	<b>ENGLISH III OR AP LANGUAGE/COMP</b>	<b>ENGLISH IV OR AP LITERATURE/COMP</b>
<b>SOCIAL STUDIES</b>	<b>WORLD HISTORY</b>	<b>US HISTORY I OR PRE AP US HISTORY I</b>	<b>US HISTORY II OR AP US HISTORY II</b>	<b>AP HISTORY OR SS ELECTIVE</b>
<b>MATHEMATICS</b>	<b>ALGEBRA I OR GEOMETRY</b>	<b>GEOMETRY OR ALGEBRA II</b>	<b>ALGEBRA II OR PRECALCULUS</b>	<b>PRECALCULUS OR AP CALCULUS AB/BC OR MATH ELECTIVE</b>
<b>SCIENCE</b>	<b>BIOLOGY</b>	<b>CHEMISTRY</b>	<b>PHYSICS OR AP PHYSICS I</b>	<b>AP SCIENCE OR SCIENCE ELECTIVE</b>
<b>HEALTH/PHYSICAL EDUCATION</b>	<b>FITNESS AND HEALTH I</b>	<b>FITNESS AND HEALTH II</b>	<b>FITNESS AND HEALTH III</b>	<b>FITNESS AND HEALTH IV</b>
<b>CTE MAJOR</b>	<b>INTRO TO MEDIA PRODUCTION AND BROADCASTING</b>	<b>DIGITAL VIDEO PRODUCTION</b>	<b>STUDIO PRODUCTION AND JOURNALISM</b>	<b>DIGITAL FILM MAKING &amp; PRODUCTION</b>
<b>INTERDISCIPLINARY STUDIES</b>	<b>GRAPHIC DESIGN</b>	<b>MOTION GRAPHIC DESIGN</b>	<b>DIGITAL PRODUCTION &amp; AUDIO ENGINEERING</b>	<b>FINANCIAL LITERACY</b>
<b>WORLD LANGUAGE</b>	<b>SPANISH I</b>	<b>SPANISH II</b>	<b>SPANISH III</b>	<b>AP SPANISH OR ELECTIVE</b>

## Studio Production and Broadcasting Program of Study

### *Course Credits*

#### **Freshman**

English I	5 credits
World History	5 credits
Algebra I or Geometry	5 credits
Biology	5 credits
Spanish I	5 credits
Fitness and Health I	5 credits
Graphic Design	5 credits
Introduction to Media Production and Broadcasting	5 credits

#### **Sophomore**

English II	5 credits
US History I or AP US History I	5 credits
Geometry or Algebra II	5 credits
Chemistry	5 credits
Spanish II	5 credits
Fitness and Health II	5 credits
Digital Video Production	5 credits
Motion Graphic Design	5 credits

#### **Junior**

English III or AP Language/Comp	5 credits
US History II or AP US History II	5 credits
Algebra II or Pre-calculus	5 credits
Physics or AP Physics I	5 credits
Spanish III	5 credits
Fitness and Health III	5 credits
Studio Production and Journalism	5 credits
Digital Production and Audio Engineering	5 credits

#### **Senior**

English IV or AP Literature/Comp	5 credits
AP History or SS Elective	5 credits
Pre-calculus or AP Calculus AB/BC or Math Elective	5 credits
AP Science or Science Elective	5 credits
AP Spanish or Elective	5 credits
Fitness and Health IV	5 credits
Digital Film Making and Production	5 credits
Financial Literacy	5 credits

**Studio Production and Broadcasting Program of Study**  
*Course Descriptions*

**Course Title: Introduction to Media Production and Broadcasting**

**Grade Level: 9**

**Credits: 5**

Introduction to Media Production and Broadcasting provides a hands-on overview of the practical theory and technology currently applied in the fields of television, film, and new media. Emphasized in this course are genres of television broadcasting, methods and practical applications of television preproduction including script writing and storyboarding. Students will demonstrate the ability to work independently and cooperatively to complete projects based on curriculum. From elements of digital media, video and sound capture, editing, and lighting, students will rotate through workshops and assignments that will give them the necessary foundations to pursue more field-specific courses in media production. Students will also engage in skills related to communicating effectively and reaching target audiences.

**Course Title: Motion Graphic Design**

**Grade Level: 10**

**Credits: 5**

Motion Graphic Design allows students to recognize and utilize the basics of motion graphics, VFX and 3D animations, and workflows in Adobe After Effects and Motion software. This course is designed to introduce students to the manipulation and design of moving and still footage, while expanding their overall understanding of the nature of the video world. From lower-thirds text and titles to full digital compositing for feature content, students will gain a foundation of knowledge in multiple digital platforms.

**Course Title: Digital Video Production**

**Grade Level: 10**

**Credits: 5**

This course will allow students to refine and expand the skills acquired in Introduction to Media Production and Broadcasting and receive advanced instruction in electronic news-gathering (ENG) techniques. Students will further develop skills in script writing, storyboarding and digital editing. Students will also learn advanced techniques in audio production. Emphasis will be placed on completing independent and cooperative production assignments in which students will demonstrate the ability to organize ideas, complete preproduction writing assignments and produce ENG segments for broadcasting.

**Course Title: Studio Production and Journalism****Grade Level: 11****Credits: 5**

This course will allow students to use production skills acquired in previous classes to produce news segments and receive advanced instruction in digital editing. Students will understand the importance of ENG/EFP equipment and demonstrate the ability to produce on location. Students will add definition to nonlinear editing by adding computer-generated images and graphics. Emphasis will be placed on completing proficient ENG/EFP productions which demonstrate the ability to conceive production ideas, complete preproduction writing assignments, and organize a production crew while working professionally outside of the classroom studio to complete television segments. Students are also required to produce in-studio segments with professionalism and skills acquired in Digital Video Production using the control room and studio equipment proficiently, produce morning announcements for the high school and segments for a video yearbook. Students will also develop a documentary during the course.

**Course Title: Digital Production and Audio Engineering****Grade Level: 11****Credits: 5**

This course is an introduction to techniques using computer-based music recording and multi-media software found on the Macintosh platform, principally GarageBand, iPhoto, iMovie. This course is designed to give the aspiring student a sound pedagogical foundation in the theory and application of computer-based music and multi-media technologies. Also, this course covers foundations, practices, and creative techniques in audio recording and music production, including microphone selection and placement, mixing, mastering, signal processing, automation, and digital audio workstations.

**Course Title: Digital Film Making and Production****Grade Level: 12****Credits: 5**

Students will critically view, write about, and discuss a wide spectrum of narrative films to have a greater understanding of the ways film is used to convey meaning, express point-of-view, and influence the viewer. Students will develop their aesthetic perception skills by distinguishing, discussing and writing about various film genres. They will analyze content and context of historical and contemporary films as well as the cultural comparison of the film content. Students will engage in critiques, both written and verbal, of each film. Through producing their own digital films, students will gain an understanding of filmmaking from conception to exhibition. Students will develop their own creative expression and problem solving skills by producing their own films. Through careful analysis of professional films and directorial styles, and intense production and aesthetic creation of student films, this course will develop independent filmmakers.