

Media Studies - Production

Instructor	Mr. Patrick Linabury	Phone	586/461-3751
Room	Cable Television Station	E-mail	LinaburyP@mtcps.org

Description:

Course is designed to teach students the skills necessary to prepare and produce a live, televised, news program.

Units Covered:

Segment Producer – Script writing, sports production, weather production

Director – team building, time blocking, studio commands, and staff personnel

News Anchor – Writing for broadcast, public speaking

Camera Operator – Studio camera operations

Floor Director/Stage manager – Studio lighting, hand signals

Audio Technician – Audio mixer operation, microphones

Technical Director – Video switcher operation, graphic creation, video editing

Requirements:

Students are required to dress in attire appropriate for a television station. ID's must be worn at all times. Course adheres to the Mount Clemens High School attendance policy. Participation and/or segment points cannot be earned if not present. Points from live performances cannot be made up.

Text:

All materials will be distributed in class.

Evaluation:

Productions are worth 10 points each; see attached grading rubric for details

Segments are worth 10 points each, see attached grading rubric for details

Quizzes are worth 10 points

Examinations are worth 100 points

Course Schedule:

Week	Topic	Required Reading/Homework
September Week 1	Basic Studio Operations	All Crew Position Handouts
September Week 2	Basic Studio Operations	All Crew Position Handouts
September Week 3	Crew Rotation #1	All Crew Position Handouts
September Week 4	Crew Rotation #2	All Crew Position Handouts
October Week 1	Crew Rotation #3	All Crew Position Handouts
October Week 2	Crew Rotation #4	All Crew Position Handouts
October Week 3	Crew Rotation #5	All Crew Position Handouts
October Week 4	Crew Rotation #6	All Crew Position Handouts
November Week 1	Crew Rotation #7	All Crew Position Handouts
November Week 2	Crew Rotation #8	Quiz #1 – Director
November Week 3	Crew Rotation #9	Quiz #2 – News Anchor
November Week 4	Crew Rotation #10	Quiz #3 – Camera Operation
December Week 1	Crew Rotation #11	Quiz #4 – Floor Director
December Week 2	Crew Rotation #12	Quiz #5 – Audio Technician
January Week 1	Crew Rotation #13	Quiz #6 – Technical Director
January Week 2	Final Examinations	All Crew Position Handouts

Resources:

Macomb Cable Network Classroom, Studio and Studio Control

Media Studies – Production

Production Crew Evaluation

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	TOTALS
DIRECTOR						
Practice – 9am						
Commands						
Corrections						
Timing						
Overall Quality						
ANCHOR 1						
Appearance						
Practice – 9am						
Intro – Close						
Script Changes						
Performance						
Originality						
ANCHOR 2						
Appearance						
Practice – 9am						
Intro – Close						
Script Changes						
Performance						
Originality						
TECH DIRECTOR						
Practice – 9am						
Open on Time						
ID Graphics						
OTS Graphics						
Segments						
FLOOR DIRECTOR						
Practice – 9am						
Set- Set by 9am						
Commands						
Guest Preparation						
Strike - Set						
CAMERA 1						
Practice – 9am						
Calibrate Lens						
Shot Composition						
Movement Pacing						
Return Video						

CAMERA 2						
Practice – 9am						
Calibrate Lens						
Shot Composition						
Movement Pacing						
Return Video						
CAMERA 3						
Practice – 9am						
Calibrate Lens						
Shot Composition						
Movement Pacing						
Return Video						
TELEPROMPTER						
Practice – 9am						
Pacing Anchor 1						
Pacing Anchor 2						
AUDIO TECH.						
Practice – 9am						
Sound Check 1						
Sound Check 2						
Sound Check 3						
Sound Check PC						

Media Studies – Production Segment Evaluation

	Unacceptable 0-1 points	Competent 2-3 points	Superior 4-5 points	Score
Organization – 5pts.	The introduction is undeveloped or unfocused. Main points are difficult to identify. Transitions are confusing or non-existent. Sources are confusing or not identified. Conclusion is confusing or nonexistent.	Introduction is clear and developed. Main points are easy to identify. Sources are identified. Conclusion is clear and relates back to introduction.	Introduction gets the attention of the audience and clearly states a specific purpose. Main points are clear and organized effectively. Segues are used between points. Conclusion relates back to introduction and summarizes the segment.	
Topic Knowledge – 5pts.	Student does not understand the information. Few, if any, sources are cited. Citations are attributed incorrectly. Inaccurate, generalized, or inappropriate supporting material was used. Student cannot answer basic questions about the subject.	Student has a grasp of the information. Sources are properly identified. Citations are attributed, appropriately. Support materials are accurate and appropriate. Student can answer basic questions about the subject.	Student has a clear grasp of information. Citations are introduced and attributed appropriately and accurately. Supporting material is original, logical and relevant. Student can answer complex, detailed questions about the subject.	
Presentation – 5pts.	Student does not engage the audience. Posture projects insecurity/uneasiness. Attire is inappropriate for television. Student is not groomed. Student is not prepared or is unrehearsed.	Student engages the audience. Posture is generally good. Attire is appropriate for television. Student is groomed. Student is prepared, rehearsed and comfortable with the material.	Student consistently engages the audience. Posture projects confidence. Attire is professional. Student is well groomed. Student is well prepared, rehearsed and at ease with the material.	
Language Use* – 5pts.	Language used is profane, disrespectful or offensive. Word choices are inappropriate for the setting and convey an unprofessional message.	Language used is respectful or inoffensive. High school level language is used. Word choices are not particularly vivid or creative.	Language is appropriate and free of bias. College level language is used. Word choices convey a positive, professional message.	
Vocal Delivery – 5pts.	The delivery detracts from the message. Nonfluencies (“ums”) are used excessively. Articulation, vocal tone, inflection, pacing or pronunciation is inconsistent.	The delivery generally seems effective. Some use of nonfluencies is observed. Generally, articulation, inflection, vocal tone, pacing and pronunciation are clear. Student is prepared.	The delivery is extemporaneous -- natural, confident, and enhances the message -- posture, eye contact, smooth gestures, facial expressions, volume, pace, etc. indicate confidence, a commitment to the topic.	
Total				

**Use of profane/inappropriate language can cause temporary or permanent dismissal from class.*

Notes: