

ENHANCING STUDENT SUCCESS

SCHOLARSHIP FOR EXCELLENCE IN TEACHING

JOANNE CARL

BROADCAST MEDIA PRODUCTION (TVRA)

2018

*STUDENTS WANT TO ENJOY LEARNING
BE INTRIGUED
GENERATE THEIR OWN IDEAS & SOLUTIONS
EXPLORE NEW CONCEPTS
VOICE THEIR OPINIONS & IDEAS*

WHY INSTRUCTIONAL DESIGN MUST FOCUS ON LEARNING OUTCOMES, NOT LEARNING ACTIVITIES

BY **NIRA DALE**

JUL 21, 2016

EDSURGE.COM

*... IT IS IMPERATIVE THAT WE PLACE THE BRUNT
OF OUR INSTRUCTIONAL DESIGN EFFORTS
TOWARDS BUILDING THINKING SKILLS AND
COGNITIVE GROWTH WITHIN STUDENTS.*

*STUDENT GROWTH IS A RESULT OF THE
PRACTICE, NOT THE PRODUCT.*

WHY INSTRUCTIONAL DESIGN MUST FOCUS ON LEARNING OUTCOMES, NOT LEARNING ACTIVITIES

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TVRA COURSES I TYPICALLY TEACH...

- SPRING:

- BROADCAST MANAGEMENT – 50% ONLINE
 - 200 LEVEL – CAREER DEVELOPMENT
- ADVANCED BROADCAST JOURNALISM
 - 200 LEVEL – WRITING, PLANNING, EXECUTION
- MEDIA APPRECIATION - ONLINE
 - 100 LEVEL – GEN ED – EYE OPENING, REFLECTIVE
- VIDEO PORTFOLIO – CAREER REFLECTION & PREP

- FALL:

- VIDEO EDITING - ARTS & TECHNOLOGY
 - 100 LEVEL SKILLS & WORKFLOW DEVELOPMENT
- ADVANCE DIGITAL MEDIA PRODUCTION
 - CERTIFICATE CAPSTONE – SERVICE LEARNING
- ELECTRONIC FIELD PRODUCTION
 - 200 LEVEL SKILLS & WORKFLOW DEVELOPMENT

STRATEGY

GUIDE INSTRUCTION AND IN-CLASS
LEARNING ACTIVITIES WITH POWERPOINTS



- PART "LESSON PLAN"
- PART "REFERENCE"
- PART "REMINDERS"
- DESIGNED TO SUPPORT ACTIVE LEARNING & ENGAGEMENT



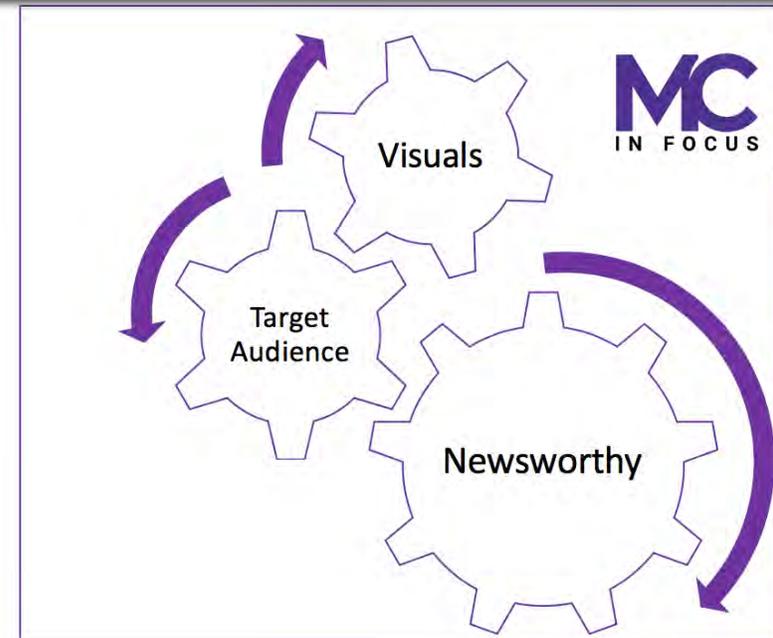


ADVANCED BROADCAST JOURNALISM

Meaningful Content

- Define Target Audience
- Newsworthiness
- Visuals available

- What else?



