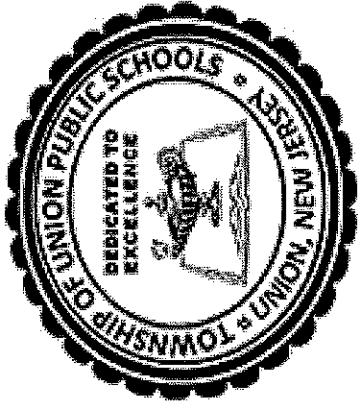


TOWNSHIP OF UNION PUBLIC SCHOOLS



9-10 / TV Production I

September 17, 2019

Mission Statement

The mission of the Township of Union Public Schools is to build on the foundations of honesty, excellence, integrity, strong family, and community partnerships. We promote a supportive learning environment where every student is challenged, inspired, empowered, and respected as diverse learners. Through cultivation of students' intellectual curiosity, skills and knowledge, our students can achieve academically and socially, and contribute as responsible and productive citizens of our global community.

Philosophy Statement

The Township of Union Public School District, as a societal agency, reflects democratic ideals and concepts through its educational practices. It is the belief of the Board of Education that a primary function of the Township of Union Public School System is to formulate a learning climate conducive to the needs of all students in general, providing therein for individual differences. The school operates as a partner with the home and community.

Course Description

As the first in a four-course series, students will learn the basics of TV/Video Production. The course begins with an introduction into the history of television. Through the development of field productions, students will learn the basics of television production, such as how to operate all field equipment, camera framings, angles and rules that apply in all aspects of field and studio production. In addition, students will learn the basics of Final Cut Pro, which is the non-linear editing system used by professionals to edit video. As well as continuity and shooting for edit, editing is a skill that needs to be practiced consistently in order to become better at storytelling. Students will also learn how to write and shoot different types of scripts and to follow them through the filming process. Students will also learn how to organize and coordinate an on-camera interview. All of these skills must be taught and worked on through the entire first year and are the foundation to video production.

Curriculum Units/Pacing Guide

Unit # / Title	Number of Days
Unit 1: Introduction and General Safety	5
Unit 2: Evolution of Television	10
Unit 3: Field Equipment	10
Unit 4: Video Composition	10
Unit 5: Video Editing	20
Unit 6: The Production Process	20
Unit 7: Television Advertising	45
Unit 8: Interviews	65

Unit Standards Overview

Overview	Standards	Unit Skills Focus	Content-Specific Practices (when applicable)
Unit 1 Introduction and General Safety	9.3.12.AR.2 9.3.12.AR.3	Demonstrate knowledge and safety in TV studio and in the field.	
Suggested Resources <i>Provide links to specific resources/activities</i>	Television Production & Broadcast Journalism, 3 rd edition Goodheart –Willcox Publisher		
Unit 2 Evolution of Television	9.3.12.AR.AV.1 9.3.12.AR.6	Analyze and discuss the early years of television, as well as the rise of TV and what is expected for the future.	
Suggested Resources <i>Provide links to specific resources/activities</i>	Television Production & Broadcast Journalism, 3 rd edition Goodheart –Willcox Publisher		
Unit 3 Field Equipment	9.3.12.AR.AV.2 9.3.12.AR.AV.3	Demonstrate basic operation of field equipment.	
Suggested Resources <i>Provide links to specific resources/activities</i>	Television Production & Broadcast Journalism, 3 rd edition Goodheart –Willcox Publisher		
Unit 4 Video Composition	9.3.12.AR.AV.2 9.3.12.AR.AV.3 9.3.12.AR.AV.4	Identify and demonstrate proper framing, angles, movement, continuity and rules of film.	
Suggested Resources <i>Provide links to specific resources/activities</i>	Television Production & Broadcast Journalism, 3 rd edition Goodheart –Willcox Publisher		

