

# VIDEO PRODUCTION I

Project-Based Media Arts Education

**Media Enterprise  
Alliance** at **KDOL TV**

**AERIES COURSE # R6615**

**CLASS TIMES:** T / Th 3:30pm - 6:30pm

**LOCATION:** KDOL-TV

286 E. 10th Street

**LEAD INSTRUCTOR NAME:** **Jake Schoneker**

**EMAIL:** [jake.schoneker@gmail.com](mailto:jake.schoneker@gmail.com)

**PHONE:** (215) 915-9676

**CLASS WEBSITE:** [www.kdoltv.weebly.com](http://www.kdoltv.weebly.com)

**DESCRIPTION** In this course students will develop skills and knowledge necessary to begin a career in video production and media, gaining proficiency in industry tools (professional video equipment, editing software), and developing a professional portfolio of video content to be used to apply for real-world jobs and internships. Students will be challenged to work together in teams and produce a variety of video projects on deadline-- for broadcast on KDOL-TV, and also for real-world clients. Topics of the class include camera controls and editing in Final Cut Pro, journalism and media literacy, video production roles and vocabulary, and career readiness in the media field.

**OBJECTIVES** In this course, we will be exploring the world of filmmaking and broadcast journalism. Students will examine TV news, film, and other media sources and learn to produce their own short films, commentaries and news stories. They will discover the language of film and learn creative storytelling skills. By the end of the year students will create their own resume, video reel, and portfolio website, and be ready to apply for an internship or job.

**Upon completion of this course, students will be able to:**

1. Safely and creatively operate digital video production equipment
2. Explain basic techniques of video pre-production and scriptwriting
3. Demonstrate basic techniques & terminology of digital video field production
4. Demonstrate basic video equipment troubleshooting techniques
5. Demonstrate and employ various tools and accessories for digital video lighting, sound, and editing
6. Explain and employ basic terminology and techniques of digital video post-production
7. Utilize various outside digital video production resources
8. Understand new technologies and methods for video distribution

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**REQUIREMENTS** There are no prerequisites for this course, and any high school student in the OUSD may enroll. The only requirements are that you come to class ready to work, stay engaged in class projects and assignments, and treat everyone in the class with respect.

**RESPECT** It is our shared responsibility as students and teachers to maintain a safe and positive learning environment for everyone. That means creating a culture of respect between you, your classmates and teachers, and the studio itself. Put downs and inappropriate behavior will not be tolerated, and students are expected to clean up after themselves and keep food and drink away from computers and equipment. Your instructors take this responsibility very seriously, and any student who decides not to respect the people and things around them may have their grade lowered-- or if such occurrences continue, be asked to leave the class.

**ATTENDANCE POLICY** Students are expected to communicate with the teacher via phone, text, or e-mail (contact information above) if they need to miss a class or are running late. A no-call no-show will result in an unexcused absence. 3 unexcused absences in a semester will result in an automatic failing grade from the class.

**CLASS EXPECTATIONS** In this class we will be assigning a variety of video projects that must be completed on deadline for distribution on TV and online. Students will be expected to regularly check their e-mail and the class website at [www.kdoltv.weebly.com](http://www.kdoltv.weebly.com) to stay on top of assignments. Most project work will be done during class, but there will be short, weekly homework assignments to be posted to the website. Some assignments may require the equipment and software at the studio. For this reason, the hour of **3:30-4:30 is reserved for independent work time**, and there will be additional **Open Lab Time at KDOL on Wednesday, from 1-5pm** for students who wish to make up work or pursue their own projects. Students who wish to attend an open lab should make arrangements with KDOL staff ahead of time.

**MATERIALS PROVIDED** Students will be provided with a folder in which to keep notes, worksheets and other materials, as well as a personal flash drive which will live at KDOL, to be used to transport files for class. **You will only get one flash drive. Do not lose it.** There will be a check at

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the end of every class to make sure all flash drives are accounted for.

|                       |                                     |            |
|-----------------------|-------------------------------------|------------|
| <b>GRADING POLICY</b> | <b>Class Projects</b>               | <b>40%</b> |
|                       | <b>Exams (Written and Hands on)</b> | <b>20%</b> |
|                       | <b>Quizzes</b>                      | <b>10%</b> |
|                       | <b>Attendance / Participation</b>   | <b>20%</b> |
|                       | <b>Homework</b>                     | <b>10%</b> |

## COURSE OUTLINE

### September 9 to October 16: Boot Camp

For the first 6 weeks, we have a crash course in camera work, editing, sound, and reporting. Our first project will be a personal portrait all about you!

### October 21 to December 18: Field Reporting Project

After finishing your portrait, we'll go out into the field for the first time in teams to profile a local youth organization, business, or non-profit. We'll learn how to conduct interviews, write a script, shoot and edit a 2 minute news story. At the end, you'll be an official KDOL-TV reporter and get your press pass.

### January 6 - April 2: Advanced Filmmaking

You'll learn advanced video techniques with DSLR cameras, editing, lighting and production. In addition to video assignments and helping out on our TV productions at KDOL, you'll storyboard and create your own film-- choosing between a PSA, Documentary, Narrative Film or Music Video.

### April - May: Reels & Resumes

Starting in April, we'll bring in our friends from the Haas Business School at UC Berkeley to help teach you the business side of media. We'll go over everything from resume writing to social media strategy, and by the end of the year you'll

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create a portfolio website that contains the films you worked on during the year as well as a video reel of your best work.