
PETERS TOWNSHIP HIGH SCHOOL

COURSE SYLLABUS: MEDIA I MASS COMMUNICATION

Course Overview and Essential Skills

This semester course will provide a survey of forms of mass communication. It creates a practical experience creating mass communication in photography and video. Students will learn photographic techniques, video planning, and editing. It compares and plans visual communication to study a practical experience. This course will meet the Technology Credit for graduation.

Course Textbook and Required Materials

- Computer (provided by school)
- Camera and tripod (provided by school)
- Access to school technology digital storage
- Binders, notebooks, writing utensils, calculators, etc.

Course Outline of Material Covered:

Unit or Topic	Concepts/Skills/Resources	Timeframe
Photography	<ul style="list-style-type: none">• Use shared equipment responsibly. Store and organize information and data digitally.• Photographers actions dictate the subject material.• Camera movement and positioning affects a viewers interpretation of subjects.• Viewers will notice subject manipulations.• Photos can change an observer.	7 weeks
Video	<ul style="list-style-type: none">• Continuity preserves an illusion of live action.• Video should be recorded according to a planned concept.• Subjects should be recorded to best communicate to an audience.• Following rules helps preserve the illusion of continuity.• Editing follows a concept, and improves a plan.• Editing should be unnoticeable.	<u>8 weeks</u>
Storyboard and Storytelling	<ul style="list-style-type: none">• Video planning creates a template for success.	<u>2 weeks</u>

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| | <ul style="list-style-type: none">• Plans should be modified to improve communication. | |
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**Depending on the needs of the class or changes in the school year, the course outline is subject to change.*

Teacher Grading Policy:

- Each unit will build on formative assessments for learning
 - Each skill designed will be taught using examples and guided practice.
 - Following, students will independently practiced and assessed.
 - At the end of the unit, students will present a project displaying mastery of all techniques.
- No tests in classroom

Classroom Procedures and Expectations:

- Each student will be responsible for individually managing shared equipment (cameras, tripods, computers)
- Each student will organize individual technology folders
- Any formative assignment may be re-done for full credit.
- Summative assessments have a due date and will not be accepted late for full credit.
- Students may use individual technology to capture and record.