



9123

APPLIED BROADCAST MEDIA
TECHNOLOGY (12D)

40S/40E/40M

A Broadcast Media Technology Course

9123: APPLIED BROADCAST MEDIA TECHNOLOGY (12D) 40S/40E/40M

Course Description

This course is designed to have students use their current skill sets in practical applications. Students will initiate and manage the production and transmission of projects. They will also create a portfolio and a resumé to explore employment opportunities. Students will also learn the business practices of media outlets, as well as self-marketing strategies.

Goal 1: Describe and apply appropriate **health and safety** practices.

GLO 1.1: Describe and apply appropriate **health and safety** practices.

- SLO 12D.1.1.1: Follow safety practices when using tools, equipment, and materials.
 - SLO 12D.1.1.2: Locate first aid stations and fire extinguishers.
 - SLO 12D.1.1.3: Describe the reporting process for injuries.
 - SLO 12D.1.1.4: Outline the safety principles for working on and around electrical cables.
 - SLO 12D.1.1.5: Maintain a clean and organized work area.
 - SLO 12D.1.1.6: Discuss risk factors and treatments related to hearing impairment.
 - SLO 12D.1.1.7: Follow safe practices related to hearing.
 - SLO 12D.1.1.8: Describe potential safety hazards that can be found on location.
 - SLO 12D.1.1.9: Discuss and demonstrate the safe use of lighting and lighting equipment.
 - SLO 12D.1.1.10: Explain how and where to find information on workplace safety and health.
 - SLO 12D.1.1.11: Discuss and demonstrate the safe use of ladders.
 - SLO 12D.1.1.12: Discuss safety concerns related to driving to and from locations.
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Goal 2: Identify, select, adjust, operate, and manage **equipment, materials, and software.**

GLO 2.1: Identify, select, adjust, operate, and manage **equipment, materials, and software.**

SLO 12D.2.1.1: Identify, select, adjust, operate, and manage equipment, materials, and software used in broadcast media technology.

GLO 2.2: Identify, select, set up, tear down, and manage **lighting equipment.**

SLO 12D.2.2.1: Demonstrate an awareness of on-location lighting requirements.

Goal 3: Demonstrate an understanding of **broadcasting theory and media literacy.**

GLO 3.1: Demonstrate an understanding of **broadcasting theory.**

SLO 12D.3.1.1: Demonstrate use of the terminology associated with broadcast media technology.

SLO 12D.3.1.2: Demonstrate an understanding of the theory related to broadcast media technology.

GLO 3.2: Demonstrate an understanding of **media literacy** as it pertains to broadcasting.

SLO 12D.3.2.1: Analyze media in order to

- detect bias
- determine relevance of the stories and lineup
- determine newsworthiness
- evaluate delivery
- evaluate technical aspects

SLO 12D.3.2.2: Discuss how production techniques can be used to change perception.

Goal 4: Demonstrate audio, video, and film **pre-production** knowledge and skills.

GLO 4.1: Brainstorm ideas for audio, video, and film productions.

SLO 12D.4.1.1: Initiate and manage the pre-production of a broadcast.

GLO 4.2: Write **scripts and interview questions** for audio, video, and film productions.

No applicable SLOs.

GLO 4.3: Create storyboards for audio, video, and film productions.

No applicable SLOs.

GLO 4.4: Scout, select, and set up **locations** for audio, video, and film productions.

No applicable SLOs.

Goal 5: Demonstrate audio, video, and film **production** knowledge and skills.

GLO 5.1: Demonstrate audio, video, and film **production** knowledge and skills.

SLO 12D.5.1.1: Initiate and manage the production of a broadcast.

Goal 6: Demonstrate audio, video, and film **post-production** knowledge and skills.

GLO 6.1: Demonstrate audio, video, and film **post-production** knowledge and skills.

SLO 12D.6.1.1: Demonstrate the ability to critique and revise projects.

SLO 12D.6.1.2: Initiate and manage the post-production of a broadcast.

Goal 7: Demonstrate audio, video, and film **transmission** knowledge and skills.

GLO 7.1: Demonstrate audio, video, and film **transmission** knowledge and skills.

SLO 12D.7.1.1: Demonstrate the ability to transmit a completed project.