<p>Unit 5 Video Editing</p>	<p>9.3.12.AR-AV2 9.3.12.AR-AV3 9.3.12.AR-AV4</p>	<p>Discuss and demonstrate basic editing techniques and operation of Final Cut Pro.</p>
<p>Suggested Resources <i>Provide links to specific resources/activities</i></p>	<p>Television Production & Broadcast Journalism, 3rd edition Goodheart –Willcox Publisher</p>	
<p>Unit 6 The Production Process</p>	<p>9.3.12.AR.3 9.3.12.AR-AV2 9.3.12.AR-AV3 9.3.12.AR-AV4</p>	<p>Identify and demonstrate the three stages of production. As well ask types of scripts an formatting.</p>
<p>Suggested Resources <i>Provide links to specific resources/activities</i></p>	<p>Television Production & Broadcast Journalism, 3rd edition Goodheart –Willcox Publisher</p>	
<p>Unit 7 Television Advertising</p>	<p>9.3.12.AR-AV1 9.3.12.AR-AV2 9.3.12.AR-AV3 9.3.12.AR-AV4</p>	<p>Discuss and analyze the early years of advertising and how it has changed in today's world.</p>
<p>Suggested Resources <i>Provide links to specific resources/activities</i></p>	<p>Television Production & Broadcast Journalism, 3rd edition Goodheart –Willcox Publisher</p>	
<p>Unit 8 Interviews</p>	<p>9.3.12.AR-AV2 9.3.12.AR-AV3 9.3.12.AR-AV4</p>	<p>Discuss different types of interviews and conduct interviews.</p>
<p>Suggested Resources <i>Provide links to specific resources/activities</i></p>	<p>Television Production & Broadcast Journalism, 3rd edition Goodheart –Willcox Publisher</p>	

Curricular Units

Unit 1: Introduction and General Safety			
Content Standards	Critical Knowledge & Skills (*Unpacked Standards)	Content-Specific Practices (when applicable)	Standard Mastery Examples <i>When possible, provide links to specific samples/documents/ assignments/etc.</i>
9.3.12.AR-AV.2: 9.3.12.AR-AV.3	Demonstrate appropriate behavior around the equipment in class and on location.	Demonstration of safe appropriate practice throughout the school year.	Appropriate practice throughout the year on equipment
9.3.12.AR-AV.2: 9.3.12.AR-AV.3	Demonstrate safe operation procedures of all equipment.	Demonstrate proper safety precautions and procedures with the corresponding equipment.	Written safety test

Unit 1 Assessment Plan	
<p>Formative Assessment When possible, provide links to specific samples/ documents/ assignments/etc.</p>	<p>Summative Assessment When possible, provide links to specific samples/ documents/ assignments/etc.</p>
Do Now, Exit Card, Discussion	Written Safety Test

Unit 1 Suggested Modifications/Accommodations/Extension Activities		
<p>English Language Learners (ELL) When possible, provide links to specific samples/ documents/ assignments/etc.</p>	<p>Special Education / 504 When possible, provide links to specific samples/ documents/ assignments/etc.</p>	<p>Gifted and Talented When possible, provide links to specific samples/ documents/ assignments/etc.</p>
Immersion for ESL students.	IEP adjustments as needed per student.	Work assignments adjusted as needed.

Unit 1 Connections	
<p>NJSLS - Technology When possible, provide links to specific samples/ documents/ assignments/etc. Refer to the <u>NJ Technology Standards</u></p>	<p>Career Readiness Practices When possible, provide links to specific samples/ documents/ assignments/etc. Refer to the <u>NJ Career Readiness Practices</u></p>
8.1.12.F.1	CRP1 - CRP2. - CRP11. - CRP12.
<p>21st Century Skills When possible, provide links to specific samples/ documents/ assignments/etc. Refer to the <u>21st Century Life and Skills</u></p>	<p>Interdisciplinary Connections When possible, provide links to specific ELA/Math/Sci/SS standards as well as samples/ documents/ assignments/etc. Refer to the <u>NJ Student Learning Standards</u></p>

