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| **Pebblebrook High School**  **Weekly Overview** | | | | | | |
| **Dates of Implementation:** **8/24/15 thru 8/28/15** | | | | **Subject:** **Audio/ Video Technology and Film 1** | | |
| **Teacher(s):** **R. Cook/ A. Williams** | | | | **Topic:** **Current Broadcasting landscape** | | |
| **Curriculum Standard(s):** | | | | | | |
| AAVTC-AVTFI-5  Identify 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 (What are the traits you need to be successful?) | Term of the week ….Branding | Term of the week …..Branding | | Term of the week…Branding | Term of the week…..Branding |
| **Work Session** | \*Video classroom submissions and HBDYWI..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…Believe you can project development | Continue: \* Group activity…Believe you can promotional video  \* Believe you can projects are due by the end of the class period (Thursdaty via submission on the Instructor's thumb drive | Continue: \* Group activity…Believe you can promotional video  \* Believe you can projects are due by the end of the class period (Thursdaty  via submission on the Instructor's thumb drive | | \* 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 given their new project parameters.  \*Also, Believe you can projects are due today | Students will continue group work (Pre-production) completing their new 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/ Believe you can Project | Review the key focus points of the day and reinforce significance of completing "About me/ Believe you can Project | Review the key focus points of the day and reinforce significance of completing "About me/ Believe you can Project | | Review the key focus points of the day and reinforce significance of completing "About me/ Believe you can 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 |