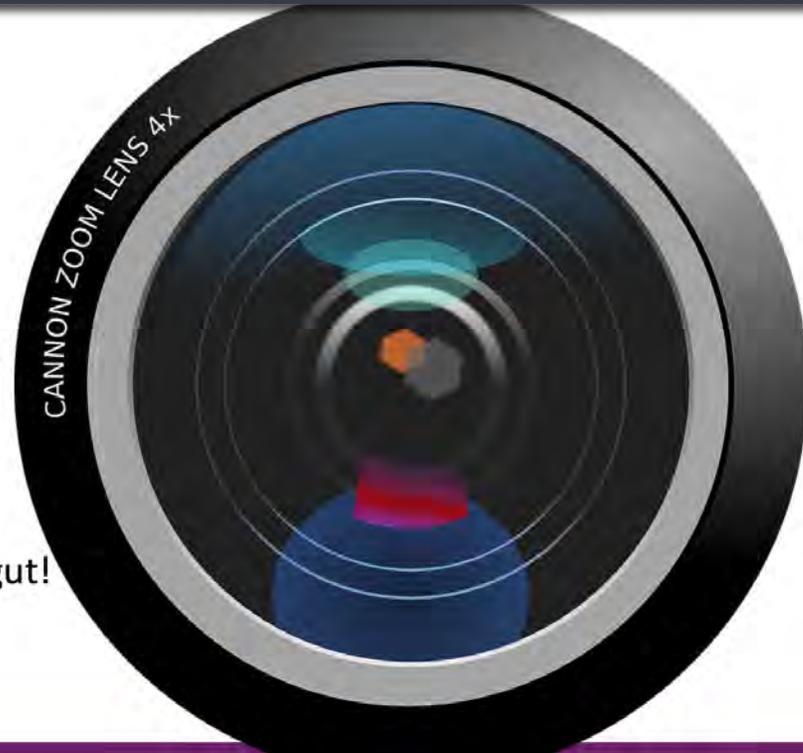
PUTTING IT IN CONTEXT:



Production
time is money – focus

- Be sure to get good sound and lighting on the interview
- Get all the shots you need
- Get some extras
- Follow your list – Follow your gut!

- 8:35am BREAK!



TECHNICAL REMINDERS:



ABJ Friday Schedule

PACKAGE ASSIGNMENTS – VIEW EXAMPLES

Discuss Feb 23 options

Work in Committees

Break

Committee reports and weekend homework

PREVIEW / EXPECTATIONS:

Time Management Levels

Level 1 Time Management is Capture: Make a list.

- ▶ Capture your random thoughts in one place so you don't forget. A dull pencil is sharper than two bright minds. And [Evernote](#) that syncs on my iPad, iPhone, and MacBook Pro is better than any dull pencil. My father is great at this. He learned it in the military.
- ▶ Level 1 is where you manage your *minutes*.

Level 2 Time Management is Prioritize: Rank your list.

- ▶ Once you have made a list of tasks, put them in order in which you want to get things done. Then get to work on your list by priority. The prioritization step takes time.
- ▶ Level 2 is where you manage your *hours*.

Level 3 Time Management is the Prioritized Daily Task List: Control of your life.

The Productivity Pyramid by Franklin Covey



BROADCAST MANAGEMENT

ACTIVITIES

ONE STUDENT WRITES PHRASE THEN NUMBERS 1-21
NEXT STUDENT WRITES S-1-W-2-I-3-T-4-C-5-H-6

SWITCHTASKING IS A THIEF

PROJECT TO WHITEBOARD

ASSIGN A STUDENT "TIMER"

DISCUSS THE DIFFERENCES

Write the phrase and the numbers 1 to 21	TIME
S	Timer
1	____:____
S	Timer
1	____:____

