



# PARENT BRIEFING

## Module

## Video Production

- Examine the history of electronic mass communication as it applies to television, movies, and broadcasting and its role in today's society.
- Identify occupations and equipment associated with television, movies, and video production.

## Session Focus

**1** Workings of a Camcorder, Record News Brief

**2** Linear Editing, Nonlinear Editing, News Brief

**3** Types of Video Production, Storyboard a PSA

**4** TV Technology, Record/Edit PSA

**5** Influence of Video, Storyboard a Commercial

**6** History of Video, Record/Edit Commercial

**7** FCC Regulations, Video Production

Dear Parent,

As parents and teachers, we realize it can be hard to get a child to discuss what he or she is learning in school. We hope the information provided on this page will assist you in communicating with your child about what he or she is learning.

For the next few days, your child will be learning about the many facets of video production and communication technology by completing the *Video Production* Module. As your child's best teacher, your participation in the learning process is extremely important.

**Words students will learn in this Module include:**

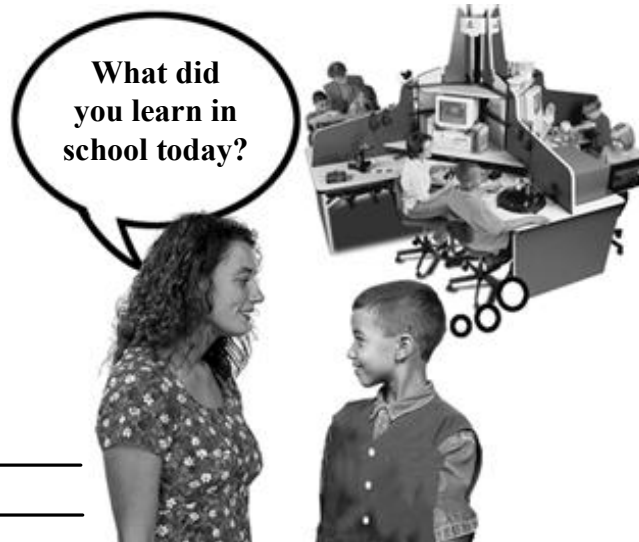
- Federal Communications Commission (FCC)
- public service announcement
- tilt
- pan
- preproduction
- postproduction
- production
- pixel
- storyboard
- satellite

**Questions for discussion**

During the course of this Module, your child will be assessed on key concepts and activities. You might want to discuss these concepts with your child.

He or she will be asked to:

- Describe how public service announcements differ from other forms of video production. (*Public service announcements, or PSAs, are audio and video productions with a purpose of informing the public about important issues and encouraging people to take action. A public service announcement is, naturally, persuasive.*)
- Explain the differences between analog and digital editing. (*Analog, or linear, requires editing in order and from tape to tape. Digital, or nonlinear, editing is done on computer, and the finished product is stored on a computer hard drive. Nonlinear editing is a much faster process.*)



Student: \_\_\_\_\_

Parent: \_\_\_\_\_