9.3.12.AR-AV.2 - 9.3.12.AR-AV.3

Unit 2: Evolution of Television			
Content Standards	Critical Knowledge & Skills ("Unpacked" Standards)	Content-Specific Practices (when applicable)	Standard Mastery Examples <i>When possible, provide links to specific samples/ documents/ assignments/etc.</i>
9.3.12.AR-AV.1	Discuss and analyze the early years of television such as the invention and advancement of what we know today as the "television". Identify the key inventors in the technology.	Research key inventors in the invention of the television.	Do Now Exit Card Review Assignment Inventor Presentation Project NAT GEO Documentary "Farnsworth Vs. Sarnoff"
9.3.12.AR-AV.1	Discuss and analyze the Golden Age of Television and identify important milestones in this era.	Identify key moments in the Golden Age of Television.	Do Now Exit Card Review Assignment Quiz
9.3.12.AR-AV.1	Discuss and analyze the rise of cable networks and the decline of the Golden Age of television.	Identify key moments in the rise of cable TV.	Do Now Exit Card Review Assignment
9.3.12.AR-AV.1 9.3.12.AR.6	Discuss and analyze today and what is considered the Second Golden Age of Television. Discuss streaming TV services and mobile apps.	Identify the new forms of watching TV and streaming services.	Do Now Exit Card Review Assignment
9.3.12.AR-AV.1 9.3.12.AR.6	Discuss the possibilities for the future of media and make predictions on what will change.	Discuss the possible changes for the future in what is now called "new media".	Do Now Exit Card Written Unit Test

Unit 2 Assessment Plan

<p align="center">Formative Assessment</p> <p><i>When possible, provide links to specific samples/ documents/ assignments/etc.</i></p>	<p align="center">Summative Assessment</p> <p><i>When possible, provide links to specific samples/ documents/ assignments/etc.</i></p>
<p>Do Now, Exit Card, Review Assignment, Discussion</p> <p align="center">Quiz, Research Project, Written Unit Test</p>	

Unit 2 Suggested Modifications/Accommodations/Extension Activities		
<p>English Language Learners (ELL)</p> <p><i>When possible, provide links to specific samples/ documents/ assignments/etc.</i></p>	<p>Special Education / 504</p> <p><i>When possible, provide links to specific samples/ documents/ assignments/etc.</i></p>	<p>Gifted and Talented</p> <p><i>When possible, provide links to specific samples/ documents/ assignments/etc.</i></p>
<p>Immersion for ESL students.</p> <p align="center">IEP adjustments as needed per student.</p>		<p align="center">Work assignments adjusted as needed.</p>

Unit 2 Connections		
<p align="center">NJSLS - Technology</p> <p><i>When possible, provide links to specific samples/ documents/ assignments/etc.</i></p> <p align="center">Refer to the NJ Technology Standards</p>	<p align="center">Career Readiness Practices</p> <p><i>When possible, provide links to specific samples/ documents/ assignments/etc.</i></p> <p align="center">Refer to the NJ Career Readiness Practices</p>	
<p>8.1.P.C.1 - 8.2.5.A.4 - 8.2.2.B.1 - 8.2.2.B.4 - 8.2.5.B.4 - 8.2.5.B.6</p> <p align="center">21st Century Skills</p> <p><i>When possible, provide links to specific samples/ documents/ assignments/etc.</i></p> <p align="center">Refer to the 21st Century Life and Skills</p>	<p>CRP1. - CRP2. - CRP11. - CRP12.</p> <p align="center">Interdisciplinary Connections</p> <p><i>When possible, provide links to specific ELA/Math/Sci/SS standards as well as samples/ documents/ assignments/etc.</i></p> <p align="center">Refer to the NJ Student Learning Standards</p>	
<p>9.3.12.AR-AV/1 - 9.3.12.AR.6</p>		

Unit 3: Field Equipment				
Content Standards	Critical Knowledge & Skills ("Unpacked" Standards)	Content-Specific Practices (when applicable)	Standard Mastery Examples <i>When possible, provide links to specific samples/ documents/ assignments/etc.</i>	
9.3.12.AR-AV.2 9.3.12.AR-AV.3	Identify and discuss proper function and operation of field camera.	Demonstrate proper function of field camera. Identify parts of camera.	Do Now Written Review Assignment Exit Card	
9.3.12.AR-AV.2 9.3.12.AR-AV.3	Identify and discuss parts of tripod.	Demonstrate proper set up of tripod. Identify parts of tripod.	Do Now Written Review Assignment Exit Card Quiz	
9.3.12.AR-AV.2 9.3.12.AR-AV.3	Identify and discuss microphones and all additional equipment used for cameras.	Demonstrate and identify microphones, review and transmitter.	Do Now Written Review Assignment Exit Card	
9.3.12.AR-AV.2 9.3.12.AR-AV.3	Discuss proper care of the camera, tripod and microphones used in the field.	Demonstrate proper set up of field equipment.	Practical Test Written Test	