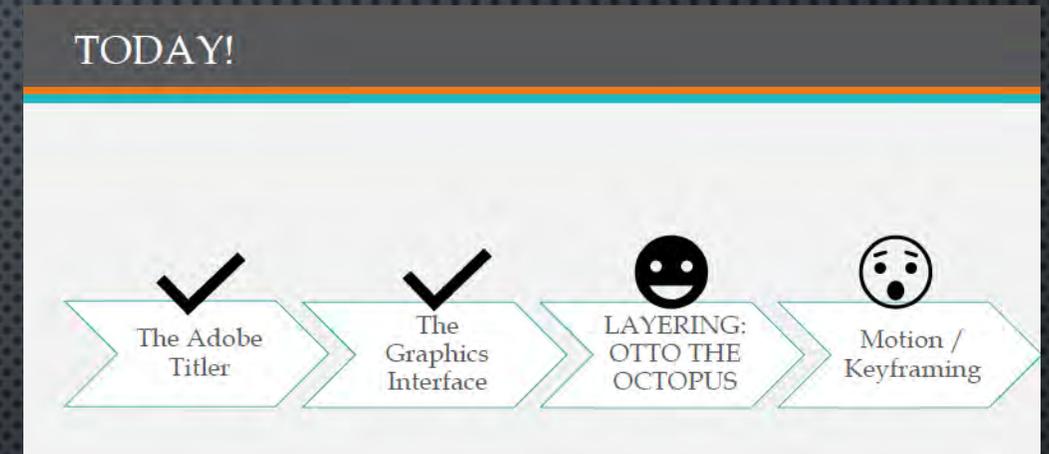
IN YOUR OPINION - WHAT'S WORSE?

- MULTI-TASKING: PERFORMING MULTIPLE ACTIVE TASKS AS THE SAME TIME.
- SWITCHTASKING: SWITCHING RAPIDLY BETWEEN TASKS.
- BACKGROUND-TASKING: DOING SOMETHING ACTIVE WHILE SOMETHING MINDLESS HAPPENS IN THE BACKGROUND.

THE (ADAPTED) PLAN...

APPLY THE STRATEGY TO THE LECTURE PORTION OF TVRA 140 VIDEO EDITING.

- BEGIN WITH A RE-CAP AND END WITH PREVIEW OF NEXT CLASS.
- (THE FINAL SLIDE INCLUDES HOMEWORK - I MAKE THIS A FREEZE AND POST IT ON BB AS ANNOUNCEMENT.)
- BEGIN EACH MODULE WITH A “MINI-QUIZ” TO SPARK DISCUSSION. (ONLINE QUIZ REVIEW)



THE (ADAPTED) PLAN...

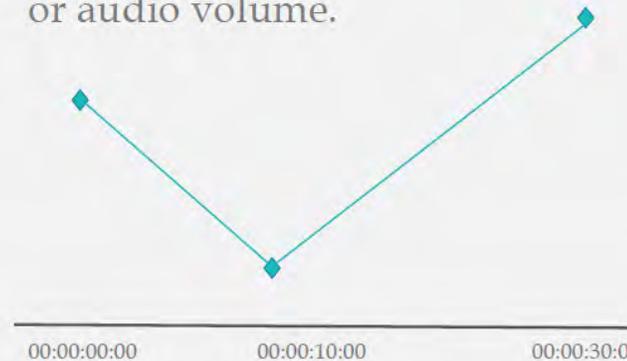
APPLY THE STRATEGY TO THE LECTURE PORTION OF TVRA 140 VIDEO EDITING.

- SLIDES LEAD THE DISCUSSION WITH QUESTIONS NOT ANSWERS.

KEY TERMS DEFINITIONS WILL BE ON SLIDES WITH A BLANK SPACE. AFTER BRIEF DISCUSSION, STUDENTS WILL FILL IN THE BLANKS ON THE WHITEBOARD AND CAN TAKE PICTURES OF THE COMPLETED BOARD, CREATING A REFERENCE FOR STUDYING.

- PROCESSES / DIRECTIONS LAID OUT GRAPHICALLY, AS WELL AS IN PRINT FOR REFERENCE.

❖ A **keyframe** marks the point in time where you specify a value, such as spatial position, scale, opacity, or audio volume.



