

IAA Curriculum

Content Area	Mass Communication	Grade	8
Course Name	Mass Communication Rotation 8		

Unit	Unit 1: Pre-Production			
Big Ideas	<ul style="list-style-type: none"> • Communication, Media, Demographics, development of thoughts, ideas and concepts • Why is it a necessity to plan out a movie/tv show before it is made and what types of jobs are available within this context? 			
Essential Questions	<ul style="list-style-type: none"> • What does pre-production mean? • How do you budget a movie? • What is a script? • How do companies decide on who/what movie they want to work with? • What jobs will be needed for a movie? • What is storyboarding? • How do we find location? 			
Key Learning Objectives & Skills	<ul style="list-style-type: none"> • Goals of pre-production • Roles in pre-production • Idea outlines • Storyboarding • Casting calls • Film schedules 			
Number of Days	Smart Objectives/SWBAT/Selection	Instructional Strategies and Activities	PA CC Standards	Vocabulary
20-25 Days	<p>Students will be able to...</p> <p>Explain what needs to be accomplished in pre-production and who is involved in this process.</p> <p>Describe how to budget for a movie.</p> <p>Create script ideas and participate in table reads.</p> <p>Simulate hiring people for roles needed for a movie.</p> <p>Create an original storyboard.</p>	<ul style="list-style-type: none"> • Vocabulary Network • Guided Notes • Graphic Organizers • Pair-Share • Checks for understanding • Script project • Table reads • Company project • Script project • Storyboarding project • Casting call activity 	<ul style="list-style-type: none"> • 9.1.3.A, • 9.1.3.B, • 9.1.3.C, • 9.1.3.H 	<ul style="list-style-type: none"> • Pre-production • Budget • Script • Table read • Actor • Director • Storyboarding • Locations • Craft services • Green room • Agent • Casting director • Casting call • Demographics • Film schedule

	Analyze scenarios that require booking a location for a film. Role-play a casting call for a film. Analyze film schedules.			
Resources	Mass Media in a Changing World, 4th Edition ; Schoology; Google; iMacs; Final Cut Pro suite; quizziz; kahoot; blocket			
Formative Assessments	Teacher check for understanding, whole group discussion, think-pair-share, station activities (jigsaw, carousel), at-the-bells, exit tickets, writing tasks, check your understanding, selection quizzes/tests, essay scoring, visual representations (web or concept maps), analogy prompts, oral questioning, follow-up probes, misconception check, independent reading and reflecting; review games			
Summative Assessments	Selection quizzes/tests, writing assignments, creative projects, analysis questions based on content			
Strategies for ELL and IEP Support	1:1 support, chunking, shortened essay and questions, translations offered, adapted texts provided, push-in/pull-out support, word banks, shortened multiple choice questions and options, choice of a partner/group, guided notes, co-teaching, communication with ESL & special education teachers, visuals to correspond with notes/activities, use sentence frames, word webs, flash cards, numbered heads, carousel; pairing bilingual students together to help with translation, translate documents and instructions for ELL students, provide spanish subtitles for videos for ELL students			

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Unit	Unit21: Production			
Big Ideas	<ul style="list-style-type: none"> • Communication, Media, Demographics, development of thoughts, ideas and concepts • What elements of making a film need to be accomplished during production and why? 			
Essential Questions	<ul style="list-style-type: none"> • What does production mean? • What is each department responsible for? • How are crews selected and what rationale is used in the selection? 			
Key Learning Objectives & Skills	<ul style="list-style-type: none"> • Goals of production • Responsibilities during production • Departments: art, camera, food, lighting, locations, makeup, production, script, sound, stunt, transportation 			
Number of Days	Smart Objectives/SWBAT/Selection	Instructional Strategies and Activities	PA CC Standards	Vocabulary
20-25 Days	<p>Students will be able to...</p> <p>Explain what needs to be accomplished in production and who are the key players in production?</p> <p>Describe each of the following departments and their responsibilities during production:</p> <p>Art Department Camera Department Food Department Lighting Department Locations Department Makeup Department Production Department Script Department Sound Department Stunt Department Stunt Department Transportation Department</p>	<ul style="list-style-type: none"> • Vocabulary Network • Guided Notes • Graphic Organizers • Pair-Share • Checks for understanding • Camera department assignment • script/crew project 	<ul style="list-style-type: none"> • 9.1.3.A, • 9.1.3.B, • 9.1.3.C, • 9.1.3.H 	<ul style="list-style-type: none"> • Production • Schedule • Budget • Cast • Crew • Art department • Camera department • Food department • Lightning department • Locations department • Makeup department • Production department • Script department • Sound department • Stunt department • Transportation department • Script

	Create a crew for a sample script project.			
Resources	Mass Media in a Changing World, 4th Edition ; Schoology; Google; iMacs; Final Cut Pro suite; quizziz; kahoot; blooet			
Formative Assessments	Teacher check for understanding, whole group discussion, think-pair-share, station activities (jigsaw, carousel), at-the-bells, exit tickets, writing tasks, check your understanding, selection quizzes/tests, essay scoring, visual representations (web or concept maps), analogy prompts, oral questioning, follow-up probes, misconception check, independent reading and reflecting; review games			
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