

# DIGITAL MEDIA PRODUCTION

## SYLLABUS

**INSTRUCTOR:** Brad Kester

**CONTACT:** [bradley.kester@sduhsd.net](mailto:bradley.kester@sduhsd.net)

**WEBSITE:** [cca-tv.com](http://cca-tv.com) / [envisioncinema.com](http://envisioncinema.com)

Digital Media Production is an Envision Cinema class that provides students with a variety of real-world learning opportunities through laboratory experiences in television, video, film, and communications. This course is designed for a select group of students who have performed well in the introductory Video/Film Course and have a real interest in television, video, film, or other communication professions. Students work independently or in groups to create special short-term and long-term projects that may vary from a one week to several weeks. Media Production will give students with advanced video production skills the opportunity to produce content for school-based productions and independently pursue longer-format video projects. As part of the course, each student will produce content for the CCA-TV regularly scheduled television show in addition to shooting and editing school events and promotional materials. This course is a great opportunity for students considering applying to film school to create content for their portfolio and screen their work on a daily basis. Students will demonstrate leadership, citizenship, work ethics, cooperative attitudes, and social skills through participation in classroom, school, and community activities.

Students must meet all course expectations listed below and comply with all school-wide rules. Students are held to a very high level of standards, including performance, participation, public relations, and ethics. All students will be accommodated to meet their needs.

### **COURSE EXPECTATIONS**

#### *Be Respectful*

- Have a positive attitude
- No food or drink in classroom, lab areas, or on video/film location assignments
- Cell phones or other electronic devices must be used only for course-related activity (i.e. taking photos for an assignment)
- Be polite and courteous, especially when on location shoots (a location agreement form must be approved before leaving the classroom)

#### *Be Responsible*

- Participate and stay on task
- Notify the teacher any time you leave the room for any reason
- Arrive on time and meet deadlines (see school-wide tardy policy and course make-up policies below)
- Use computers for approved purposes only (you must have a signed district Acceptable Use Policy on file on campus to have access to the computer lab)
- All equipment must be handled carefully and signed out using classroom checkout procedures; report equipment problems

#### *Be Resourceful*

- Come to class prepared with all materials needed to work
- Create a system for sharing materials with group members (i.e. Google Drive, in-class folders for paperwork are provided)
- Be adaptive and stay productive if you hit a roadblock during a project
- Help others with minor production problems

## **COURSE GRADING**

Your grade will be determined solely on a point scale. Your final letter grade will be determined by the percentage of total possible points you have received throughout the quarter/term on all work. Please note: no extra credit is offered. Letter grades will be assigned to total point percentages as follows:

- A** = 89.5% - 100%
- B** = 79.5 % – 89.4 %
- C** = 69.5%- 79.4%
- D** = 59.5% - 69.4%
- F** = 0% - 59.4%

Projects will be evaluated based on the following criteria:

### **VIDEO/AUDIO QUALITY**

Composition & Lighting, Adequate B-roll/Coverage, Shot Variety, Clear Audio

### **EDITING & PACING**

Smooth edits, Minimal or no distractions (like jump cuts), Uses best footage, Good energy and stays interesting, Adequate changes made based on feedback

### **STORY CLARITY**

Makes sense and has clear message, Highlights the most relevant information, Appropriate handling of subject matter

### **CREATIVITY/ENTERTAINMENT VALUE**

Enjoyable to watch, Original ideas, Willingness to try new approach, Not overdoing same format; Creativity extends to all areas of production including topic choice, development, script writing, set design, location choice, casting, directing, editing, graphics

**Group Work / Individual Effort** — Much of the work completed in the Envision Cinema classes is produced in groups to help prepare students for real world collaborative work in the television and film industry. Students are required to be involved in ALL aspects of group projects, from start to finish. Students can individually lose points on a group project grade or daily participation grade based on the following categories:

- Time Off Task (working on non-project related activities, playing games/cell phone use)
- Unprepared (didn't bring materials, holds up whole group by not having materials)
- Group Interference (distraction to group work being completed)
- Attendance (unexcused days missed from group project)

## **ATTENDANCE, TARDIES, MAKEUP WORK**

Canyon Crest Academy has a strict policy on attendance and tardies which will be upheld in this classroom. Details can be found at <http://cc.sduhsd.net/Key-Info/Attendance/index.html>.