Unit 3 Assessment Plan

<p align="center">Formative Assessment</p> <p><i>When possible, provide links to specific samples/ documents/ assignments/etc.</i></p>	<p align="center">Summative Assessment</p> <p><i>When possible, provide links to specific samples/ documents/ assignments/etc.</i></p>
<p>Do Now, Exit Card, Discussion</p> <p align="center">Quiz, Practical Test, Written Test</p>	

Unit 3 Suggested Modifications/Accommodations/Extension Activities

<p>English Language Learners (ELL)</p> <p><i>When possible, provide links to specific samples/ documents/ assignments/etc.</i></p>	<p>Special Education / 504</p> <p><i>When possible, provide links to specific samples/ documents/ assignments/etc.</i></p>	<p>Gifted and Talented</p> <p><i>When possible, provide links to specific samples/ documents/ assignments/etc.</i></p>
<p>Immersion for ESL students.</p> <p align="center">IEP adjustments as needed per student.</p> <p align="center">Work assignments adjusted as needed.</p>		

Unit 3 Connections

<p>NJSLS - Technology</p> <p><i>When possible, provide links to specific samples/ documents/ assignments/etc.</i></p> <p>Refer to the NJ Technology Standards</p>	<p>Career Readiness Practices</p> <p><i>When possible, provide links to specific samples/ documents/ assignments/etc.</i></p> <p>Refer to the NJ Career Readiness Practices</p>
<p>21st Century Skills</p> <p><i>When possible, provide links to specific samples/ documents/ assignments/etc.</i></p> <p>Refer to the 21st Century Life and Skills</p>	<p>Interdisciplinary Connections</p> <p><i>When possible, provide links to specific ELA/Math/Sci/SS standards as well as samples/ documents/ assignments/etc.</i></p> <p>Refer to the NJ Student Learning Standards</p>
<p>8.1.P.C.1 - 8.1.12.F.1</p> <p>9.3.12.AR-AV.2 - 9.3.12.AR-AV.3</p>	

Unit 4: Video Composition

Content Standards	Critical Knowledge & Skills (“Unpacked” Standards)	Content-Specific Practices (when applicable)	Standard Mastery Examples <i>When possible, provide links to specific samples/ documents/ assignments/etc.</i>
9.3.12.AR-AV.2 9.3.12.AR-AV.3	Discuss and identify different types of camera frames.	Identify and demonstrate correct camera framing.	Do Now Exit Card Review Assignment
9.3.12.AR-AV.2 9.3.12.AR-AV.3	Discuss and identify different camera angles.	Identify and demonstrate correct camera angles.	Do Now Exit Card Review Assignment Quiz
9.3.12.AR-AV.2 9.3.12.AR-AV.3	Discuss and identify different camera movements.	Identify and demonstrate correct camera movements.	Do Now Exit Card Review Assignment
9.3.12.AR-AV.2 9.3.12.AR-AV.3 9.3.12.AR-AV.4	Discuss and identify basic rules of film.	Identify and demonstrate correct basic rules of film. Students will film video exercise 1 demonstrating and filming correct frames, angles, movements and rules.	Do Now Exit Card Review Assignment Video Exercise 1 (Filming)
9.3.12.AR-AV.2 9.3.12.AR-AV.3 9.3.12.AR-AV.4	Discuss and identify continuity in film and its importance.	Identify continuity issues in film and skills to identify continuity errors.	Do Now Exit Card Review Assignment Written Test

Unit 4 Assessment Plan

<p align="center">Formative Assessment</p> <p><i>When possible, provide links to specific samples/ documents/ assignments/etc.</i></p>	<p align="center">Summative Assessment</p> <p><i>When possible, provide links to specific samples/ documents/ assignments/etc.</i></p>
<p align="center">Do Now, Review Assignments, Exit Card, Discussion</p>	
<p align="center">Quiz, Written Test, Video Exercise Project</p>	

