



Intro To Media Tech

Unit Name			First 6 Weeks		
Academic Alignment with TEKS	CTE TEKS	Content/Vocabulary	Guiding Questions	Activities	Resources and Web links
110.xx(6) –	TEKS 125.96(c) (2) (D) ...read and interpret appropriate schematics, work drawings, manuals, and bulletins. 125.96(c) (4) (A) ...safely use the tools, materials, and equipment commonly employed in the field of media technology. 125.96(c) (5) (B) ...operate different types	A/C adapter Battery Condensation warning Eyepiece corrector Lens cap MNL Mode selector switch Push to Close REC SP Sun White balance	How can you tell if you are recording what you are shooting? What should you do with a battery that is low on power? How often should you white balance? Why shouldn't you leave a camcorder in a car?	OPERATION AND SHOT COMPOSITION ASSIGNMENT	Television Productio Handbook. Zettl, Herbert. Wadsworth Thomson Learning, Belmont, CA. Video Communication and Production. Stinson, Jim. Goodheart-Willcox Company, Inc., Tinley Park, IL.
110.xx(1) – • 110.xx(1)(A) • 110.xx(1)(B) • 110.xx(1)(C) 110.xx(2) – • 110.xx(2)(A)	125.96(c)(1)(A) identify employment opportunities, including entrepreneurship, and preparation requirements in the field of media technology; • 125.96(c)(1)(B) demonstrate the principles of	Wide Shot Close up Extreme Close up Long Shot Medium Shot WEV BEV Establishing Shot Canted Shot Over The Shoulder		PORTABLE CAMERA SHOOTING ASSIGNMENT	Television Production Today. Bielak, Mark. National Textbook Company. Lincolnwood, Illinois. Television Production. Whittaker, Ron. Mayfield Publishing Company. Mountain View, California.



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<ul style="list-style-type: none"> • 110.xx(2)(B) • 110.xx(2)(C) • 110.xx(2)(E) 110.xx(3) – • 110.xx(3)(A) • 111.xx(3)(D) 110.xx(6) - • 110.xx(6)(A) • 110.xx(6)(B) 110.xx(16) – • 110.xx(16)(A) • 110.xx(16)(B) • 110.xx(16)(D) • 110.xx(16)(E) • 110.xx(16)(F) 110.xx(21) – • 110.xx(21)(B) • 110.xx(21)(C) 	<p>group participation and leadership related to citizenship and career preparation;</p> <ul style="list-style-type: none"> • 125.96(c)(1)(C) <p>identify employers' expectations and appropriate work habits;</p> <ul style="list-style-type: none"> • 125.96(c)(2)(A) <p>demonstrate effective oral and written communication skills with individuals from varied cultures, including fellow workers, management, and customers;</p> <ul style="list-style-type: none"> • 125.96(c)(2)(B) <p>successfully complete work orders and related paperwork;</p> <ul style="list-style-type: none"> • 125.96(c)(3)(B) <p>utilize the principles of basic set design;</p> <ul style="list-style-type: none"> • 125.96(c)(3)(C) <p>demonstrate knowledge of legal restrictions and copyright laws related to media technology;</p> <ul style="list-style-type: none"> • 125.96(c)(4)(A) <p>safely use tools, materials, and equipment commonly employed in the field of media technology;</p> <ul style="list-style-type: none"> • 125.96(c)(4)(C) <p>properly utilize audio recording, editing, and mixing systems;</p> <ul style="list-style-type: none"> • 125.96(c)(5)(F) <p>script, direct, and produce media productions;</p>				
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<p>English: 110.xx(1) – <ul style="list-style-type: none"> • 110.xx(1)(A) • 110.xx(1)(B) • 110.xx(1)(C) • 110.xx(6) • 110.xx(6)(A) • 110.xx(6)(B) • 110.xx(16) – • 110.xx(16)(A) • 110.xx(16)(B) • 110.xx(16)(D) • 110.xx(16)(E) • 110.xx(16)(F) • 110.xx(21) – • 110.xx(21)(B) • 110.xx(21)(C) </p>	<p>TEKS</p> <p>Media Technology I: Producing a News Package Plan ©2004 Texas Trade and Industrial Education</p> <p>1</p> <ul style="list-style-type: none"> • 125.96(c)(1)(A) identify employment opportunities, including entrepreneurship, and preparation requirements in the field of media technology; • 125.96(c)(1)(B) demonstrate the principles of group participation and leadership related to citizenship and career preparation; • 125.96(c)(1)(C) identify employers' expectations and appropriate work habits; • 125.96(c)(1)(D) apply the competencies related to resources, information, systems, and technology in appropriate settings and situations; • 125.96(c)(2)(A) demonstrate effective oral and written communication skills with individuals from varied cultures, including fellow workers, management, and 			<p>STORYBOARDING</p>	<p>Various workshops and seminars</p> <p>Write for the Ear, Shoot for the Eye, Aim for the Heart: A Guide for TV Producers and Reporters, Tompkins, Al. Bonus Books, Chicago and Los Angeles. 2002.</p> <ul style="list-style-type: none"> • http://www.journalism.org/resources/tools/default.asp • http://www.nppa.org/competitions/best_of_tv_photojournalism/ link to award winning broadcast news stories • Television Field Production and Reporting. Shook, Frederick. Allyn & Bacon, Pearson Education, Upper Saddle River, NJ. • Films for the Humanities http://www.films.com



