

Planned Course: TV Production	Course Number: AH802	Department: Art	
Unit: Commercials/Ads	Grade Level: 10-12	Date Approved: 8/8/2011	
Estimated Time: 4 weeks	Level/Track: Elective		
PA Academic Standards	<ul style="list-style-type: none"> ▶ Core Concepts (in question format) <ul style="list-style-type: none"> • Skills/Knowledge 	Activities/Strategies/Study Skills (identify some activities as remedial or enrichment activities)	Assessments (include types and topics)

<p>9.1.12:</p> <p>A: Know and use the elements and principles of each art form to create works in the arts and humanities</p> <p>B: Recognize, know, use and demonstrate a variety of appropriate arts elements and principles to produce, review, and revise original works in the arts.</p> <p>C: Integrate and apply advanced vocabulary to the arts forms.</p> <p>D: Demonstrate specific styles in combination through the production or performance of a unique work of art</p> <p>E: Delineate a unifying theme through the production of a work of art that reflects skills in media processes and techniques.</p> <p>G: Analyze the effect of rehearsal and practice sessions.</p> <p>H: Incorporate the effective and safe use of materials, equipment and tools into the production of works in the arts at work and</p>	<ul style="list-style-type: none"> ▶ What makes a good crew member? <ul style="list-style-type: none"> • Identify the attributes of a successful producer • Using those attributes, define “a good producer” ▶ How important is teamwork? <ul style="list-style-type: none"> • Identify/Analyze necessary interaction between the producer and other crew members between during and after a taping and editing a commercial/ad segment ▶ How does proper use of this medium impact the information it conveys? <ul style="list-style-type: none"> • Analyze the need for practice. • Study effective vs. ineffective producers. ▶ Why is it important to document history? <ul style="list-style-type: none"> • Identify/Analyze past methods of documenting history 	<ul style="list-style-type: none"> • Observe a commercials/ads from a variety of time periods and cultures and discuss their impact on our society/culture • Observe the role that a producer plays in putting together a commercial/ad • As a group, discuss a producer’s role before, during and after taping and editing a segment • Demonstrate and practice being a producer • Analyze potential ideas for commercials/ads and their ability to appeal to the high school audience • Compare/contrast the differences between creating commercials/ads for a high school audience and a home audience • Create and post a finalized list of do’s and don’t’s for producing commercials/ads • Participate as a producer when necessary to create commercials/ads for the school news show (produced 3 or 4 times per school year) or for any other possible school 	<ul style="list-style-type: none"> • Informally and/or formally assess individual student responsibility and professionalism as a commercial/ad producer/editor. • Observe student interaction with any additional crew members recruited for the production of the commercial/ad. • Informally and/or formally assess each individual student’s technical and creative skills and their progress throughout the year. • Casual and/or formal class peer review/instructor review of work • Formally grade written self-evaluation and summary observation of project as necessary
---	---	--	---

Planned Course: TV Production	Course Number: AH802	Department: Art	
Unit: Commercials/Ads	Grade Level: 10-12		
Estimated Time: 4 weeks	Level/Track: Elective	Date Approved: 8/8/2011	

PA Academic Standards	 Core Concepts (in question format) <ul style="list-style-type: none"> • Skills/Knowledge 	Activities/Strategies/Study Skills (identify some activities as remedial or enrichment activities)	Assessments (include types and topics)
-----------------------	---	---	---

<p>performance spaces.</p> <p>9.2.12:</p> <p>A: Explain the historical, cultural and social context of an individual work in the arts</p> <p>B: Relate works in the arts chronologically to historical events</p> <p>G: Relate works in the arts to geographic regions</p> <p>9.4.12:</p> <p>B: Describe and analyze the effects that works in the arts have on groups, individuals and the culture</p> <p>C: Compare and contrast the attributes of various audiences' environments as they influence individual aesthetic response</p>		<p>commercial/ad needs</p> <ul style="list-style-type: none"> • Conduct peer reviews regarding finished commercials/ads 	
--	--	--	--