

STAFF DEVELOPMENT INSERVICE COMPONENT INFORMATION

COMPONENT TITLE: TELEVISION PRODUCTION, Part 1

IDENTIFIER NUMBER: 3003036

MAXIMUM POINTS: 60

GENERAL OBJECTIVE:

To develop and enhance competencies of participants in the television production field. This component is designed to provide participants with the necessary knowledge and skills to develop a video production.

SPECIFIC OBJECTIVES:

Within the duration of the component, participants will:

1. Identify roles and responsibilities of television production personnel.
2. Identify the three phases of production.
3. Develop a program proposal for video production.
4. Recognize the elements of scripting.
5. Define script terms and abbreviations.
6. Correlate audio and video elements for television production.
7. Identify necessary parts to cost out a production.
8. Explain the components of analog and digital devices.
9. Distinguish among the world television standards for imaging.
10. Identify differences among camera lenses.
11. Recognize the principles of television color.
12. Demonstrate proper use of video equipment.

DELIVERY PROCEDURES:

Participants will:

1. Engage in presentations, discussions and other activities which help them master the identified competencies.
2. Work with district television production instructional and professional staff, professional library, public, college or university libraries to complete independent research to apply to classroom instruction.
3. View video tapes, educational television programming, or use Internet resources to master identified competencies.
4. Demonstrate proper hands-on use of video equipment.

FOLLOW-UP:

Participants will develop and present a video production using TV Production industry-standard techniques, use of video equipment, and appropriate application software, applicable to the grade level(s) in which they teach.

EVALUATION PROCEDURES:

1. Participants will complete a post-course discrete skills survey to measure the skills and knowledge acquired in the learning activities of the program.
2. Participants will be evaluated based on the video production project developed and implemented in their respective work sites as follow-up for each objective.

COMPONENT EVALUATION:

Instructors will assess the degree to which the procedures address the specific objectives through a questionnaire/survey, general participant feedback, post-course discrete skills survey, and/or instructor observations; and then make recommendations for revisions as deemed necessary.