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	<p>customers;</p> <ul style="list-style-type: none"> • 125.96(c)(2)(B) successfully complete work orders and related paperwork; • 125.96(c)(2)(C) estimate jobs, schedules and trade practices related to legal restrictions; • 125.96(c)(4)(A) safely use tools, materials, and equipment commonly employed in the field of media technology; • 125.96(c)(4)(C) properly utilize audio recording, editing, and mixing systems; • 125.96(c)(4)(D) properly operate a videotape recorder; • 125.96(c)(5)(B) operate different types of video cameras; • 125.96(c)(5)(C) identify and apply the basic principles of lighting; • 125.96(c)(5)(D) utilize the various capabilities of television switching and special effect systems; • 125.96(c)(5)(E) utilize various video signal control and monitoring equipment; • 125.96(c)(5)(F) script, direct, and produce media productions; 				
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Unit Name		Second 6 Weeks			
Academic Alignment with TEKS	CTE TEKS	Content/Vocabulary	Guiding Questions	Activities	Resources and Web links
110.xx(6)	<p>TEKS 125.96(c) (2) (D) ...read and interpret appropriate schematics, work drawings, manuals, and bulletins.</p> <p>125.96(c) (4) (A) ...safely use the tools, materials, and equipment commonly employed in the field of media technology.</p> <p>125.96(c) (5) (B) ...operate different types</p>	<p>Target Audience</p> <p>Linear Editing</p> <p>Non Linear Editing</p> <p>Timeline</p> <p>In Point/Out Point</p> <p>Editing Effects</p> <p>Graphics</p>	<p>What is the intended audience?</p> <p>What is the difference between linear and non linear editing</p> <p>What is a timeline?</p>	<p>COMMERCIAL STORY BOARDING</p> <p>EDITING TRAINING</p>	<p>Television Production Handbook. Zettl, Herbert. Wadsworth Thomson Learning, Belmont, CA.</p> <p>Video Communication and Production. Stinson, Jim. Goodheart-Willcox Company, Inc., Tinley Park, IL.</p>
<p>110.xx(1) –</p> <ul style="list-style-type: none"> • 110.xx(1)(A) • 110.xx(1)(B) • 110.xx(1)(C) • 110.xx(2) – • 110.xx(2)(A) 	<p>Media Technology I: Film Style Edited Commercial Production Plan ©2004 Texas Trade and Industrial Education 1</p> <p>125.96(c)(1)(A) identify employment opportunities, including entrepreneurship, and preparation requirements in the field of</p>	<p>Ratings</p> <p>Demographics</p> <p>Target Audience</p>	<p>Why Does a commercial need to be exactly 30 or 60 seconds?</p> <p>What are advertising strategies?</p> <p>What is a target audience?</p>	<p>30 SECOND COMMERCIAL PROJECT</p>	<p>Television Production Today. Bielak, Mark. National Textbook Company. Lincolnwood, Illinois.</p> <p>Television Production. Whittaker, Ron. Mayfield Publishing Company. Mountain View, California.</p>