Goal 8: Describe and demonstrate transferable **cross-curricular** knowledge and skills as they relate to broadcasting.

GLO 8.1: **Research, read, interpret, and communicate** information related to broadcasting.

No applicable SLOs.

GLO 8.2: Apply knowledge and skills from **the arts** as they relate to broadcasting.

SLO 12D.8.2.1: Discuss and demonstrate how various post-production effects can set the mood of a video production.

GLO 8.3: Apply knowledge and skills from **mathematics** and the **sciences** as they relate to broadcasting.

No applicable SLOs.

Goal 9: Demonstrate an awareness of **sustainability** as it pertains to broadcasting.

GLO 9.1: Describe the impact of **sustainability** on the **health and well-being** of those employed in broadcasting and their listeners and viewers.

No applicable SLOs.

GLO 9.2: Describe **sustainable business practices** within the broadcasting industry.

SLO 12D.9.2.1: Discuss sustainable business practices for self-employed individuals working in broadcast media technology and associated fields.

SLO 12D.9.2.2: Discuss the sustainable business practices of media outlets.

Goal 10: Demonstrate an awareness of **ethical and legal standards** as they pertain to broadcasting.

GLO 10.1: Demonstrate an awareness of **ethical and legal standards** as they pertain to broadcasting.

SLO 12D.10.1.1: Demonstrate ethical and legal standards.

Goal 11: Demonstrate employability skills.**GLO 11.1: Demonstrate fundamental employability skills.**

- SLO 12D.11.1.1: Demonstrate regular and punctual attendance.
 - SLO 12D.11.1.2: Demonstrate the ability to communicate respectfully and effectively with teachers, supervisors, co-workers, and students.
 - SLO 12D.11.1.3: Demonstrate accountability by taking responsibility for own actions.
 - SLO 12D.11.1.4: Demonstrate adaptability, initiative, and effort.
 - SLO 12D.11.1.5: Demonstrate teamwork skills.
 - SLO 12D.11.1.6: Demonstrate the ability to stay on task and effectively use time in class and work environments.
 - SLO 12D.11.1.7: Demonstrate the responsible use of technology.
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GLO 11.2: Demonstrate an awareness of cultural competency and its importance in the workplace.

- SLO 12D.11.2.1: Demonstrate the ability to work effectively with others in the workplace.
 - SLO 12D.11.2.2: Discuss differences in culture, and how these can lead to potential issues for a videographer or broadcaster who is unfamiliar with a particular culture.
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GLO 11.3: Demonstrate an understanding of the business operation of a broadcasting organization.

- SLO 12D.11.3.1: Discuss how media outlets use advertising to generate income.
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GLO 11.4: Demonstrate critical thinking skills.

- SLO 12D.11.4.1: Use critical thinking skills in all areas of broadcast media technology.
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Goal 12: Demonstrate an understanding of the **broadcasting industry**.

GLO 12.1: Demonstrate an understanding of the **scope** of the broadcasting industry.

SLO 12D.12.1.1: Demonstrate an understanding of the work culture and hierarchy found in broadcasting organizations.

GLO 12.2: Demonstrate an understanding of **educational and career opportunities** in the **broadcasting industry** and **professional associations**.

SLO 12D.12.2.1: Create a resumé and a cover letter for the purpose of gaining employment in broadcast media technology and associated fields.

SLO 12D.12.2.2: Create an electronic portfolio for the purpose of gaining employment in broadcast media technology and associated fields.

SLO 12D.12.2.3: Discuss the range of self-employment opportunities in broadcast media technology and associated fields.

SLO 12D.12.2.4: Discuss strategies for gaining self-employment in broadcast media technology and associated fields.

GLO 12.3: Demonstrate an understanding of **working conditions** in the broadcasting industry.

SLO 12D.12.3.1: Describe the self-employment working conditions related to broadcast media technology and associated fields.

Goal 13: Demonstrate an awareness of the **evolution** of broadcasting, including its **technological progression** and **emerging trends**.

GLO 13.1: Describe the **evolution** of broadcasting, including its **technological progression** and **emerging trends**.

SLO 12D.13.1.1: Describe emerging careers in broadcast media.
