

Television Production CTE Program

Introduction to Television Production

Course Code: TBD

1 Credit

Prerequisite: None

Course Fee: \$15

This is the introductory course to the Television Production Program. In this course, students create content that is featured on both the school news and the community channel. Students will create commercials, public service announcements, infomercials, news reports, and short documentaries. Their work will be distributed on a multimedia hub, YouTube, and on local access channels. In this course, students learn how to use the equipment that all Television Production students use, except, in this class, they will learn to use it in a slower, more guided pace. Students will also benefit from learning the arts of public speaking, advertising, marketing, public relations, and story-telling through film. Students who have taken Introduction to Television Production say that it introduced them to a plethora of technology and taught them how to depend on technology to create a product. Beyond that, it taught them how to be personally responsible and independent, "Working on a video that broadcasts to the community taught me how to take pride in artistically developing something that I could be proud of."

Television Production Studio Operations

Course Code: TBD

1 Credit

Prerequisite: Intro to Television Production with Teacher Approval

Course Fee: \$15

Television Production—Studio Operations is the most fast-paced, rigorous course in the Television Production Program; however, it is the second-level class in the three-level program. Studio Operations is fast-paced and rigorous because students work as a team to produce a news television show for the school. Studio Operations introduces students to the hustle and bustle of working for a news station and, simultaneously, allows students to develop and fine-tune skills in producing commercials, narrative film, advertising, and marketing. Students are required to know how to use the equipment and the nature of their jobs immediately. Due to the autonomous nature of the course, student attendance and behavior will be part of the student selection process.

Advanced Television Production

Course Code: TBD

1 Credit

Prerequisite: Television Production Studio Operations

Course Fee: \$15

Advanced Television Production is the highest level Television Production class because in it students create and broadcast television programming that airs to the community of Auburn and on YouTube. The pace of this class is not as fast as Television Production—Studio Operations, and the instruction is more about script writing, the art of film, and narrative film than it is about commercials and advertising, though there will be some of this as well. Students will get instruction on the more sophisticated aspects of the equipment and software than in other Television Production classes. This is also the only Television Production class that doesn't operate as a team to produce one product; rather, students produce their shows and only depend on the class to brainstorm ideas. Students who have taken this course find that the most rewarding aspect of being a part of this class is how connected it allows students to be with other people in the community they wouldn't otherwise know. They also note how much they learn to work with others, especially adults and younger children, and how they learn to network.

Senior Career Pathway Project

Course Code: TBD

1 Credit

Prerequisite: Advanced Television Production

Course Fee: \$15

The television production experience that most exemplifies the necessary skills and talents acquired in the television production pathway is the Senior Career Pathway Project, Community Broadcast Director. In this course, a student will report daily to an Auburn City School to direct the production of the school's broadcast. The student will also produce various videos for the benefit of his/her assigned school. Senior Career Pathway Project (SCPP) is a capstone course designed for career and technical education students who have completed two or more career and technical education courses. This course allows students to utilize their secondary coursework through an experience that showcases their learning. It provides an opportunity for a student to choose an area of interest and engage in an in-depth exploration of the area while demonstrating problem-solving, decision-making, and independent-learning skills. The SCPP contributes to an educational plan of challenging courses and practical experiences that prepares students for the workplace or for pursuing further education. During the SCPP the student works with his or her coordinating teacher, academic teachers, and with a product or process mentor who has expertise in the student's field of study. At the conclusion of the SCPP, the student presents or demonstrates knowledge gained to an audience consisting of the coordinating teacher, academic teachers, the product or process mentor, peers, and community and business representatives. This project is recommended for seniors and can be taken as a semester class or as an alternating day class for the entire year.