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<ul style="list-style-type: none"> • 110.xx(2)(B) • 110.xx(2)(C) • 110.xx(2)(E) • 110.xx(3) – • 110.xx(3)(A) • 111.xx(3)(D) • 110.xx(6) - • 110.xx(6)(A) • 110.xx(6)(B) • 110.xx(16) – • 110.xx(16)(A) • 110.xx(16)(B) • 110.xx(16)(D) • 110.xx(16)(E) • 110.xx(16)(F) • 110.xx(21) – • 110.xx(21)(B) • 110.xx(21)(C) 	<p>media technology;</p> <ul style="list-style-type: none"> • 125.96(c)(1)(B) <p>demonstrate the principles of group participation and leadership related to citizenship and</p> <p>career preparation;</p> <ul style="list-style-type: none"> • 125.96(c)(1)(C) <p>identify employers' expectations and appropriate work habits;</p> <ul style="list-style-type: none"> • 125.96(c)(2)(A) <p>demonstrate effective oral and written communication skills with individuals from varied cultures, including fellow workers, management, and customers;</p> <ul style="list-style-type: none"> • 125.96(c)(2)(B) <p>successfully complete work orders and related paperwork;</p> <ul style="list-style-type: none"> • 125.96(c)(3)(B) <p>utilize the principles of basic set design;</p> <ul style="list-style-type: none"> • 125.96(c)(3)(C) <p>demonstrate knowledge of legal restrictions and copyright laws related to media technology;</p> <ul style="list-style-type: none"> • 125.96(c)(4)(A) <p>safely use tools, materials, and equipment commonly employed in the field of media technology;</p> <ul style="list-style-type: none"> • 125.96(c)(4)(C) <p>properly utilize audio recording, editing, and mixing systems;</p> <ul style="list-style-type: none"> • 125.96(c)(5)(F) <p>script, direct, and produce</p>				
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	media productions;				
English: 110.xx(1) – <ul style="list-style-type: none"> • 110.xx(1)(A) • 110.xx(1)(B) • 110.xx(1)(C) • 110.xx(6) • 110.xx(6)(A) • 110.xx(6)(B) • 110.xx(16) – • 110.xx(16)(A) • 110.xx(16)(B) • 110.xx(16)(D) • 110.xx(16)(E) • 110.xx(16)(F) • 110.xx(21) – • 110.xx(21)(B) • ... • 110.xx(21)(C) 	TEKS Media Technology I: Producing a News Package Plan ©2004 Texas Trade and Industrial Education 1 125.96(c)(1)(A) identify employment opportunities, including entrepreneurship, and preparation requirements in the field of media technology; • 125.96(c)(1)(B) demonstrate the principles of group participation and leadership related to citizenship and career preparation; • 125.96(c)(1)(C) identify employers' expectations and appropriate work habits; • 125.96(c)(1)(D) apply the competencies related to resources, information, systems, and technology in appropriate settings and situations; • 125.96(c)(2)(A) demonstrate effective oral and written communication skills with individuals from varied cultures, including fellow workers, management, and customers;				Various workshops and seminars Write for the Ear, Shoot for the Eye, Aim for the Heart: A Guide for TV Producers and Reporters, Tompkins, Al. Bonus Books, Chicago and Los Angeles. 2002. <ul style="list-style-type: none"> • http://www.journalism.org/resources/tools/default.asp • http://www.nppa.org/competitions/best_of_tv_photojournalism/ link to award winning broadcast news stories • Television Field Production and Reporting. Shook, Frederick. Allyn & Bacon, Pearson Education, Upper Saddle River, NJ. • Films for the Humanities http://www.films.com



