

COMMUNICATIONS DEPARTMENT

ADVANCED BROADCASTING: COURSE #903

Contact Information

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The Department's Educational Philosophy

We believe that students should be exposed to the various methods, forms and history of communications. In such a technologically based society, understanding the methods and impact of such forms of communications are highly vital. Students learn best from being directly involved in such communication methods, including within the environs of the television and radio studios, as well as digital editing laboratories.

GUIDING PRINCIPALS:

- An effective communications program develops students' ability to communicate accurately and precisely.
- An effective communications program emphasizes both cooperative and independent learning.
- Communications is integrally related to several other subject areas including history, English, science, politics, government and mathematics.
- All students should develop a greater understanding of how communications impacts their everyday lives.
- All students should begin to develop their own methods of communicating in new and unique forms, including film, television, and radio.

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Course Frequency: Semester course, 6 times per 6-day cycle

Credits Offered: Two and a half

Prerequisites: Completion of Introduction to Broadcasting or Instructor Approval

Background to the Curriculum

This course was developed in the summer of 2005 as a fourth elective in the Communications program. It was created in part as a response to the positive reaction to the three previously developed courses, Media & Society, Introduction to Film, and especially Introduction to Broadcasting. This course, which takes a further, more advanced look into the broadcasting industry, is a logical follow-up to Introduction to Broadcasting. Advanced Broadcasting places greater emphasis on group and independent work, as well as allows students to explore various editing programs. Students are also expected to complete a “class project” of their choosing. This project is a semester-long assignment to be completed independently or in small groups. Student(s) plan, shoot, edit and ultimately produce a video that will assist others in enhancing their own program/business. Students are encouraged to look toward assisting an existing community program that would benefit from such a production. Past completed projects have included a promotional video for the Acton-Boxborough Student Assistance Fund (ABSASF), an educational video for a program that assists adults with special needs, and a highlight video for a group of A-B students who spent the summer performing community service work in Africa. Lastly, students are expected to contribute to the production of a half-hour television program broadcast on Comcast channel-8, “Colonial Sports Update.”

While there are no specific state or federal standards regarding broadcasting, the course does hit on several pre-existing standards covered in other curriculum areas, including English.

For more information on this course and its current set-up, contact Rick Kilpatrick in the high school Communications/Social Studies Department.

Core Topics/Concepts

- Radio and television broadcasting
- Writing for TV and radio
- On-air performance
- Proper use of DV and mini-DV cameras
- Digital video editing
- Audio editing
- On-location shoots
- Audio for television

Course-End Learning Objective

<u>Learning objectives</u>	<u>Corresponding state standards, where applicable</u>
1] Analyze and edit pre-existing digital footage and create a 90-second highlight package for television.	Media #26,27
2] Plan, organize and write news stories for television.	Composition #19-23, Media #26-27
3] Identify, understand the impact of, and create various types of camera shots.	Media #26
4] Analyze and discuss the supplementary articles assigned in class.	Media #26
5] Master the use of both mini-DV and DV digital video cameras.	Media #27
6] Explore the use of various digital editing programs.	Media #27
7] Identify, understand the impact of, and exhibit the various types of film editing.	Media #26, 27
8] Identify, understand and exhibit the various types of audio for television.	Media #27
9] Express oneself readily and effectively, especially when defending one's perspective of selected films.	Language #1, 2, 3
10] Plan, organize and write a "project proposal" for course project of student(s) choosing.	Language #1, 2, 3, Composition #19-24
11] Plan for and effectively meet with various adult school and community members to discuss independent and class projects students are completing.	Language #1, 2, 3, Composition #19-24

Assessment

- Four introductory projects reviewing basic concepts of editing and video production
- Contribution to production of class television program
- "Class Project" to be completed throughout semester and due at conclusion of course = 3 test grades
- Evaluation of on-air radio performance = 1 test grade per performance
- Effort / participation = 1 test grade
- Plan, shoot, write and edit 90-second television news-piece with time constraint == Final Exam

Technology Learning Objectives Addressed in This Course

(This section is for faculty and administrative reference; students and parent may disregard.)

<u>Course activity: skills and/or topics covered</u>	<u>Standards addressed through this activity</u>
<ol style="list-style-type: none">1] Internet research2] Word Processing3] DV & Mini-DV Digital Video cameras4] Mac iMovie 2 digital editing program5] Final-Cut Pro digital editing program6] Audio for television (microphones, cables, adapters)7] Radio production and editing8] Voice-over for television9] Set-up and take down for on-location shoots10] Importing, exporting and transferring of digital footage	

Materials and Resources

- iMovie-HD digital editing program
- Final-Cut HD digital editing program
- DV and Mini-DV digital cameras
- Numerous texts and articles are used as references by the instructor

Various other sources are utilized, such as magazines, newspapers and Internet.