

MAKING THE Connection TO Career Technical Education

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EASTPOINTE

TV Production Class prepares students for the Digital Age

By Kevin J. Kildea
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“Good Morning Shamrocks...” This is the greeting heard every morning for the Eastpointe High School (EHS) daily video announcements. These announcements are produced by the students in the Television Production classes at EHS. This class is one of many Career and Technical Education classes at the high school. This program consists of two classes, Television Production I and Television Production II.

Eastpointe’s Television Production I class is a two-hour a day, year-long course that teaches students scripting, storyboarding, recording video and sound, and editing techniques. Students alternate between various projects that focus on distinct parts of videography, starting with basics such as camera shots and editing continuity. Students are creating short films, music videos, and conventional news broadcasts, by the end of the first year.

Students who take the second year of Television Production use the skills that they have acquired to help the school and community. Eastpointe students have recorded a variety of events for the school, including basketball, bowling, football, plays, concerts, and guest speakers. Students create advertisements for future school activities, often in collaboration with our school’s Student Assembly and Marketing class. Members of the class have also assisted in recording and editing election videos for the Eastpointe City Manager and recorded concerts for the Sweet Adeline’s Barbershop Choral group.

With money from a Technology Bond, a video production classroom was built. The classroom is split into two sections: a TV studio and a classroom with editing suites. The TV



Senior Elijah directs a live broadcast.



Seniors Jamicah and Viktoria run over their script from the teleprompter.

Students learn a variety of scripting, storyboarding, and editing conventions typical of various productions, developing skills and techniques that can only be obtained through hands-on experience.

studio is used for live productions, with a full control room and green room. The studio is equipped with three studio cameras with teleprompters, a lighting grid, a video monitor, and a full green-walled set. In this environment, the students are given the opportunity to understand and execute the various roles that are necessary for a live TV production.

Besides instruction, the classroom also houses five high definition cameras, seven editing stations, a wide array of microphones, and a portable lighting system. Planning and cutting different productions is all done here. Students learn a variety of scripting, storyboarding, and editing conventions typical of various productions, developing skills and techniques that can only be obtained through hands-on experience. Senior Andrew DiFillippo says, “The TV program prepares me for real life situations. It is great

hands-on work.”

The Television Production classes are used to familiarize the students with all of the aspects of creating a quality video.

Many students think that this is an easy process as you get a camera, record some footage, and then edit it together. What many fail to see is all the preparation and time that goes into the creation of a quality project. When asked about what skill they have learned the most, both Junior Kayla Nowicki and Senior Caleb Finn stressed, “Time management.”

Students in the TV2 class participated in a video contest for Manufacturing Day in October. Seniors Andrew DiFillippo, Trinity Avery, Elijah Cherry, and Caleb Finn created a production that highlighted the company Dominion Technologies. The students took footage of the company and interviewed employees.

Two hours of video was taken and the students ed-



Senior Micheal edits a project using Final Cut Pro X.

ited it to a three-minute project. The results of the contest are not yet known but the students did a great job and learned a lot of video production skills.

Elijah is one of many students who want to pursue video production as a career.

Throughout his two years in the class he says, “During this experience it was great to learn new ways to improve work on my videos. I’ve been watching a lot of movies and am interested in the process of putting it together.”

Media professionals will tell you that a lot of different factors are involved in any sort of production. Whether it’s a multi-million dollar film, a local TV broadcast, or a wedding videographer, the lighting, sound, picture quality, budget, and many other factors are all important aspects of a high quality product. Here at Eastpointe, students are gaining experience in dealing with these factors everyday, preparing them for a career in the media industry.

Regardless of whether

students are venturing into a media arts career or not, they are gaining real life experiences from the class. There is the obvious behind-the-scenes knowledge of TV production that students gain, yet they also get the opportunity to work with their peers to create something great. Maybe they will be the next Christopher Nolan or Tyler Perry, but they still learn something that will help them in future occupations: the ability to collaborate with others to accomplish a task with gusto.

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Young professionals get experience through summer program

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The Young Professionals of Eastpointe High School, is a program offered through Michigan Works! With a grant provided by the WIOA (Workforce Innovation and Opportunity Act), qualified students are provided with activities and services that address educational achievement and preparations for career employment and college.

For the second year, these students were provided a chance to take a five-week, six-hour a day course in video production. The students were broken into three groups where they formed their own stu-

dio, complete with a name, a logo, and a title crawl to precede each video they created. The role I played was the head of a major studio that approved all components of their work.

The goal of the program was to make these young men and women responsible in a work environment, stay on task, and to work with peers and management. Each student had to produce, direct, and edit three videos.

All aspects of the pre-production had to be approved, including a summary, a script, a storyboard, and a budget. After that, students completed the projects where they were viewed by the entire class to provide feedback.

Along with the projects, field trips were made to Macomb Community College, MPI (Motion Picture Institute), radio stations WJR and WDVD, and CBS Detroit Channel 62. The participants really got a great feel for what a job in this field would entail.

At the end of the course, each student was given a personal course evaluation, which included not only their video skills, but also their workplace appearance, attendance, and collaboration skills. Prizes were also awarded in a ceremony, which recognized their hard work. The students gained insight into the workplace with an experience that will stay with them for a long time.



EHS Young Professionals at CBS Detroit 62 observe a news studio.

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