

Unit Plans for Broadcast Journalism

- **Course Name and Number:** **Broadcast Journalism
XXX-XX**
- **Course Credits:** **2.5**
- **Grades:** **10, 11, 12**
- **Course Overview:** Broadcast Journalism is a semester class designed to give students hand on experience producing, directing, and writing for a news broadcast. They will learn television production techniques, along with nonlinear editing skills. Each student will be required to write the script for a morning newscast, broadcast the news on air, prepare the set and prompts, direct the broadcast, edit the broadcast, and learn to use the cameras and studio equipment. The goal of the course will be the successful production of a daily newscast to be aired in homeroom. Students will complete the course able to utilize all studio equipment, and write for broadcast, in order to pursue further broadcast courses. In addition, each student will have a taped portfolio of broadcasts they worked on, that can be presented to college admission boards.
- **Course Pre-Requisites:**
 - An essay highlighting the student's reasons for joining the program and their plans to utilize what they learn in the course in the future.
 - An interview with course teacher
 - A written agreement to properly utilize and respect the studio equipment.

Department Core Concepts:

- 1.) Students will develop a strong ability to communicate information through all possible forms of the media. They will recognize and utilize all forms of media and their effect on globalization and mass communication in our current society.
- 2.) Students will learn to write in the journalistic and broadcast styles, and accurately relay information to their peers and the public.
- 3.) Students will recognize the multitude of careers available in the Communications industry, and understand the steps they will need to take in order to pursue these careers.
- 4.) Students will develop strong public speaking skills and auditory dexterity, both on and off camera.
- 5.) Students will learn hands on skills for producing, editing and directing television and film projects that can be directly applied to college and career settings.
- 6.) Students will learn step-by-step problem solving techniques to develop effective advertising and marketing strategies.
- 7.) Students will be immersed into group projects that will require they learn the skills of group dynamics, communication and leadership, in order to successfully complete projects.
- 8.) All communications classes and projects will focus on utilizing these projects and skills to enhance the students' current community, here at Paul VI.

Course Core Concepts:

- 1.) Students will learn the terminology and use of studio equipment
- 2.) Students will learn the duties and responsibilities of control room equipment
- 3.) Students will learn camera shot composition, audio control and lighting
- 4.) Students will learn nonlinear editing techniques
- 5.) Students will learn the necessary research, writing, and interviewing skills needed for electronic news gathering.
- 6.) Students will learn how to present information orally, while on camera
- 7.) Students will learn they dynamics of group work through joint productions of a daily broadcast
- 8.) Students will learn to work together as a group, contributing equally, performing roles at various times, in order to complete a final, perfected project.

UNIT 1 – Technical Staff Duties and Equipment

Time Frame: 3 Weeks

Concepts Addressed: Students will learn the various team members involved in TV production, and exactly what it is they do. Students will receive in depth training on the operation of each piece of studio equipment, and become familiar with how to use them and the terminology associated with them.

Objectives: SWBAT identify and utilize each piece of studio equipment.
SWBAT understand each role in the TV production process and see how they combine to make a finished project.
SWBAT write sample scripts for broadcast.
SWBAT create sample broadcasts, including all aspects of production.

Content: Studio equipment and terminology
Group dynamics in production
Writing for broadcast

Major Instructional Strategies and Techniques: Students will learn each piece of equipment as a group. They will then be quizzed one-on-one with the teacher, in order to demonstrate they can properly use it. Students will have to write a short script for broadcast, implementing proper writing for newscast techniques, and then broadcast their own script on camera. They will be graded on the content of their script, as well as their on-air persona. Students will be tested on all the terminology and usage of studio equipment in written form.

Planned Assessments: Hands-on quizzes for use of studio equipment
Written test on terminology and use of equipment
Evaluation of written newscast script
Evaluation of on-air delivery of script

Unit Resources: Studio equipment, handouts

UNIT 2 – Camera Handling and Shot Composition

Time Frame: 3 Weeks

Concepts Addressed: This unit will cover in more detail how the cameras work, the parts of the camera, electronic characteristics, operation, and shots. Camera handling and shot composition will be focused on. Students will be graded mainly on this element while producing their morning broadcasts.

Objectives: SWBAT identify electronic characteristics and operational characteristics
SWBAT identify the three different types of cameras
SWBAT demonstrate knowledge of shot proficiency
SWBAT apply use of cameras and knowledge of shot composition into their broadcast productions

Content: Camera Handling
Shot Composition
Elements and uses of the cameras

Major Instructional Strategies and Techniques: Students will learn the detailed use of each type of camera. Students will learn the techniques of shot composition. They will be evaluated in written form, quizzed one-on-one, and evaluated through their broadcasts on their implementation of camera handling and shot composition.

Planned Assessments: Hands-on quizzes for use cameras
Written test on terminology, shot composition and parts of the camera
Evaluation of camera usage and shots during broadcasts

Unit Resources: Studio equipment, handouts

UNIT 3 – Editing

Time Frame: 3 Weeks

Concepts Addressed: This unit will focus on the process of post production editing. All editing for the course will be post production, so that students can learn the process and focus on creating a perfected, finalized production without the pressures of taping live. They will learn editing functions, transition devices, sequencing, and following scripts during editing.

