



Mendocino High School
Production and Managerial Arts | KAKX 89.3FM
2019-2020 School Year
Unit Outline: Multimedia



Unit 1: Introduction and Orientation

During this unit, a discussion of the objectives of the course, course content, student and teacher expectations, facilities, policies, industry standards, and career opportunities will be conducted.

Unit 2: Understanding Signal Flow

Before students get their hands on the various audio, radio, and video technologies in the classroom, they will be introduced to the concept of audio signal flow. Students will be able to understand how audio signal flow travels in, through, or out of both analog and digital radio/audio devices. In addition, students will also learn how to setup and configure various recording stations - simple and complex - so they can be prepared for various productions. Lastly, students will understand the importance of maintaining a safe, clean, and organized studio.

Unit 3: Foundational Desktop Production and Editing - Through Radio

Students will begin developing their audio/video editing skills by creating various programming/radio shows for broadcast in accordance to FCC and school regulations. Students will learn all of technical skills to create both live and pre-recorded shows in addition to learning the important legal and ethical parameters necessary to produce radio programming for a high school radio station. This includes DJ hosted music shows, talk shows, radio theater, historical, station identification, audio documentaries, and sports casting. Students will also differentiate between genres and the role of the radio host/talent, programmer, producer, writer, station manager, audio engineer, and underwriting personnel in the mixed media industry. Through various projects students will write and record their own personal radio shows, community announcements, Station IDs, and rely on the combination of intuition and modern creation techniques using software and other technologies. Students will also investigate recording techniques, research the productions and the shared secrets of renowned radio pioneers, programmers, and producers over the last century. Lastly students will understand the legal and ethical issues of being a radio DJ that include copyright, licensing, and acquiring content that is appropriate to air.



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Unit 4: Foundational Desktop Production and Editing - Through Music

Students will further their knowledge of the equipment and software we have in the classroom and by producing content through music. During various projects throughout the unit, students will be able to produce high quality, meaningful work that establishes links to acknowledge cultural and artistic traditions in music and sound. Students will acquire the technical skills - an understanding of analogue and digital recording, mixing and mastering, overdubbing, effects, compression, microphone techniques, transitioning, media/music management, and MIDI.

Unit 5: Foundational Desktop Production and Editing - Through Video

During this unit students will learn the the stages of video production (Pre-production, production, and post-production) by creating and editing various class projects. Students will learn how to develop ideas, write scripts, plan a video shoot, manage a video shoot, ingest/edit the video they filmed, and export a final product that is meaningful to them and a wide audience. Projects in this unit are built around the idea of learning how to create video "As a group" whereas the advancing Video Production course is "by myself, as a Producer."

Unit 6: College and Career Preparation

The skills described in this unit are introduced, integrated, reinforced, and assessed throughout the course as applicable. The objective of this unit is to learn and demonstrate appropriate workplace behaviors, including teamwork, participation, etiquette, and flexibility. The knowledge gained from this unit will allow the student to identify appropriate procedures to obtain and retain employment in the fields of film/television production. Additionally, this unit will allow the student to identify appropriate procedures to obtain and retain employment in the fields of film/television production. These same behaviors once learned will assist the student in their college education, through application of these career values to achieving their educational goals. Evaluation of a culminating student portfolio will be used to assess mastery of the skills taught in this course. Throughout, the course, students will collect samples of their work to include in their portfolios. Additionally, students will prepare the items needed for job search for inclusion in the portfolio assignment.