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- **125.96(c)(2)(B)**
successfully complete work orders and related paperwork;
- **125.96(c)(2)(C)**
estimate jobs, schedules and trade practices related to legal restrictions;
- **125.96(c)(4)(A)**
safely use tools, materials, and equipment commonly employed in the field of media technology;
- **125.96(c)(4)(C)**
properly utilize audio recording, editing, and mixing systems;
- **125.96(c)(4)(D)**
properly operate a videotape recorder;
- **125.96(c)(5)(B)**
operate different types of video cameras;
- **125.96(c)(5)(C)**
identify and apply the basic principles of lighting;
- **125.96(c)(5)(D)**
utilize the various capabilities of television switching and special effect systems;
- **125.96(c)(5)(E)**
utilize various video signal control and monitoring equipment;
- **125.96(c)(5)(F)**
script, direct, and produce media productions;



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Unit Name			Third 6 Weeks		
Academic Alignment with TEKS	CTE TEKS	Content/Vocabulary	Guiding Questions	Activities	Resources and Web links
110.xx(6) –	<p>TEKS 125.96(c) (2) (D) ...read and interpret appropriate schematics, work drawings, manuals, and bulletins.</p> <p>125.96(c) (4) (A) ...safely use the tools, materials, and equipment commonly employed in the field of media technology.</p> <p>125.96(c) (5) (B) ...operate different types</p>	<p>Editor Videographer Reporter Researcher/Writer Producer Script Interview 2 Shot Standup B-Roll Interviewing</p>	<p>How long should a news package be?</p> <p>What Is atand up?</p> <p>What is a VO?</p> <p>Where should a interview subject look?</p>	<p>NEWS GATHERING PROJECT</p>	<p>Television Production Handbook. Zettl, Herbert. Wadsworth Thomson Learning, Belmont, CA.</p> <p>Video Communication and Production. Stinson, Jim. Goodheart-Willcox Company, Inc., Tinley Park, IL.</p> <p>Various workshops and seminars Write for the Ear, Shoot for the Eye, Aim for the Heart: A Guide for TV Producers and Reporters, Tompkins, Al. Bonus Books, Chicago and Los Angeles. 2002.</p> <ul style="list-style-type: none"> • http://www.journalism.org/resources/tools/default.asp • http://www.nppa.org/competitions/best_of_tv_photojournalism/ link to award winning broadcast news stories • Television Field Production and Reporting. Shook, Frederick. Allyn & Bacon, Pearson Education, Upper Saddle River, NJ. • Films for the Humanities http://www.films.com