Unit 4 Suggested Modifications/Accommodations/Extension Activities

<p align="center">English Language Learners (ELL)</p> <p><i>When possible, provide links to specific samples/ documents/ assignments/etc.</i></p>	<p align="center">Special Education / 504</p> <p><i>When possible, provide links to specific samples/ documents/ assignments/etc.</i></p>	<p align="center">Gifted and Talented</p> <p><i>When possible, provide links to specific samples/ documents/ assignments/etc.</i></p>
<p>Immersion for ESL students.</p>	<p>IEP adjustments as needed per student.</p>	<p>Work assignments adjusted as needed.</p>

Unit 4 Connections

<p align="center">NJSLS - Technology</p> <p><i>When possible, provide links to specific samples/ documents/ assignments/etc.</i></p> <p>Refer to the NJ Technology Standards</p>	<p align="center">Career Readiness Practices</p> <p><i>When possible, provide links to specific samples/ documents/ assignments/etc.</i></p> <p>Refer to the NJ Career Readiness Practices</p>
<p>8.1.P.C.1 - 8.1.12.F.1 - 8.1.2.B.1</p>	<p>CRP1. - CRP2. - CRP11. - CRP12.</p>
<p align="center">21st Century Skills</p> <p><i>When possible, provide links to specific samples/ documents/ assignments/etc.</i></p> <p>Refer to the 21st Century Life and Skills</p>	<p align="center">Interdisciplinary Connections</p> <p><i>When possible, provide links to specific ELA/Math/Sci/SS standards as well as samples/ documents/ assignments/etc.</i></p> <p>Refer to the NJ Student Learning Standards</p>
<p>9.3.12.AR-AV/2 - 9.3.12.AR-AV/3 - 9.3.12.AR-AV/4</p>	

Unit 5: Video Editing

Content Standards	Critical Knowledge & Skills (“Unpacked” Standards)	Content-Specific Practices (when applicable)	Standard Mastery Examples <i>When possible, provide links to specific samples/documents/assignments/etc.</i>
9.3.12.AR-AV.2 9.3.12.AR-AV.3 9.3.12.AR-AV.4	Discuss and interface and navigation of Final Cut Pro.	Demonstrate how to create a new library and project in final cut and navigate through the windows.	Do Now Exit Card Review Assignment Video Exercise 1 (Editing)
9.3.12.AR-AV.2 9.3.12.AR-AV.3 9.3.12.AR-AV.4	Discuss and identify the basic tools used in Final Cut Pro.	Demonstrate editing by using the basic tools in Final Cut Pro to cut and order shots from Video Exercise 1 project.	Do Now Exit Card Review Assignment Video Exercise 1 (Editing)
9.3.12.AR-AV.2 9.3.12.AR-AV.3 9.3.12.AR-AV.4	Discuss and identify transitions library and text graphics and their use in Final Cut Pro.	Demonstrate editing by adding transitions to Video Exercise 1 project.	Do Now Exit Card Review Assignment Video Exercise 1 (Editing) Quiz
9.3.12.AR-AV.2 9.3.12.AR-AV.3 9.3.12.AR-AV.4	Discuss and identify free audio library in Final Cut Pro as well as the free YouTube Audio Library.	Demonstrate editing by adding audio in Video Exercise 1 project.	Do Now Exit Card Review Assignment Video Exercise 1 (Editing)
9.3.12.AR-AV.2 9.3.12.AR-AV.3 9.3.12.AR-AV.4	Discuss what match action editing is and how to edit properly from scene to scene.	Demonstrate match action editing. Students recreate and film a scene from a movie demonstrating correct continuity and match action editing.	Do Now Exit Card Review Assignment Video Exercise 1 (Editing) Written Test

Unit 5 Assessment Plan

<p align="center">Formative Assessment</p> <p><i>When possible, provide links to specific samples/ documents/ assignments/etc.</i></p>	<p align="center">Summative Assessment</p> <p><i>When possible, provide links to specific samples/ documents/ assignments/etc.</i></p>
<p>Do Now, Review Assignments, Exit Card, Discussion</p> <p align="center">Quiz, Written Test, Video Exercise Project</p>	

