

Grade 9-12

Distance Learning Module 11: Week of: 6/15/2020-6/18/2020

Intro to TV Studio - Modified from [Unit 4 - Public Service Announcement](#)

Targeted Goals from Stage 1:

Identify a target audience and design an appropriate message for the target market.

Content Knowledge:

- Representational Video Ideas vs literal ideas
- Video Treatment Process

Vocabulary:

- Video Metaphor: Representational Ideas vs literal ideas
- Public Service Announcement
- “Green Light” Video Treatment Process

Skills: Develop a complex message that convinces the audience to emotionally react and respond to a social issue.

Expectation: Students will create an effective video message that satisfies the parameters of a current PSA contest need and draws public attention to a social issue.

Description of Task (s):	Resources and Materials:	Daily Checks (Return to Google Classroom or snapshots from a cell phone)
Monday: Complete Unit 4 PBA as a continuation from prior week	Online Video Contest Resource Link Operation Prevention and Teen Drive 365 links PSA Powerpoint Resource Storyboard Resource Past Student Examples Resource	-Google Meet to answer any questions and/or concerns. -Complete and submit Final PBA
Tuesday: Course closure. Start CTE department survey.	CTE Department Survey	-Partial class meeting to introduce CTE department survey

Description of Task (s):	Resources and Materials:	Daily Checks (Return to Google Classroom or snapshots from a cell phone)
Wednesday: Complete CTE department survey. Teacher will be working on completing and submitting grades.	CTE Department Survey	
Thursday: Continue Treatment Sheet and Storyboard	CTE Department Survey	Submit CTE Department Survey

Week criteria for success (attach student checklists or rubrics):

Complete treatment and storyboard (Video option will be discussed on Google Meet) for a PSA contest idea that meets the criteria for a professional contest.

Supportive resources and tutorials for the week (plans for re-teaching):

Treatment Resource
 Online Video Contest Resource Link
 Operation Prevention and Teen Drive 365 Resource Links
 PSA Powerpoint Resource
 Storyboard Resource
 Past Student Example Resource