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| **Pebblebrook High School****Weekly Overview** |
| **Dates of Implementation:** **8/17/15 thru 8/21/15** | **Subject:** **Audio/ Video Technology and Film 1** |
| **Teacher(s):** **R. Cook/ A. Williams** | **Topic:** **Current Broadcasting landscape** |
| **Curriculum Standard(s):** |
| AAVTC-AVTFI-5Identify and create various types of scripts. |
| **Essential Question(s):** |
| With the influence of social media and other means of broadcasting, why is advertising so significant? |
|  | **Monday** | **Tuesday** | **Wednesday** | **Thursday** | **Friday** |
| **Opening** | Student survey (Best commercial ever, Identify the product) | Term of the week activity…."Special effects" | Term of the week activity…"Special effects" | Term of the week activity…"Special effects" | Term of the week activity…"Special effects" |
| **Work Session** | \*Review on camera angles..Short video presentation\* Students will conitnue working on their projects by way of post-production…See project details below:\* Each group will required to select a good or service in which they find popular. Once this is done, internet research will be required to capture tag lines, and the overall feel for the product they will promote. Once this complete a shot plan must be submitted to gain clearance for filming.\* \* Group activity…Commercial development | Continue: \* Group activity…commercial development\* Commercial projects are due by the end of the class period via submission on the Instructor's thumb drive | Commercial project review and comment session.New project introduction "Believe you can" | \* Introduction and explanation: Additional terms and concepts that are relevant to there current activity (Believe you can project) and subsequent projects throughout the term.\* Students will be filming around campus and engaged in post production activities as well.\*Baseline assessment review of 5 terms and concepts | Students will continue group work completing their "Believe you can" projects.\* Students will be filming around campus and engaged in post production activities as well |
| **Closing** | Review the key focus points of the day and reinforce significance of completing "About me/ Selfie story" Project | Review the key focus points of the day and preview "About me/ Selfie story" Project | Review the key focus points of the day and reinforce expectations for the commercial Project | Review the key focus points and project submission procedures of the day along with reinforcing expectations "About me/ Selfie story" Project | Recap the week's activity which include but not limited to:\*Term of the week\*Project key points\*Additional and relevant Terms and concepts |
| **Differentiation** | Students will be placed in mixed ability learning communities so they will be able to contribute based on their strengths | Students will be placed in mixed ability learning communities so they will be able to contribute based on their strengths | Students will be placed in mixed ability learning communities so they will be able to contribute based on their strengths | Students will be placed in mixed ability learning communities so they will be able to contribute based on their strengths | Students will be placed in mixed ability learning communities so they will be able to contribute based on their strengths |
| **Specialized Instruction / Modification** | TBD…Based on need | TBD…Based on need | TBD…Based on need | TBD…Based on need | TBD…Based on need |
| **Assessment** | n/a | n/a | n/a | n/a | n/a |