



**** High School Yearbook/Video Projects 2024-2025 ****

Timeline	Unit/theme	Standard	Student Focused Objective	Resources/ Suggested Activities
August 2nd - September 15th	Individual Hispanic Heritage Month Video Projects (Individual)	<p>Conceive</p> <p>1. Generate various ideas, goals, and solutions for original media arts products, applying focused creative processes through divergent thinking and experimentation.</p> <p>Develop</p> <p>2. Collaboratively structure and critique ideas, plans, prototypes, and production processes for media arts productions, considering intent, resources, and the presentation context.</p> <p>Construct</p> <p>3. Implement production processes to integrate content and stylistic conventions for determined meaning in media arts productions, demonstrating</p>	<p>Students will be able to understand the purpose and structure of a profile video, develop skills in researching, scripting, storyboarding, filming, and editing a profile video, highlight the contributions and impact of a notable Hispanic individual for Hispanic Heritage Month, and enhance collaboration, storytelling, and technical skills through video production.</p>	<p>Media Resources: WBRC-TV, WVTM-TV, WBMA-TV, WIAT-TV, NBC News, ABC News, CBS News, CNN, FOX News, MSNBC.</p> <p>Books: Television Production, 17th Edition by Jim Owens, The Associated Press Stylebook, 56th Edition, Mass Communication: Living in a Media World by Ralph E. Hanson, Social Media Marketing Handbook 2024 by Jason McDonald.</p> <p>Online Resources: Studiobinder.com, Learn Online Videos (YouTube Channel)</p> <p>Movie: The Princess Diaries</p>

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		<p>understanding of associated principles. a. Utilize theme and unity. Example: Construct a podcast script for a specific holiday, unifying current and past events. 4. Modify and refine media artworks, improving technical quality and intentionally accentuating selected expressive and stylistic elements, to reflect an understanding of purpose, audience, and setting.</p>		
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<p>August 2nd - August 23rd</p>	<p>Basic Camera Operations (camera components, safety, etc.)</p>		<p>Students will be able to identify and explain the function of each component of the camera.</p> <p>Students will be able to set up and break down cameras and other equipment, properly storing them in a way that protects the equipment from damage.</p> <p>Students will be able to record a subject using a variety of different camera angles.</p>	<p>Media Resources: WBRC-TV, WVTM-TV, WBMA-TV, WIAT-TV, NBC News, ABC News, CBS News, CNN, FOX News, MSNBC.</p> <p>Books: Television Production, 17th Edition by Jim Owens, The Associated Press Stylebook, 56th Edition, Mass Communication: Living in a Media World by Ralph E. Hanson, Social Media Marketing Handbook 2024 by Jason McDonald.</p> <p>Online Resources: Studiobinder.com, Learn Online Videos (YouTube Channel)</p>
<p>August 26th - September 27th</p>	<p>Photography /Recording video (Rule of 3rds, leading lines, balance, distracting elements,</p>		<p>Students will be able to understand and apply fundamental photography rules and techniques. Develop skills in composition, lighting, and subject framing, and critically analyze and improve photographic work using established rules.</p>	<p>Media Resources: WBRC-TV, WVTM-TV, WBMA-TV, WIAT-TV, NBC News, ABC News, CBS News, CNN, FOX News, MSNBC.</p> <p>Books: Television Production, 17th Edition by Jim Owens,</p>

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	symmetry, etc.)			<p>The Associated Press Stylebook, 56th Edition, Mass Communication: Living in a Media World by Ralph E. Hanson, Social Media Marketing Handbook 2024 by Jason McDonald.</p> <p>Online Resources: Studiobinder.com, Learn Online Videos (YouTube Channel)</p>
August 12th - September 15th	Photo/Video Editing		<p>Students will be able to understand the basics of video editing, including cutting, arranging, and enhancing video clips.</p> <p>Develop skills in using video editing software to create a polished video project.</p> <p>Enhance storytelling and technical abilities through video editing.</p> <p>Critically analyze and improve video projects based on editing techniques.</p>	<p>Media Resources: WBRC-TV, WVTV-TV, WBMA-TV, WIAT-TV, NBC News, ABC News, CBS News, CNN, FOX News, MSNBC.</p> <p>Books: Television Production, 17th Edition by Jim Owens, The Associated Press Stylebook, 56th Edition, Mass Communication: Living in a Media World by Ralph E. Hanson, Social Media Marketing Handbook 2024 by Jason McDonald.</p> <p>Online Resources:</p>