Objectives: SWBAT demonstrate and define nonlinear editing and post production Editing.
SWBAT demonstrate and define the four basic editing functions
SWBAT demonstrate and define transition devices
SWBAT demonstrate and define major editing principles.

Content: Editing equipment
Editing functions and techniques
Applying editing to scripts
Editing transitions
Editing Principles

Major Instructional Strategies and Techniques: Students will learn each piece of equipment as a group. They will then be quizzed one-on-one with the teacher, in order to demonstrate they can properly use it. Students will be evaluated primarily on their editing skills, as applied to the production of their daily broadcast. Students will be tested on all the terminology and usage of editing equipment.

Planned Assessments: Hands-on quizzes for use of editing equipment
Written test on terminology and use of equipment
Evaluation of editing of broadcast
Evaluation of group work contributions

Unit Resources: Studio equipment, handouts

UNIT 4 – Audio

Time Frame: 2 Weeks

Concepts Addressed: The importance of using audio to establish mood and intensify effect of visual broadcasts. It also covers the use of audio elements to unify and enhance a broadcast. Use of microphones, as well as analog and digital recording devices.

Objectives: SWBAT implement audio to enhance and unify productions
SWBAT properly utilize microphones for peak production quality.
SWBAT utilize all audio equipment.

Content: Audio equipment and terminology
Techniques for use of audio in broadcast
Audio enhancements and unifying qualities

Major Instructional Strategies and Techniques: Students will learn each piece of equipment as a group. They will then be quizzed one-on-one with the teacher, in order to demonstrate they can properly use it. Students will implement audio into their broadcasts for the week, focusing on unity and quality enhancement. Students will be tested on all the terminology and usage of audio equipment in written form.

Planned Assessments: Hands-on quizzes for use of audio equipment
Written test on terminology and use of equipment
Evaluation of implementation of audio into broadcast

Unit Resources: Studio equipment, handouts

UNIT 5 – Lighting and Set Enhancement

Time Frame: 2 Weeks

Concepts Addressed: Students will learn to focus on controlling light and shadows in order to help the camera capture optimal pictures and help the viewers accurately recognize what people and things on set look like. They will use lighting and set to establish a setting and mood for the viewer that is the desired effect of the director.

Objectives: SWBAT identify and utilize lighting equipment.
SWBAT understand how lighting helps to establish a mood for a scene
SWBAT design and implement set enhancements

Content: Lighting equipment and terminology
Set design
Effect of lighting and set on the viewer
Use of lighting and set design to control the viewers' perception

Major Instructional Strategies and Techniques: Students will learn about lighting equipment as a group. They will then be quizzed one-on-one with the teacher, in order to demonstrate they can properly use it. Students will be required to implement a new set design in order to change the effect of their broadcasts. Students will be tested on all the terminology and usage of lighting equipment and set design in written form.

Planned Assessments: Hands-on quizzes for use of lighting equipment
Written test on terminology and use of equipment and set design
Evaluation of set design
Evaluation of lighting use in that week's broadcasts

Unit Resources: Studio equipment, handouts, designs by students

UNIT 6 – Safety in the Studio and Group Dynamics

Time Frame: 2 Weeks

Concepts Addressed: Proper protocols for safety within the Communications Industry. Students must take and pass the standardized OSHA test for dealing with equipment. Students will focus on the importance of working as a team and learning the aspects of group dynamics. They will be given the opportunity to evaluate their own and their peers' performance in the studio throughout the past semester.

Objectives: SWBAT identify and implement proper OSHA standards for safety
SWBAT take and pass the standardized OSHA test
SWBAT define, demonstrate and implement the necessary aspects of working, as a group, towards a common goal.
SWBAT evaluate themselves and their peers' performance in the group's production efforts.

Content: OSHA regulations as applied to the standard TV production studio
Group dynamics in production

Major Instructional Strategies and Techniques: Students will be tested on OSHA standards and regulations. They will evaluate themselves and their peers for their performance as a member of the group. They will also evaluate their overall contributions to the productions throughout the semester.

Planned Assessments: Standardized OSHA exam
Self evaluations
Peer evaluations

Unit Resources: Studio equipment, handouts, test

UNIT 7 – Careers in Communications

Time Frame: 1 Week

Concepts Addressed: Jobs available in Television Production, Advertising, Radio and PR. Top Communication programs in colleges throughout the US. Necessary steps to pursue a career in Communications. Completion of student portfolios for college admission meetings.

Objectives: SWBAT identify potential careers in the Communications industry and learn the necessary steps to pursue them
SWBAT research top Communications programs in the country
SWBAT complete portfolios
SWBAT create final broadcasts for exam

Content: Careers in Communications
Final portfolios
Final broadcasts

Major Instructional Strategies and Techniques: Completion and assessment of final portfolios. Completion and assessment of final broadcasts. Overview of Communications careers and college programs.

Planned Assessments: Final Portfolio
Final Broadcast

Unit Resources: Studio equipment, handouts