Video Production Modules Outline

Module 1: Student Video Production and Learning Goals (Formerly: Why Student Video Production?/Examples of School Video Projects Achieving Learning Goals)

* Identify where, for years, many teachers in Kentucky and the nation have been supporting and promoting student video production:

1. K-12 library and school clubs
2. KY K-12 STLP school organizations
3. K-12 Classroom projects in many subjects
4. KY high school Vo-Tech classes (e.g., Bourbon Co. HS, Lexington Vo-Tech)
5. (Examples of above have been shared KY-statewide by KET through its KET School Video Project, first as an annual television broadcast, then also archived online, and recently as an online upload/sharing service.)

* Give examples of how student video production can be used for project-based activities that help teach many core content subjects and meet many national and state teaching and learning goals, both technological and across the curriculum. List correlations to KY standards, goals, etc., national, and ISTE, etc. (KDE’s Melissa Ferrell should be helpful here). Video production illustrating or meeting standards, specifically core content—possible list form, teacher quiz.
* Maybe include teacher-produced instructional video?

Module 2: Types of School and Classroom Video Projects & How They’re Shared (Formerly: Types of School and Classroom Video Projects and How They’re Shared/How to Share Video Projects

* Types of school video projects:
  + School news programs: daily and weekly/bi-monthly/monthly news magazine formats
* Live programs, daily/weekly, etc. – news, news magazine, etc.
* Recorded programs, daily/weekly, etc. – news, news magazine, etc.
* Hybrid of live/recorded programs – news, news magazine, etc.
  + Classroom video projects that introduce or illustrate a topic, reinforce it, review, etc. Project can be used for formative or summative assessment, or as the basis for or element of a student portfolio. All student video projects can be designed to demonstrate understanding, knowledge, and mastery of a subject or subjects.
  + School documents – live and/or recorded
* Sports competitions
* Arts performances
* Other events: openings, holiday, special
* PSA’s/commercials/documentaries/standardized test reviews
  + State, regional, national organization or private competitions
* KY STLP annual competition
* Discovery Education student science competition 2011
* Ways video projects are shared:
  + In classroom
  + Over school a/v distribution system
  + Over school IT network
  + Throughout school campus network(s)
  + Over local tv-cable access channel (from cable office or orig. from school/district. office modulator)
  + On school/district website or blog, locally made or by subscription hosting service (getting popular, as staff and teachers can easily add multimedia to template web pages from desktop pcs)
  + Streamed live over school/district website or blog
  + Streamed live over web hosting services, free or by subscription (there’s a high school sub service just for sports, e.g.)
  + On web hosting service such as YouTube, TeacherTube, KET School Video Project
  + On organization web project sites such as PBS POV’s VoiceScape: <http://www.pbs.org/pov/voicescape/films.php>
* COPYRIGHT INFO

Module 3: How to Make Video Projects – Pre-Production

1. Identify a Topic – Includes identifying the audience.
2. Conduct Research – KY Academic Expectation of using references for research; possible tie-in to video production as student research and the steps students are supposed to take to gather useful data for a project. Choose/support a position.
3. Choose an Objective - Statement of purpose (persuasive? Informative? Narrative? Etc. etc.), what do you hope others will learn or take away from your project?
4. Develop a Treatment (\*New title needed?) – Differences between script and storyboard with examples of each, how/when to use each.
5. Make a Pitch (\*or: Pitch Your Idea?) – Collaboration skills, communication skills. KY Academic Expectation of speaking using appropriate forms, etc.?
6. Write a Script - Persuasive, informative, how-to, or narrative writing techniques. Character development and analysis. Mention or discussion of bias in writing. KY Academic Expectation of writing using appropriate forms, etc.
7. Schedule the Shoot – Equipment requirements and info interactive/PDF. Making a shot list.

Module 4: How to Make Video Projects - Production

1. Record the Video – Mention of copyright. Definition of various shots, moves, techniques—how/when to use all of those. In-camera stop-motion edits, animation.
2. Record the Audio – (\*or: Capture the Audio?) – Basic foley techniques. How to capture good audio.

Module 5: How to Make Video Projects – Post-Production

1. Capture Digital Assets – Copyright info (again).
2. Edit the Video – Equipment/tools (could be included in interactive/PDF). Balancing audio as well as color, picture. Copyright info (again). Good, easy editing tips. Special effects.

Module 6: Resources (\*New title needed?)

* Copyright resources/info
* KET School Video Project
* VITAL New York Effective Video-based lessons
* Kentucky student/youth film festivals?
* Other video modules on Teachers’ Domain?
* KET Media Lab link?
* Lights, Camera, Education (AFI on DE)?
* Edutopia?
* Adobe Youth Voices resources, curriculum
* AETN Student Selects (student video examples)