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				Studiobinder.com, Learn Online Videos (YouTube Channel)
September 9th - October 18th	Yearbook Theme Selection/ Yearbook Sections		<p>Students will be able to understand the process of selecting a cohesive and engaging theme for the school yearbook.</p> <p>Develop skills in brainstorming, researching, and presenting theme ideas.</p> <p>Foster teamwork and collaboration in the yearbook planning process.</p>	<p>Media Resources: WBRC-TV, WVTM-TV, WBMA-TV, WIAT-TV, NBC News, ABC News, CBS News, CNN, FOX News, MSNBC.</p> <p>Books: Television Production, 17th Edition by Jim Owens, The Associated Press Stylebook, 56th Edition, Mass Communication: Living in a Media World by Ralph E. Hanson, Social Media Marketing Handbook 2024 by Jason McDonald.</p> <p>Online Resources: Studiobinder.com, Learn Online Videos (YouTube Channel)</p>
September 16th - October 31st	Halloween Video Projects (Group)	Integrate 5. Apply concepts from across content areas and varied arts forms to create a single media arts production.	<p>Understand the elements of producing a thematic video, specifically for Halloween.</p> <p>Develop skills in brainstorming, scripting, storyboarding, filming, and editing a Halloween-themed video.</p> <p>Enhance creativity and technical abilities through</p>	<p>Media Resources: WBRC-TV, WVTM-TV, WBMA-TV, WIAT-TV, NBC News, ABC News, CBS News, CNN, FOX News, MSNBC.</p>

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		<p>Example: Collect images to communicate the theme or idea of a song.</p> <p>Practice</p> <p>6. Demonstrate a defined range of artistic, design, technical, and career skills, including strategizing and cooperative communication, to construct media arts productions collaboratively.</p> <p>7. Demonstrate a defined range of creative and design abilities through divergent solutions and bending conventions to develop new solutions for identified problems within and through media arts productions.</p> <p>8. Demonstrate adaptability using tools, techniques, and content in standard and experimental ways to communicate intent in media arts productions.</p>	<p>video production.</p> <p>Collaborate effectively in groups to create a cohesive and engaging Halloween video.</p>	<p>Books: Television Production, 17th Edition by Jim Owens, The Associated Press Stylebook, 56th Edition, Mass Communication: Living in a Media World by Ralph E. Hanson, Social Media Marketing Handbook 2024 by Jason McDonald.</p> <p>Online Resources: Studiobinder.com, Learn Online Videos (YouTube Channel)</p>
Septemb	Photo/Video		Students will be able to understand the basics of	Media Resources:

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<p>er 15th - October 4th</p>	<p>Lighting</p>		<p>lighting used for photography and video production using different types of lighting equipment and utilizing the three-point lighting setup.</p>	<p>WBRC-TV, WVTM-TV, WBMA-TV, WIAT-TV, NBC News, ABC News, CBS News, CNN, FOX News, MSNBC.</p> <p>Books: Television Production, 17th Edition by Jim Owens, The Associated Press Stylebook, 56th Edition, Mass Communication: Living in a Media World by Ralph E. Hanson, Social Media Marketing Handbook 2024 by Jason McDonald.</p> <p>Online Resources: Studiobinder.com, Learn Online Videos (YouTube Channel)</p>
<p>Nov. 4th - Jan. 31st</p>	<p>Black History Month Video Projects</p>	<p>Present 9. Design the presentation and distribution of media arts productions through multiple formats and/or contexts. 10. Evaluate results and implement improvements for presenting media arts productions, considering</p>	<p>Students will be able to understand the purpose and structure of a profile story.</p> <p>Develop skills in researching, scripting, filming, and editing a profile story highlighting a notable figure for Black History Month.</p> <p>Enhance storytelling abilities and technical skills in video production.</p> <p>Promote awareness and appreciation of the</p>	<p>Media Resources: WBRC-TV, WVTM-TV, WBMA-TV, WIAT-TV, NBC News, ABC News, CBS News, CNN, FOX News, MSNBC.</p> <p>Books: Television Production, 17th Edition by Jim Owens, The Associated Press Stylebook, 56th Edition,</p>

