

Broadcast Production

Level 2: Student may have explored previously; first pathway specific course

Pathway(s): Digital Media & Communication; Production & Managerial Arts

Description

In Broadcast Production course, students will examine the techniques and technologies involved in creating multi-camera shoots for the news and narrative broadcast television genres. Students will explore the unique logistical, structural, and aesthetic methodologies that distinguish broadcast production from other types of production.

Student Learning Outcomes

Career and Postsecondary Opportunities

- 1) Explore careers where broadcast production skills would be beneficial.
- 2) Synthesize the educational requirements typically needed for careers in broadcast production.
- 3) Find any industry certifications that would be beneficial for careers in broadcast production.
- 4) Identify professional organizations/networks within the broadcast production fields.
- 5) Identify postsecondary opportunities that exist to obtain the educational skills necessary for careers in broadcast production.

Broadcasting Basics & Studio Technology

Basics

- 6) Define broadcasting and describe its role in society.
- 7) Use terms common in broadcasting.
- 8) Understand libel, slander, and copyright violation and how to avoid them in broadcasting.

Studio Cameras

- 9) Compare and contrast a tape camera and SD card camera.
- 10) Set up and use a tripod.
- 11) Identify the different functions of a camera.
- 12) Demonstrate different camera angles and frames.

Sound Equipment

- 13) Differentiate between a transmitter and a receiver.
- 14) Attach a microphone to a person to achieve quality sound.
- 15) Identify different functions of transmitters and receivers.

Production Studio Software/Hardware

- 16) Use industry-grade software/hardware to switch, title, stream media, capture and store media.
- 17) Use software to edit, color grade, and produce motion graphics to industry standards.

Pre-Production & Production

Planning the Show

- 18) Determine a show's focus.

- 19) Determine which segments will be used.
- 20) Identify and perform assigned jobs.

Acquiring Footage

- 21) Determine what footage is needed.
- 22) Plan and conduct an interview.
- 23) Differentiate between master shots and B-roll.

Filming Anchors

- 24) Determine lighting of the set.
- 25) Monitor sound quality.
- 26) Use software to add graphics to the show.

Post Production

Show Editing

- 27) Determine the pieces or segments that are edited around the anchors.
- 28) Decide which take is the best to use.
- 29) Create credits.

Airing the Show

- 30) Use appropriate software/hardware to archive shows.
- 31) Convert a show for internet streaming.
- 32) Use a switcher between devices.

Critique and Growth

- 33) Identify flaws in final product.
- 34) Recognize improvements that can be made.