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<p>110.xx(1) –</p> <ul style="list-style-type: none"> • 110.xx(1)(A) • 110.xx(1)(B) • 110.xx(1)(C) <p>110.xx(2) –</p> <ul style="list-style-type: none"> • 110.xx(2)(A) • 110.xx(2)(B) • 110.xx(2)(C) • 110.xx(2)(E) <p>110.xx(3) –</p> <ul style="list-style-type: none"> • 110.xx(3)(A) • 111.xx(3)(D) <p>110.xx(6) -</p> <ul style="list-style-type: none"> • 110.xx(6)(A) • 110.xx(6)(B) <p>110.xx(16) –</p> <ul style="list-style-type: none"> • 110.xx(16)(A) • 110.xx(16)(B) • 110.xx(16)(D) • 110.xx(16)(E) • 110.xx(16)(F) <p>110.xx(21) –</p> <ul style="list-style-type: none"> • 110.xx(21)(B) • 110.xx(21)(C) 	<p>Media Technology I: Film Style Edited Commercial Production Plan ©2004 Texas Trade and Industrial Education 1</p> <p>125.96(c)(1)(A) identify employment opportunities, including entrepreneurship, and preparation requirements in the field of media technology;</p> <p>• 125.96(c)(1)(B) demonstrate the principles of group participation and leadership related to citizenship and career preparation;</p> <p>• 125.96(c)(1)(C) identify employers' expectations and appropriate work habits;</p> <p>• 125.96(c)(2)(A) demonstrate effective oral and written communication skills with individuals from varied cultures, including fellow workers, management, and customers;</p> <p>• 125.96(c)(2)(B) successfully complete work orders and related paperwork;</p> <p>• 125.96(c)(3)(B) utilize the principles of basic set design;</p> <p>• 125.96(c)(3)(C) demonstrate knowledge of legal restrictions and copyright</p>	<p>Editor Videographer Reporter Researcher/Writer Producer Script Interview 2 Shot Standup B-Roll Director Technical Director Floor Director Anchor Interviewing Teleprompter</p>	<p>What does the floor director do?</p> <p>What does the technical director do?</p> <p>Why does the teleprompter operator need to pay close attention to the anchors?</p>	<p>NEWSCAST</p>	<p>Television Production Today. Bielak, Mark. National Textbook Company. Lincolnwood, Illinois.</p> <p>Television Production. Whittaker, Ron. Mayfield Publishing Company. Mountain View, California.</p>
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	<p>laws related to media technology;</p> <ul style="list-style-type: none"> • 125.96(c)(4)(A) safely use tools, materials, and equipment commonly employed in the field of media technology; • 125.96(c)(4)(C) properly utilize audio recording, editing, and mixing systems; • 125.96(c)(5)(F) script, direct, and produce media productions; 				
<ul style="list-style-type: none"> 110.xx(1) – • 110.xx(1)(A) • 110.xx(1)(B) • 110.xx(1)(C) 110.xx(6) - • 110.xx(6)(A) • 110.xx(6)(B) 110.xx(16) – • 110.xx(16)(A) • 110.xx(16)(B) • 110.xx(16)(D) • 110.xx(16)(E) • 110.xx(16)(F) 110.xx(21) – • 110.xx(21)(B) • 110.xx(21)(C) 	<ul style="list-style-type: none"> 125.96(c)(1)(A) identify employment opportunities, including entrepreneurship, and preparation requirements in the field of media technology; • 125.96(c)(1)(B) demonstrate the principles of group participation and leadership related to citizenship and career preparation; • 125.96(c)(1)(C) identify employers' expectations and appropriate work habits; • 125.96(c)(1)(D) apply the competencies related to resources, information, 				

<p>systems, and technology in appropriate settings and situations;</p> <ul style="list-style-type: none"> • 125.96(c)(2)(A) demonstrate effective oral and written communication skills with individuals from varied cultures, including fellow workers, management, and customers; • 125.96(c)(2)(B) successfully complete work orders and related paperwork; • 125.96(c)(2)(C) estimate jobs, schedules and trade practices related to legal restrictions; • 125.96(c)(4)(A) safely use tools, materials, and equipment commonly employed in the field of media technology; • 125.96(c)(4)(C) properly utilize audio recording, editing, and mixing systems; • 125.96(c)(4)(D) properly operate a videotape recorder; • 125.96(c)(5)(B) operate different types of video cameras; • 125.96(c)(5)(C) identify and apply the basic principles of lighting; • 125.96(c)(5)(D) utilize the various capabilities of television switching and 				
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	<p>special effect systems; • 125.96(c)(5)(E) utilize various video signal control and monitoring equipment; • 125.96(c)(5)(F) script, direct, and produce media productions;</p>				
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