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		<p>impacts on personal growth and external effects. Perceive 11. Compare, contrast, and analyze the qualities of and relationships between the components and style in media arts productions. 12. Compare, contrast, and analyze how various forms, methods, and styles in media arts productions manage audience experience and create intention. Interpret 13. Analyze the intent and meanings of a variety of media arts productions, focusing on intentions, forms, and various contexts. Evaluate 14. Evaluate with learner-developed criteria the production processes and various media arts productions, considering context and artistic goals.</p>	<p>contributions of Black individuals in history.</p>	<p>Mass Communication: Living in a Media World by Ralph E. Hanson, Social Media Marketing Handbook 2024 by Jason McDonald.</p> <p>Online Resources: Studiobinder.com, Learn Online Videos (YouTube Channel)</p>
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<p>Oct. 4th - April 18th</p>	<p>Yearbook Page Design</p>		<p>Students will be able to understand the principles of effective yearbook page design.</p> <p>Develop skills in creating visually appealing and cohesive yearbook pages.</p> <p>Apply design principles to layout, typography, and imagery.</p>	<p>Media Resources: WBRC-TV, WVTM-TV, WBMA-TV, WIAT-TV, NBC News, ABC News, CBS News, CNN, FOX News, MSNBC.</p> <p>Books: Television Production, 17th Edition by Jim Owens, The Associated Press Stylebook, 56th Edition, Mass Communication: Living in a Media World by Ralph E. Hanson, Social Media Marketing Handbook 2024 by Jason McDonald.</p> <p>Online Resources: Studiobinder.com, Learn Online Videos (YouTube Channel)</p>
<p>Feb. 1st - Feb. 28th</p>	<p>Women's History Month Projects (Individual)</p>	<p>15. Access, evaluate, and use internal and external resources through cultural and societal knowledge, research, and exemplary works, to influence the creation of media arts productions.</p> <p>16. Explain and</p>	<p>Students will understand the elements of producing a video that highlights significant women in history.</p> <p>Develop skills in researching, scripting, filming, and editing a video for Women's History Month.</p> <p>Enhance storytelling abilities and technical skills through video production.</p> <p>Promote awareness and appreciation of women's</p>	<p>Media Resources: WBRC-TV, WVTM-TV, WBMA-TV, WIAT-TV, NBC News, ABC News, CBS News, CNN, FOX News, MSNBC.</p> <p>Books: Television Production, 17th Edition by Jim Owens, The Associated Press</p>

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		demonstrate how media arts productions expand meaning and knowledge and create cultural experiences through local and global events.	contributions to history and society.	<p>Stylebook, 56th Edition, Mass Communication: Living in a Media World by Ralph E. Hanson, Social Media Marketing Handbook 2024 by Jason McDonald.</p> <p>Online Resources: Studiobinder.com, Learn Online Videos (YouTube Channel)</p>
March 1st - March 21st	Yearbook student & staff photos		<p>Students will be able to understand the techniques for capturing high-quality yearbook photos.</p> <p>Develop skills in preparing for, taking, and editing student portraits.</p> <p>Ensure consistency and professionalism in yearbook photography.</p>	<p>Media Resources: WBRC-TV, WVTM-TV, WBMA-TV, WIAT-TV, NBC News, ABC News, CBS News, CNN, FOX News, MSNBC.</p> <p>Books: Television Production, 17th Edition by Jim Owens, The Associated Press Stylebook, 56th Edition, Mass Communication: Living in a Media World by Ralph E. Hanson, Social Media Marketing Handbook 2024 by Jason McDonald.</p> <p>Online Resources: Studiobinder.com, Learn Online Videos (YouTube</p>

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				Channel)
March 1st - April 11th	Autism Acceptance Month Video Projects	<p>Relate</p> <p>17. Demonstrate and explain how media art productions and ideas relate to various contexts, purposes, and values. Examples: Democracy, environment, or connecting people and places.</p> <p>18. Analyze and responsibly interact with media arts tools, environments, and legal and technological contexts, considering ethics, media literacy, social media, and virtual worlds.</p>	<p>Students will be able to understand the purpose and impact of producing a video for Autism Acceptance Month.</p> <p>Develop skills in researching, scripting, filming, and editing a video that promotes autism acceptance and awareness.</p> <p>Enhance storytelling and technical abilities in video production.</p> <p>Foster empathy and understanding of autism through creative media.</p>	
March 1st - April 18th	Finalize Yearbook Pages			<p>Media Resources: WBRC-TV, WVTM-TV, WBMA-TV, WIAT-TV, NBC News, ABC News, CBS News, CNN, FOX News, MSNBC.</p> <p>Books: Television Production, 17th Edition by Jim Owens, The Associated Press</p>

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				<p>Stylebook, 56th Edition, Mass Communication: Living in a Media World by Ralph E. Hanson, Social Media Marketing Handbook 2024 by Jason McDonald.</p> <p>Online Resources: Studiobinder.com, Learn Online Videos (YouTube Channel)</p>
May 19th - May 23rd	Final Exams			