For all absences, it is the student's responsibility to discuss what is missed with the teacher to find out if any assignments need to be completed. Students have three school days to submit any make-up work after an excused absence.

In addition, absent students during group assignments must make arrangements with team members to ensure all necessary information and materials are available for group work to continue with minimal disruption. This includes any paperwork, information regarding scheduled interviews or scheduled actors, video footage on SD cards or hard drives, access to project files, and any other resources affecting the production process. Failure to make arrangements—regardless of the reason for absence—may negatively impact a student’s individual grade and the overall quality of an assignment. If a student misses too much classroom time they could be removed from a group project and assigned an equally weighted individual assignment.

For this course, excessive absences and tardies may result in makeup assignments at the teacher’s discretion.

## **ASSIGNMENTS**

Students will be involved in regular weekly group assignments as detailed on the course website. Additional assignments may be discussed with students and added throughout the semester. Calendar, due dates, and more details for all assignments are available at [envisioncinema.com/advanced-videofilm](http://envisioncinema.com/advanced-videofilm).

A project or test may be assigned on the school designated mid-term and final exam days. You must be in class to receive credit on the scheduled date or notify the teacher five days before your absence.

## **SDUHSD ACADEMIC HONESTY POLICY**

Honest behavior is an expectation for all students in the San Dieguito Union High School District. The purpose of this regulation is to create and maintain an ethical academic atmosphere. Specific types of academic dishonesty, which will not be tolerated, are defined below:

- Cheating on Tests - Any intentional giving of or use of external assistance relating to an examination, test, or quiz without express permission of the teacher. This includes looking on another student’s paper, sharing answers, or copying another student’s paper.
- Fabrication - any intentional falsification or invention of data, citation, or other authority in an academic exercise.
- Unauthorized Collaboration - While collaboration is often encouraged, unauthorized collaboration is not permitted.
- Plagiarism - Any intentional representation of another’s ideas, words, or works as one’s own. Plagiarism includes the misuse of published material, electronic material, and/or the work of other students. The original writer who intentionally shares his/her paper for another to copy, without the permission of the teacher, is also engaged in plagiarism.
- Alteration of Materials - Any intentional and unauthorized alteration of student, teacher, or library materials.
- Forgery - any unauthorized signing of another person’s name to school related documents.
- Theft - any theft of materials.
- Transfer of Unauthorized Materials - any giving or selling of unauthorized materials.

Any alleged violation of this policy will be investigated thoroughly and appropriate disciplinary measures will be taken consistent with Board policy.

**PLEASE PRINT THE FOLLOWING PAGE, COMPLETE SIGNATURES,  
AND RETURN IT BY THE FIRST FRIDAY OF THE SEMESTER**

## MEDIA PRODUCTION COURSE GOALS

The Media Production course is designed to be an exciting, hands-on, professional experience in the television, film, and communications field. Media Production students are important representatives of the Envision Cinema program on the CCA campus and in the community. To participate in this course, students must demonstrate vital employability skills that apply to all work environments, i.e. public relations, teamwork, time management, problem solving. Students should be actively involved in classroom activities and studio production at all times. The expectations outlined in this course syllabus are a guide to help create a safe, productive, and creative environment for all students. Feel free to contact me at any time if you have any questions. Please turn this sheet in with the signed student and parent agreements by **the first Friday of the semester**. I look forward to working with you to create some amazing productions in the Media Production course.

Sincerely,

Brad Kester  
Envision Cinema Coordinator  
Canyon Crest Academy  
bradley.kester@sduhsd.net  
[envisioncinema.com](http://envisioncinema.com)  
[cca-tv.com](http://cca-tv.com)

### Student Agreement

By signing the following, you are agreeing that you have read and understand all before stated classroom guidelines and policies, and also that you will behave accordingly while in the Media Production class.

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Your Name

Your Signature

Date

### Parent Agreement

By signing the following, you are agreeing that you have read and understand all before stated classroom guidelines and policies to which your student will be held accountable. In addition you are agreeing that you are aware that by taking this course, your student will be exposed to a variety of school appropriate films, videos, and television shows.

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Parent Name

Parent Signature

Date