

Audio/Video Production

spec sheet • “the who” • alyssa boehringer

CONTENT AND SUBSTANCE

- Students are in audio/video production because they have an interest in the subject.
- Who doesn't love watching TV? Students have plenty of prior knowledge to relate to the class.

PRODUCT FOCUS

- The course is almost 100 percent product-based.
- Web posts, videos, MHS1, graduation video, the list goes on.
- Other assignments still relate to the larger product - Manestreamnews.com (Twitter, etc)

ORGANIZATION OF KNOWLEDGE

- Students tend to be independent learners.
- Remind 101,
- Edmodo
- Google Drive
- Students organize content for their audience via Manestreamnews.com.
- Students communicate with audiences via Twitter, Facebook.

CLEAR AND COMPELLING PRODUCT STANDARDS

- Student leaders (producers and editors) lead the way for setting the standard of work for MHS1 and Manestreamnews.com.
- Students complete group evaluations of the TV show and website.
- Students complete self-evaluations, reflecting on their own work.
- Students receive professional critiques of the TV show and website. The students live and die by these critiques, which makes the product get better and better.
- Students compete on the state level and nationally with videos from the TV show and website.

PROTECTION FROM ADVERSE CONSEQUENCES

- Students receive constant verbal feedback from the

teacher - lots of positive (and some negative).

- Risks often pay off in a big way with young audiences at MHS.
- Producers/editors provide support and feedback.

AFFILIATION

- Students can work in groups of up to three or alone, if they prefer. They are also free to switch up groups as they prefer.
- Students work collaboratively - not just splitting up the workload on a project.

AFFIRMATION

- Students receive instant feedback from their audience (Twitter, word of mouth).
- Our audience: students at MHS, faculty, staff, administration, community members, professional organizations, other schools who watch our program as an example.
- Our sister video program is from Westside High School in Omaha, NE.

CHOICE

- Students choose the topic, the type of story they want to do and how to do it. The teacher merely provides best practices and proven techniques.
- Producers and editors determine everything from contents of a TV show to design of the classroom.

NOVELTY AND VARIETY

- Once students have mastered TEKS and classical video production techniques, they are free to “break the rules” to produce unique content and go outside the traditional video story concept.

AUTHENTICITY

- Students have a real audience. People see every assignment they complete. The pressure to perform well is motivation to do quality work.
- Every production is real world. Students complete three practice videos at the beginning of the year, but then off we go!