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**Sunnyside High School**

**CTE/JTED Electronic Journalism**

**Blue Devil News**

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| **2011-2012**  **INSTRUCTOR:**  Nick Duddleston        Room 100 Phone: 545-5454  [nicholasdu@susd12.org](mailto:nicholasdu@susd12.org)  **COURSE DESCRIPTIONS**:  **Electronic Journalism:** Through specially designed video projects, demonstration, lecture and readings students learn to master camera operation, visual composition, live video switching and directing, storytelling, basic audio and video recording and editing. The students produce projects that apply technical knowledge and skills in production of television and film productions. This includes instruction in 21st century learning goals: leadership, productivity, teamwork, digital-age literacy, technology and tools, learning and thinking skills, critical and creative thinking and data analysis. Other important video production skills include: interviewing, scripting, advertising techniques, studio operations, and audience analysis. Basics of copyright law and broadcast ethics are also included in this course.    **Advanced Media**: This one-year course builds on the skills learned in Electronic Journalism Fundamentals. The course provides a focus on producing actual video productions that will meet the needs of clients or be submitted for distribution/competition. This advanced class will also focus on broadcast and industrial video production techniques. Podcasts as well as streaming production techniques will be covered. Career and technology trends will be discussed.  **Blue Devil News:** Advanced students will be responsible for creating Blue Devil News two times a week. Students will set up, produce pieces, film, edit, and be the talent for Blue Devil News.  **Live Productions:** Throughout the school year there will be live productions that the advanced class will be responsible for.    Media Fundamentals and Advanced Media Productions are Pima County Joint Technical Education District and Career and Technical Education Courses in Media Production    **GOALS:**Students will learn:  1.    basics of digital video production and non-linear production. (As stated in Arizona State CTE course matrix on Radio and Television)  2.    work-based skills and team/leadership skills.  3.    problem-solving, critical and creative thinking and data analysis techniques  4.    safety precautions when dealing with equipment.  5.    interviewing, scripting, advertising techniques and studio operations  6.    broadcast ethical standards and basic broadcast law guideline.    **REQUIREMENTS:**Successful completion includes:                  Having acted as producer, editor, cameraman, talent, props, grip and/or gaffer, and writer.                  Successful participation in the production of all the projects                  Multiple Projects                  Participation in 2 (one per semester) multi-camera live shoots    **EVALUATION METHODS:**Projects will be evaluated by the teacher and the class using either the states’ rubric or rubrics based or modified for particular projects. “A rubric is a printed set of guidelines that distinguishes performances or products of different quality. A rubric has descriptors that define what to look for at each level of performance. Rubrics also often have indicators providing specific examples or tell-tale signs of things to look for in work.  **SAFETY: *No aspect of media production is more important than safety.* (Based on USC film school safety policies)**  Keep in mind that under no circumstances are you permitted to do projects requiring stunts or special effects which might compromise the safety of the crew, cast or observers. You are required to sign a COMMITIMENT TO SAFETY based on this document before you may check out equipment. We are not trying to prevent you from making projects that you want; on the contrary, by consulting with your teacher and our security department, you will learn how to get the shots you want safely. Most effects can be suggested effectively thorough creative direction and editing.  Sunnyside High School and the Sunnyside Unified School District as well as the instructor take no responsibility for the safety of the students while producing a media project off campus or while unsupervised on campus. Sunnyside High School insists that you protect yourself and everyone on your shoot. The keys to safety are your own common sense and concern for other people. YOU MUST consult with us on any shot which might raise a safety issue; even if you think it’s safe, we require you to let us know.  Additional tips: Do not shoot alone at night. Do not leave equipment in your car (not even the trunk). Check equipment out just before leaving campus. Turn in equipment as soon as you get on campus. Work with others in the class whenever possible. If you will be shooting scenes on campus requiring fights, moving vehicles, or other situations that security may see as suspicious, dangerous or illegal you must consult with the security officers so they can suggest or help you plan your shoot to minimize the chance of injury and disruption of the school.  **GRADING: Students will be grading on the following criteria.**   1. Bell Work 100% - 90% = A 2. Daily Assignments 89% - 80% = B 3. Vocabulary 79% - 70% = C 4. Essays 69% - 60% = D 5. Quizzes 59% - Below = F 6. Projects 7. Live Productions   Grades are entered into Infinite Campus. I will periodically distribute a printout that will let the students know where they stand in the class. Always remember: **“Mr. Duddleston does not give grades, students earn them.”** |
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