Unit 5 Suggested Modifications/Accommodations/Extension Activities

<p align="center">English Language Learners (ELL)</p> <p><i>When possible, provide links to specific samples/ documents/ assignments/etc.</i></p>	<p align="center">Special Education / 504</p> <p><i>When possible, provide links to specific samples/ documents/ assignments/etc.</i></p>	<p align="center">Gifted and Talented</p> <p><i>When possible, provide links to specific samples/ documents/ assignments/etc.</i></p>
<p>Immersion for ESL students.</p>	<p>IEP adjustments as needed per student.</p>	<p>Work assignments adjusted as needed.</p>

Unit 5 Connections

<p align="center">NJSLS - Technology</p> <p><i>When possible, provide links to specific samples/ documents/ assignments/etc.</i></p> <p>Refer to the NJ Technology Standards</p>	<p align="center">Career Readiness Practices</p> <p><i>When possible, provide links to specific samples/ documents/ assignments/etc.</i></p> <p>Refer to the NJ Career Readiness Practices</p>
<p>8.1.P.C.1 - 8.1.12.F.1 - 8.1.2.B.1</p>	<p>CRP1. - CRP2. - CRP11. - CRP12.</p>
<p align="center">21st Century Skills</p> <p><i>When possible, provide links to specific samples/ documents/ assignments/etc.</i></p> <p>Refer to the 21st Century Life and Skills</p>	<p align="center">Interdisciplinary Connections</p> <p><i>When possible, provide links to specific ELA/Math/Sci/SS standards as well as samples/ documents/ assignments/etc.</i></p> <p>Refer to the NJ Student Learning Standards</p>

9.3.12.AR-AV.2 - 9.3.12.AR-AV.3 - 9.3.12.AR-AV.4

Unit 6: The Production Process

Content Standards	Critical Knowledge & Skills ("Unpacked" Standards)	Content-Specific Practices (when applicable)	Standard Mastery Examples <i>When possible, provide links to specific samples/documents/assignments/etc.</i>
9.3.12.AR.3 9.3.12.AR-AV.2 9.3.12.AR-AV.3	Discuss and identify the 3 stages of production and the production positions for each stage.	Demonstrate the three stages of production.	Do Now Exit Card Review Assignment
9.3.12.AR-AV.2 9.3.12.AR-AV.3	Discuss the first stage of production, the pre-production process and different types of scripts.	Demonstrate script writing and identify different types of scripts.	Do Now Exit Card Review Assignment
9.3.12.AR-AV.2 9.3.12.AR-AV.3	Discuss and develop brainstorming ideas for first field project.	Demonstrate brainstorming for first video project.	Do Now Exit Card Pitching Project Idea
9.3.12.AR-AV.2 9.3.12.AR-AV.3	Discuss writing techniques to begin writing script for first field project.	Demonstrate script writing and AV Outline script.	Do Now Exit Card Script Writing
9.3.12.AR-AV.2 9.3.12.AR-AV.3 9.3.12.AR-AV.4	Identify what vlogs and demonstration videos are.	Demonstrate production stage of video project.	Do Now Exit Card Video Project 1 (Demonstration) Written Test

Unit 6 Assessment Plan

<p align="center">Formative Assessment</p> <p><i>When possible, provide links to specific samples/ documents/ assignments/etc.</i></p>	<p align="center">Summative Assessment</p> <p><i>When possible, provide links to specific samples/ documents/ assignments/etc.</i></p>
<p>Do Now, Exit Card, Review Assignment, Discussion</p> <p align="center">Written Test, Video Project</p>	

Unit 6 Suggested Modifications/Accommodations/Extension Activities

<p align="center">English Language Learners (ELL)</p> <p><i>When possible, provide links to specific samples/ documents/ assignments/etc.</i></p>	<p align="center">Special Education / 504</p> <p><i>When possible, provide links to specific samples/ documents/ assignments/etc.</i></p>	<p align="center">Gifted and Talented</p> <p><i>When possible, provide links to specific samples/ documents/ assignments/etc.</i></p>
<p>Immersion for ESL students.</p>	<p>IEP adjustments as needed per student.</p>	<p>Work assignments adjusted as needed.</p>

