

Digital Media Production Capstone



This full year course is a production based course. Everyone in this course is on the school media staff for the school district. The course is co-curricular and will require hours beyond normal instruction. Every student will help put together shows for the district student media website. Students will have assignments that need to be finished by deadlines and meet requirements that have been discussed based on each individual assignment. Students will learn how to operate as a member of a team under tight, deadline pressure. They will learn the ability to problem solve and find solutions to issues as they strive to meet their deadlines. They will produce content in a professional broadcast environment. They will hone valuable soft skills such as creativity, collaboration, and time management.

The following learning targets represent the major concepts studied and assessed in this course.

Unit 1: Organization and Set-up

- Quick refresher on basic broadcast journalism
- Learning the studio and how to use the professional equipment in the studio (lights, chroma wall, sound board, switcher, cameras, and teleprompters).
- Brand the show for the year and develop a coverage plan

Unit 2: First Semester Production

- Students will produce a bi-weekly news show for the district.
- They will also produce individual pieces of content for the in between weeks
- Each production is followed by a critique session and goal setting for the next episode much like you would see in the real world.

Unit 3: Second Semester Production

- Students will produce a bi-weekly news show for the district.
- They will also produce individual pieces of content for the in between weeks
- Each production is followed by a critique session and goal setting for the next episode much like you would see in the real world.

[Missouri Learning Standards](#) ←- all of these standards are taught in some way, below are the

Priority Standards

I. JOURNALISTIC WRITING PROCESSES

- Gathering Information
 - Ask clear interview questions to guide a balanced and unbiased information-gathering process that includes:
 - researching background information
 - formulating questions that elicit valuable information
 - observing and recording details during the interview
 - effectively concluding the interview
 - double-checking information before writing the story
 - keeping dated notes or interview records on file
- Organization and Focus
 - Demonstrate knowledge of the structure of journalistic writing for a variety of media that includes:
 - inverted pyramid (lead, most important details, less important details, least important details)
 - narrative storytelling pattern (indirect lead, facts and information, closing)
 - combinations of the inverted pyramid and narrative storytelling pattern.
 - Select and use an appropriate journalistic style for writing to inform, entertain and persuade that includes:
 - a journalistically sound lead
 - the most important elements of a news story (e.g., who, what, where, when, why, how)
 - short, focused sentences and paragraphs
 - varied word usage and descriptive vocabulary
 - active voice verbs
 - specific word choice (avoid jargon and vague language)
 - Use language effectively to establish a specific tone and style that is appropriate for the story, performance, or audience
- Evaluate and Revise
 - Evaluate and revise the content of copy for meaning, clarity, and purpose.
 - Revise and edit copy to improve sentence variety and style, and to enhance tone in ways that are consistent with purpose, audience, and journalistic form.

II. DESIGN

- Analyze and use elements and principles of graphic design to develop visual presentations that reinforce and enhance written messages with special attention to typography and layout.
- Design and format features for a variety of publications or media using related terminology that includes:
 - ladder
 - font
 - graphics
- Use photography, art, or graphic art to accompany copy, enhance readability, and appeal to a variety of audiences.

III. PHOTOGRAPHY

- Identify the composition skills of photography (e.g., angle, dominant element, leading lines, rule of thirds)

IV. BROADCAST

- Understand and use an appropriate broadcast journalistic style for writing that includes:
 - a journalistically sound lead
 - the most important elements of a news story (e.g., who, what, where, when, why, how)
 - short, clear sentences
 - active voice verbs
 - specific word choice (avoid jargon and vague language)
- Use language effectively to establish a specific tone and style that is appropriate for the story, performance, or audience