TVRA 140

VIDEO EDITING

FALL 2018

- GO TO TVRA 140 WEEK 1
- 6 SLIDES

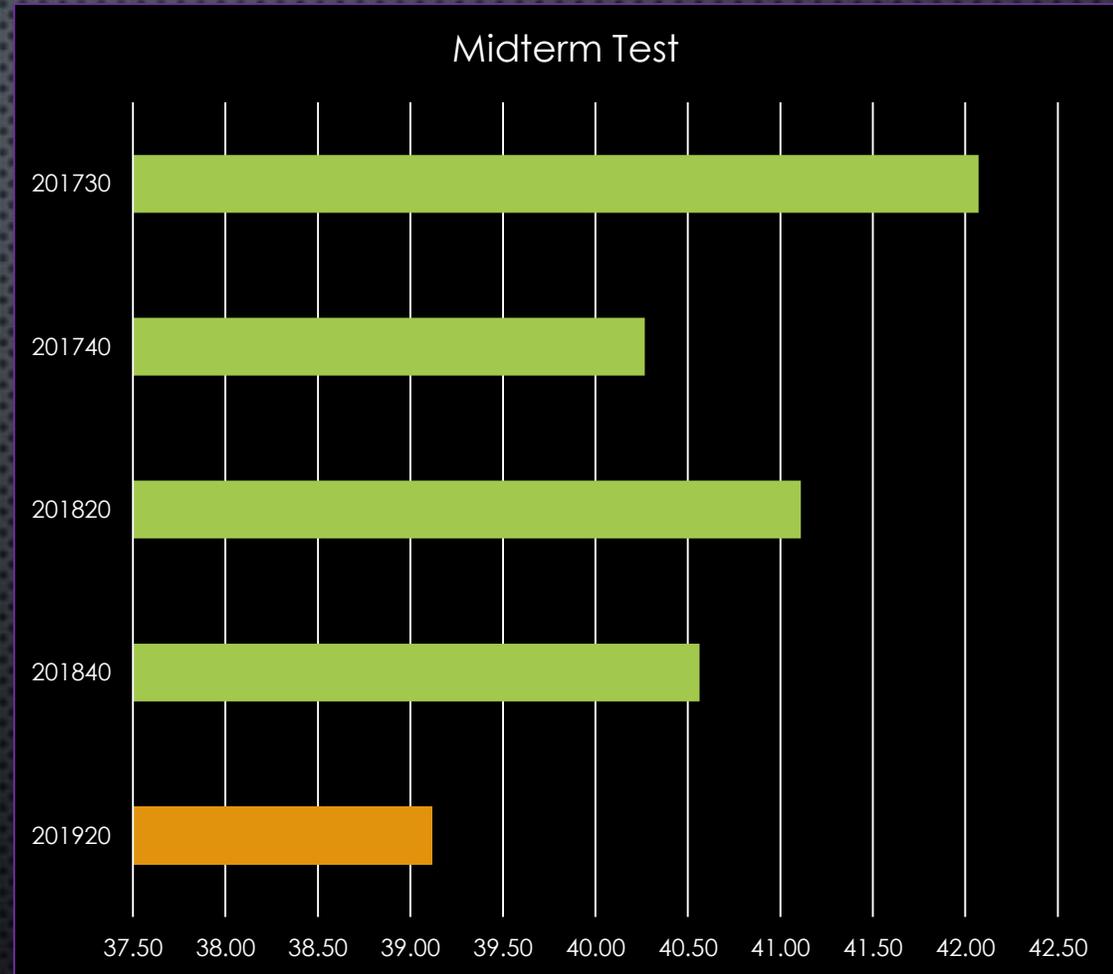
ASSESSMENT PLAN:

- COMPARE MID-TERM EXAM SCORES TO PREVIOUS 4 SECTIONS
- COMPARE RUBRIC SCORES FOR FINAL VIDEO
- REFLECT ON ANECDOTAL / FORMATIVE ASSESSMENTS

MIDTERM TEST SCORES

		AVG Midterm Test Score
Fall 18	201920	39.12
Summer 18	201840	40.56
Fall 17	201820	41.11
Summer 17	201740	40.27
Spring 17	201730	42.07

**FOUR STUDENTS DROPPED AFTER
MIDTERM*



THANKS FOR YOUR CONSIDERATION!



WHAT A GREAT PROGRAM!!