Unit 6 Connections

<p align="center">NJSLS - Technology</p> <p><i>When possible, provide links to specific samples/ documents/ assignments/etc.</i></p> <p>Refer to the <u>NJ Technology Standards</u></p>	<p align="center">Career Readiness Practices</p> <p><i>When possible, provide links to specific samples/ documents/ assignments/etc.</i></p> <p>Refer to the <u>NJ Career Readiness Practices</u></p>
<p>8.1.P.C.1 - 8.1.12.F.1 - 8.1.2.B.1</p>	<p>CRP1. - CRP2. - CRP11. - CRP12.</p>
<p align="center">21st Century Skills</p> <p><i>When possible, provide links to specific samples/ documents/ assignments/etc.</i></p> <p>Refer to the <u>21st Century Life and Skills</u></p>	<p align="center">Interdisciplinary Connections</p> <p><i>When possible, provide links to specific ELA/Math/Sci/SS standards as well as samples/ documents/ assignments/etc.</i></p> <p>Refer to the <u>NJ Student Learning Standards</u></p>
<p>9.3.12.AR.3 - 9.3.12.AR-AV.2 - 9.3.12.AR-AV.3 - 9.3.12.AR-AV.4</p>	

Unit 7: Television Advertising			
Content Standards	Critical Knowledge & Skills ("Unpacked" Standards)	Content-Specific Practices (when applicable)	Standard Mastery Examples When possible, provide links to specific samples/documents/assignments/etc.
9.3.12.AR-AV.1 9.3.12.AR-AV.2 9.3.12.AR-AV.3	Identify and discuss the history of advertising, specifically the early years.	Identify important events in the history of advertising.	Do Now Exit Card Review Assignment
9.3.12.AR-AV.1 9.3.12.AR-AV.2 9.3.12.AR-AV.3	Identify advertising today and how it has changed since the early years.	Identify key moments that have changed advertising today, such as streaming services.	Do Now Exit Card Review Assignment
9.3.12.AR-AV.2 9.3.12.AR-AV.3	Discuss the marketing strategies companies use for TV advertising.	Identify marketing strategies companies use.	Do Now Exit Card Written Test
9.3.12.AR-AV.1 9.3.12.AR-AV.2 9.3.12.AR-AV.3 9.3.12.AR-AV.4	Discuss TV advertisements during the Super Bowl and the history of why it has become the most expensive and important time for advertisers.	Identify important events in Super Bowl advertising. Identify how much it would cost to run your own AD during the Super Bowl. Create a TV AD for Super Bowl.	Do Now Exit Card Marketing Campaign Assignment Video Project
9.3.12.AR-AV.1 9.3.12.AR-AV.2 9.3.12.AR-AV.3 9.3.12.AR-AV.4	Discuss the history of public service announcements and their importance to the public.	Identify key events in the development of PSA's and their importance to the public. Create a PSA.	Do Now Exit Card Video Project

Unit 7 Assessment Plan

<p align="center">Formative Assessment</p> <p><i>When possible, provide links to specific samples/ documents/ assignments/etc.</i></p>	<p align="center">Summative Assessment</p> <p><i>When possible, provide links to specific samples/ documents/ assignments/etc.</i></p>
<p>Do Now, Exit Card, Review Assignment, Discussion</p> <p align="center">Written Test, Video Project (2), Campaign AD</p>	

Unit 7 Suggested Modifications/Accommodations/Extension Activities

<p align="center">English Language Learners (ELL)</p> <p><i>When possible, provide links to specific samples/ documents/ assignments/etc.</i></p>	<p align="center">Special Education / 504</p> <p><i>When possible, provide links to specific samples/ documents/ assignments/etc.</i></p>	<p align="center">Gifted and Talented</p> <p><i>When possible, provide links to specific samples/ documents/ assignments/etc.</i></p>
<p>Immersion for ESL students.</p> <p align="center">IEP adjustments as needed per student.</p> <p align="center">Work assignments adjusted as needed.</p>		

