



# Bridges Career Academy Video Productions

*Brainerd High School*

Acquire the basic skills necessary for a career in mass communications. Learn the techniques of using camera, video, and other production equipment. Participate in real-life broadcasting and filming experiences.

## Academic Courses

- Video Production I
- Video Production II
- Video Production III
- Journalism
- Sports & Entertainment Marketing

## Career Experiences

- Learn from industry speakers
- Tour local businesses
- Attend the Bridges Career Exploration Day or other regional career fairs
- Tape school and community events

## Completion Standards

COMPLETE

- Video Production I & II**
- + one course**

GRADES **B** ↑



Earn a **certificate** and **green cord** at graduation



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## Job Skills

In addition to having technical skills, employers expect workers in this industry to have these skills:

- Listening skills
- Be an active member of a team
- Use critical thinking and critiquing skills
- Effectively communicate
- Time management



# Video Productions Academy

## Brainerd High School

The Television Productions Academy allows students to acquire the basic skills necessary for a career in mass communications. Students will learn the techniques of using camera, video, and other production equipment. Real life broadcasting and filming experiences are an integral part of this Academy.

### ACADEMY COURSES

#### **Video Production I** — 1 High School Credit

This course will consider video as a means of communications. Course study will consist of a background to the world of television, video camera operation, video composition, storyboarding, video editing, and studio production and numerous hands-on projects.

#### **Video Production II** — 1 High School Credit and/or 3 College Credits

This course will utilize the existing skills to produce a variety of television programs such as the “Warrior Update” and the “Morning Update.” Students also produce programs including sporting events, concerts, both for school and community. Shows produced provide the programming for the school district’s cable channel 15 and the community access channel 8.

#### **Video Production III** — 1 High School Credit

An independent study course for students serious about advancing their television productions skills. A course of study will be developed by the student and teacher depending on interests. Students need to be motivated and reliable to work independently. A portfolio is required.

#### **Journalism** — 1 High School Credit

The primary goal of this class is to create a newspaper. Students will be graded on participation, preparedness, timeliness, and completion of necessary tasks, which include generating ideas for, writing, and editing articles, designing pages, selling advertisements, and completing other tasks associated with student’s role on the newspaper staff.

#### **Sports and Entertainment Marketing** — 1 High School Credit

Explore the intriguing world of sports and entertainment from the perspective of marketing. Sports and entertainment topics are used to learn foundational marketing concepts. Emphasis is on sports and entertainment as a business, marketing strategies, communication, sales, promotion, advertising, international business, and e-commerce.

### COMPLETION STANDARD

Students wishing to receive a certification must complete Video Production I and II and one additional listed course. Students must earn at least 80% (B average). Students will also participate in the ACT National Career Readiness Certificate (NCRC) as part of this Academy Standard.

### CAREER EXPERIENCES

Students will explore and research careers with industry speakers, attend Bridges Career Exploration Day, and have the possibility of a job shadow or business tour experience. Students will be working with a variety of television production staff while broadcasting and taping school and community events.

### JOB SKILLS

In addition to having technical skills, employers expect their workers to have other skills such as:

- Listening skills
- Be an active member of a team
- Use critical thinking and critiquing skills
- Effectively communicate
- Time management

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