

HIKI NO	HIKI NO LESSON	Digital Media		Broadcast Media		ELA	
Unit 1	Production Value & Logistics	ALD 5.2	Plan or construct a digital media product from budgeted resources that addresses client needs (Organize available resources to address project criteria and timelines)	ANB 5.0	Synthesize aspects of broadcast media to create a presentation that communicates a specific message to a target audience		
	Basic Shots/Focus Statements			ANB 4.1	Deconstruct various media presentations to identify their effective components and the organizational structures used to convey them		
	CAPS (Composition, Angle, Position)	ALD 4.1	Analyze the use and role of composition in digital media to convey concepts or ideas	ANB 4.1	Distinguish a framing context from message context in a broadcast presentation		
	Sequences (Sequence, Scene, Shot)	ALD 4.1	Evaluate the process of forming and conveying a targeted message	ANB 4.0	Evaluate the use of broadcast media to convey a narrative message to a targeted audience		
	Hiki NO How-to Pitch	ALD 5.0	Synthesize digital media components to create a message or concept that addresses the needs of a client	ANB 5.0	Synthesize aspects of broadcast media to create a presentation that communicate a specific message to a target audience		
	Team Work and Planning	ALD 5.3	Assess the collaborative process for its impact on the design, planning and production of a digital media product.	ANB 6.0	Evaluate the interactions between various broadcast professions and their impact on broadcast media development		
	Building Collaborative Teams	ALD 5.3	Assess the collaborative process for its impact on the design, planning and production of a digital media product.	ANB 6.0	Evaluate the interactions between various broadcast professions and their impact on broadcast media development		
	Creating a Website			ANW 4.0	Synthesize design techniques to create an online message or concept that addresses the needs of a client		
	What is Newsworthy?	ALD 4.0	Evaluate the use of digital media in shaping specific messages and eliciting desired responses (Analyze the ability of a messaging style to persuade or influence an audience)	ANB 4.0	Evaluate the use of broadcast media to convey a narrative message to targeted audience	W.CCR.2	Write information/explanatory texts to examine and convey complex ideas and information clearly and accurately through the effective selection, organization, and analysis of content
	What Makes a Good Video Report?	ALD 4.0	Evaluate the use of digital media in shaping specific messages and eliciting desired responses (Break down a digital media composition to identify its effective aspects)	ANB 4.1	Deconstruct various media presentations to identify their effective components and the organizational structures used to convey them		
Finding Story Ideas	ALD 4.1	Describe the use of popular concepts and existing media as starting points in the creation of digital media	ANB 5.1	Plan and construct a broadcast message targeted to a specific audience	W.CCR.7	Conduct short as well as more sustained research projects based on focused questions, demonstrating understanding of the subject under investigation	
Unit 2	Interviews (Techniques and strategies for producing quality interviews)	ALD 4.0	Analyze the use and role of composition in digital media to convey concepts and ideas	ANB 4.0	Plan and construct a broadcast message targeted to a specific audience	W.CCR.6	Use technology, including the Internet, to produce and publish writing and to interact and collaborate with others
	Voice Overs (Students are given a script and are to record and review their reading of it)			ANB 6.1	Examine the use of recording equipment and technology in the creation of broadcast media	W.CCR.6	Use technology, including the Internet, to produce and publish writing and to interact and collaborate with others
	Point of View	ALD 4.1	Analyze the ability of a messaging style to persuade or influence an audience	ANB 5.1	Identify a perspective to relate a narrative message form	SL.CCR.3	Evaluate a speaker's point of view, reasoning and use of evidence and rhetoric
	Production (A set of 8 short videos that cover: production roles, interview location and set up, audio equipment and best practices, lighting basics, white balance, interview process, b-roll, NAT sound, ambient sound.)	ALD 4.0	Evaluate the process of forming and conveying a targeted message	ANB 4.0	Evaluate the use of broadcast media to convey a narrative message to a targeted audience		
	The Art of Asking Questions (Students learn how to get and prepare for interviews, including "cold calling," e-mail, finding leads on website, etc.)	ALD 4.1	Describe the use of popular concepts and existing media as starting points in the creation of digital media			SL.CCR.1	Prepare for and participate effectively in a range of conversations and collaborations with diverse partners, building on others' ideas and expressing their own clearly and persuasively
	Interviews PT II (Quality broadcast media is designed to captivate, inform, and illuminate.)			ANB 4.2	Assess the use of broadcast media to elicit a desired response from a targeted audience	R.CCR.7	Integrate and evaluate content presented in diverse media and formats, including visually and quantitatively, as well as in words
	Nat Sound and B-Roll			ANB 6.1	Recording additional tasks required for the production of broadcast media such as prop creation, set design and lighting management		

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	Voice Over, Writing and Delivery (Journalists should possess effective oral, written, and non-verbal communication skills to produce a fair, accurate, and objective story).	ALD 4.2	Break down a digital media composition to identify its effective aspects	ANB 4.0	Evaluate the use of broadcast media to convey a narrative message to a targeted audience	W.CCR.2/SL.CCR.4	Write informative/explanatory texts to examine and convey complex ideas and information clearly and accurately through the effective selection.../Present information, findings, and supporting evidence such that listeners...
	Story Structure (story premise)			ANB 4.2	Assess the use of broadcast media to elicit a desired response from a targeted audience	R.CCR.2	Determine central ideas or themes of a text and analyze their development; summarize the key supporting details and ideas
Unit 3	Personal Profiles	ALD 4.1	Analyze the ability of a messaging style to persuade or influence an audience	ANB 5.1	Identify a perspective to relate a narrative message form	W.CCR.4	Produce clear and coherent writing in which the development, organization, and style are appropriate to task, purpose, audience
	Scripting	ALD 5.1	Design a targeted digital media message or concept that addresses the needs of a client	ANB 5.1	Plan and construct a broadcast message targeted to a specific audience	W.CCR.4	Produce clear and coherent writing in which the development, organization, and style are appropriate to task, purpose, audience
	Standard Outcue	ALD 5.1	Design a targeted digital media message or concept that addresses the needs of a client	ANB 4.0	Evaluate the use of broadcast media to convey a narrative message to a targeted audience		
Unit 4	Fact vs. Opinion (Students learn to distinguish among fact, opinion, and informed opinion)						
	Selecting and Evaluating Sources					W.CCR.8	Gather relevant information from multiple print and digital sources, assess the credibility and accuracy of each source, and integrate the information while avoiding plagiarism
	The Pitching process (Learning how to pitch is essential to quality journalism)					SL.CCR.4	Present information, findings, and supporting evidence such that listeners can follow the line of reasoning and the organization, development and style are appropriate to task, purpose and audience
Unit 5	Quality broadcast media requires perseverance and revisions	ALD 5.0	Refine creative concepts after a review of existing design options	ANB 5.0, ANB 5.2	1) Develop a broadcast media production that conveys a targeted message		Self directed learner
	The airing of a HIKI No production demands professional broadcast quality						Quality producer
Unit 6	Showcase the stories you produced during the unit						