Unit 7 Connections

<p align="center">NJSLS - Technology</p> <p><i>When possible, provide links to specific samples/ documents/ assignments/etc.</i></p> <p>Refer to the NJ Technology Standards</p>	<p align="center">Career Readiness Practices</p> <p><i>When possible, provide links to specific samples/ documents/ assignments/etc.</i></p> <p>Refer to the <u>NJ Career Readiness Practices</u></p>
<p>8.1.P.C.1 - 8.1.12.F.1 - 8.1.2.B.1</p>	<p>CRP1. - CRP2. - CRP11. - CRP12.</p>
<p align="center">21st Century Skills</p> <p><i>When possible, provide links to specific samples/ documents/ assignments/etc.</i></p> <p>Refer to the 21st Century Life and Skills</p>	<p align="center">Interdisciplinary Connections</p> <p><i>When possible, provide links to specific ELA/Math/Sci/SS standards as well as samples/ documents/ assignments/etc.</i></p> <p>Refer to the NJ Student Learning Standards</p>

Unit 8: Interviews			
Content Standards	Critical Knowledge & Skills ("Unpacked" Standards)	Content-Specific Practices (when applicable)	Standard Mastery Examples <i>When possible, provide links to specific samples/documents/assignments/etc.</i>
9.3.12.AR-AV.1 9.3.12.AR-AV.2 9.3.12.AR-AV.3	Identify different types of interviews, prepared and unprepared.	Identify different types of interviews and elements of each.	Do Now Exit Card Review Assignment
9.3.12.AR-AV.2 9.3.12.AR-AV.3	Discuss unprepared interviews and how to conduct them, Man on the Streets.	Identify and demonstrate an unprepared interview and conduct an unprepared interview.	Do Now Exit Card Quiz Video Project (Unprepared Interview)
9.3.12.AR-AV.2 9.3.12.AR-AV.3	Discuss the steps to take in a prepared interview.	Identify and demonstrate the process of preparing a prepared interview.	Do Now Exit Card Review Assignment
9.3.12.AR-AV.2 9.3.12.AR-AV.3	Research a topic to focus on in the interview, write questions and discuss the proper technique for writing open ended questions.	Identify and demonstrate how to write open ended questions.	Do Now Exit Card Review Assignment Quiz
9.3.12.AR-AV.2 9.3.12.AR-AV.3 9.3.12.AR-AV.4	Discuss the proper staging of an interview, the framing and how to conduct the interview.	Identify and demonstrate staging of a prepared sit down interview.	Do Now Exit Card Video Project (Prepared Interview)

Unit 8 Assessment Plan		
Formative Assessment <i>When possible, provide links to specific samples/ documents/ assignments/etc.</i>		Summative Assessment <i>When possible, provide links to specific samples/ documents/ assignments/etc.</i>
Do Now, Exit Card, Review Assignment, Discussion		Written Test, Video Project (2), Campaign AD

Unit 8 Suggested Modifications/Accommodations/Extension Activities		
English Language Learners (ELL) <i>When possible, provide links to specific samples/ documents/ assignments/etc.</i>	Special Education / 504 <i>When possible, provide links to specific samples/ documents/ assignments/etc.</i>	Gifted and Talented <i>When possible, provide links to specific samples/ documents/ assignments/etc.</i>
Immersion for ESL students.		Work assignments adjusted as needed.
		IEP adjustments as needed per student.

Unit 8 Connections		
NJSLS - Technology <i>When possible, provide links to specific samples/ documents/ assignments/etc.</i> Refer to the <u>NJ Technology Standards</u>	Career Readiness Practices <i>When possible, provide links to specific samples/ documents/ assignments/etc.</i> Refer to the <u>NJ Career Readiness Practices</u>	
8.1.P.C.1 - 8.1.12.F.1 - 8.1.2.B.1	CRP1. - CRP2. - CRP11. - CRP12.	
21st Century Skills <i>When possible, provide links to specific samples/ documents/ assignments/etc.</i> Refer to the <u>21st Century Life and Skills</u>	Interdisciplinary Connections <i>When possible, provide links to specific ELA/Math/Sci/SS standards as well as samples/ documents/ assignments/etc.</i> Refer to the <u>NJ Student Learning Standards</u>	
9.3.12.AR-AV.1 - 9.3.12.AR-AV.2 - 9.3.12.AR-AV.3 - 9.3.12.AR-AV.4		