



Intro to Journalism/Entertainment Video Syllabus 2021-2022

Kathleen Smith
21st Century e-Communication Facilitator
Entertainment Video Instructor
Olathe Northwest High School
kasmith@olatheschools.org
913-780-7150 et. 2120

Welcome to **Intro to Journalism/Entertainment Video Production**. In this class, students will be provided with the foundation for further study in the field of Video. Students are exposed to real world projects in a learning laboratory/project-based environment. Students complete projects following the industry-standard, 4-stage production process (development, pre-production, production, and post-production). Within each of these, technical elements of software, hardware, and general production will be learned.

Intro to Journalism/Entertainment Video Production students will spend first semester learning **Convergence Journalism**. They will learn this hybrid focus of blending video broadcasting and written journalism using web and social media platforms. Students will write news and feature stories. They will conduct interviews for their beat and also shoot and edit photos and video. The second semester of Intro to Journalism/Entertainment Video Production students will learn **Entertainment Video**. They will learn how to produce video for a variety of uses such as music videos, movie trailers and short films. They will analyze the development, pre-production, production and post-production process, and explore the equipment and techniques used to develop a quality audio/video production.

This will encompass group projects of both short and long-term. Students will develop a project and will enlist other members in the course, to support their production team.

Intro to Journalism/Entertainment Video Production provides a platform for learners to communicate, collaborate, innovate and design. Learners will create media for the school, community, and professional clients.

Instructional Strategies & Assessment

This course will be collaborative at all levels. Although there will still be some direct instruction and traditional assessment, the bulk of our learning will be collaborative. Students will work together to learn and complete projects of all levels. In addition, students will be expected to identify what they want to learn, how they will learn it, and then share their newfound knowledge to the class, as well as update their work and their learning in their electronic portfolio through blog.

Evaluation Procedures

Most of our learning will be hands-on, real-life, collaborative, “in-the-field” experience. Students will be assessed using an industry standard process rooted in our **e-Communication five guarantees** (leadership, collaboration, communication, project management, technical skills) and their ongoing portfolio work.

Students will be given personal feedback on a regular basis.

Students who fall short of their goals/abilities will be provided with a *Notice of Concern* during a one-on-one facilitator conference. An action-plan will be created and progress will be monitored and reevaluated periodically.

Grades: Students will be evaluated on each video, their production role, the five guarantees, and their portfolio/blog reflection. **Note:** Students who do not meet the standards of minimum performance may be put on probation or removed from the program. Not meeting the minimum performance is described as students receiving a 59% or below within the class which drops their e-Communication overall GPA to a 2.50 or below per semester. Any student receiving an overall ONW GPA of a 2.75 or below could be put on probation as well.

Recovery/Retake: Students are allowed to complete their assignment after consultation with instructor past deadline. Each individual student project will be evaluated and a new specific time frame and plan will be discussed and agreed upon. If the student does not follow deadlines the instructor will reach out to parents through an email or phone call to continue the recovery process.

Attendance Requirements and Tardy Policy

Attendance is crucial in **Intro to Journalism/Entertainment Video Production**, considering most of what we do requires working with a team and client. Deadlines are essential in the workplace, and employees must adhere to those timelines in order to meet client expectations. Communication is the key to success when working with clients and employers. Prompt attendance is required. As an employee, being on time is the expectation in the workplace. Tardiness will be monitored and will have a direct impact on your performance review.

Communication

Information will be provided to parents/students in a variety of mediums:

- e-Communication Website - <https://www.olatheschools.org/Page/7636>
 - General Program Information
 - Google Classroom (parent gmail required)
- e-Communication eMail Blasts
- Direct communication (phone/email/in-person) with individual student’s teacher as needed.
- Student Blogs
- e-Communication social media: Twitter

Portfolio

The primary purpose for the portfolio is to showcase their work and promote themselves through a means of media that is public for peers and industry professionals to view.

- Direction of the portfolio will be agreed upon between the learner and instructor.
- Projects selected by the learner will identify specific skills sets, interests, and talents for future job placement.
- Portfolios will be maintained on an ongoing basis throughout the duration of the e-Communication program.
- Portfolios and projects will be reviewed between the learner and instructor to provide feedback and improve learning and growth.
- Portfolio organization is determined and negotiated with the instructor.
- Portfolio will be used as an integral part of the *e-Communication Endorsement Process*.
- Portfolios will be showcased at the end of the learner's senior year at a Senior Show.

Blog

The primary purpose for the blog is to provide a vehicle for each student to grow and demonstrate competence in telling the story of learning. There are four types of blogs for learning and reflection:

- Professional Project Review
- Professional Article Review
- Student Written Tutorial
- Student Project Review

All blogs will be an integral part of each student's performance review.

Required Materials

- Class 10 16G or larger SD Card
- Headphones