

# TV and Film Production II

UNIT/ Weeks	Timeline/Topics	Essential Questions
4	Crafting Public Service Announcement <ul style="list-style-type: none"> <li>• Equipment Use and Safety</li> <li>• Production Process: Preproduction, Production, Post-production, Distribution</li> <li>• Public Service Announcements</li> <li>• Journalism &amp; Free and Protected Speech</li> </ul>	<ul style="list-style-type: none"> <li>• What makes a compelling public service announcement?</li> <li>• How does freedom of speech impact the journalistic productions?</li> </ul>
4	Targeting Audience Through Commercials <ul style="list-style-type: none"> <li>• Memorable Commercials</li> <li>• Finding a Product</li> <li>• Determining Audience</li> <li>• Production and Editing</li> </ul>	<ul style="list-style-type: none"> <li>• What makes a commercial a success?</li> <li>• How does target audience affect the design and production of an advertisement?</li> </ul>
6	Meeting Client Expectations: Memorializing School Events <ul style="list-style-type: none"> <li>• Conducting Client Meetings</li> <li>• Selecting a Theme</li> <li>• Searching for Unique Clips and Images</li> <li>• Communicating with Clients</li> </ul>	<ul style="list-style-type: none"> <li>• How does a business person communicate effectively with clients to support project success?</li> <li>• How does a production combine different elements to promote a theme and meet client expectations?</li> </ul>
4	Navigating Challenges of Live Broadcasting <ul style="list-style-type: none"> <li>• Comparing and Contrasting Prerecorded versus Live Broadcasts</li> <li>• Managing Live Broadcasts</li> <li>• Creating a live Broadcast</li> </ul>	<ul style="list-style-type: none"> <li>• What components are essential for a successful live broadcast?</li> </ul>
9	Producing a Narrative Short Film <ul style="list-style-type: none"> <li>• Critiquing the Short Film Genre</li> <li>• Organizing Reproduction</li> <li>• Producing the Short Film</li> <li>• Completing Post-production Tasks</li> <li>• Promoting a Film</li> </ul>	<ul style="list-style-type: none"> <li>• How do storytellers condense without losing quality?</li> <li>• How do filmmakers employ a variety of techniques for effect?</li> <li>• How do films reach an audience?</li> </ul>
9	Producing a Documentary Short Film <ul style="list-style-type: none"> <li>• Documentary Genre</li> <li>• Finding Worthy Subjects</li> <li>• Producing a Documentary</li> <li>• Planning, Promoting, and Running a Film Festival</li> </ul>	<ul style="list-style-type: none"> <li>• How do filmmakers employ a variety of techniques for effect?</li> <li>• How do you organize a successful event?</li> </ul>