



# Watertown High School

## **CAREER AND TECHNICAL EDUCATION**

**DIGITAL MEDIA COMMUNICATION**



## Digital Media Communication

This program will use the cohort model with up to 15 students per year. The curriculum for this program is aligned with the Massachusetts DESE V/T for Radio & Television Broadcasting Framework in the Arts and Communication Services Occupational Cluster. The activities not only build knowledge and skills in digital media communication, but also empower students to develop essential skills such as problem solving, critical and creative thinking, communication, collaboration, and perseverance.

**Digital Media Communication I (Sophomores Only): This consists of four one-semester units of study:**

### Digital Video Making

Are you passionate about making videos? Are you the member of your friend group that always has their phone or camera in their hand? Have a story to tell? Are you looking to be the next YouTube or social media star? Have you started experimenting with editing via iMovie or Final Cut Pro? In this course, students will learn to tell their stories through video. Students learn how to use professional camera equipment to set up and record interviews, stand ups, B-roll, and more. Students will then learn how to edit their footage using Adobe Premiere. Their final projects will be shown online and broadcast on WCA-TV. We will also examine pre-production, production, and post-production techniques through a mixture of screenings, discussion, and hands-on exercises.

**Semester Course: 3 credits**



### Intro to Radio Broadcasting

Do you enjoy talking about sports? News? Music? Entertainment? In the era before television, radio served as the major source for information and entertainment. Now, in the modern world of Digital Media & Communications, radio continues to serve as a popular source to engage listeners as they travel from place to place, or while they work on a daily basis. Students will learn about the importance of writing and language choice to paint the “word picture” in their storytelling, and advance stories and opinions, without the benefit of pictures. They will also be introduced to the basics of radio broadcast equipment, editing, and show preparation. Student teams will be responsible for conceptualizing, developing, and creating a radio program to be broadcast on WCAC-Radio and posted to the web as a podcast series.

**Semester Course: 3 credits**



## Studio Television Broadcasting

(Prerequisite: Satisfactory completion of H6963 Digital Video Making)  
Students with a desire to pursue the Digital Media & Communications field will be responsible for developing and broadcasting a studio television series for airing on WCA-TV. Students in this course will work collaboratively on producing either a round-table talk style show, a game/quiz show, or more, producing multiple shows per semester, presenting entertainment for the world from the perspective of WHS students. The show will allow students to take on the challenges experienced by a real world television station at the local and/or network level. Students will control all aspects of the show series from concept, to creation, from selecting topics for debates, to writing puzzles, and booking guests/contestants. Students can take on the roles of on-air talent, producer, director, or technical and administrative duties. The instructor, acting as Executive Director/Station Manager, will hear student pitches along with student producers, and help guide teams in the production development, planning, and broadcasts. Once shows are complete, the instructor will help to breakdown and evaluate each production, sharing feedback with the class to improve future broadcasts.

**Semester Course: 3 credits**



## Radio/Television News Broadcasting

(Prerequisite: Satisfactory completion of H6963 Digital Video Making)  
Ever dream about being a sportscaster? How about a news anchorman/woman? Here is your chance to turn your dream into a reality. The course will examine the range of ways in which TV news is made and produced. Classes will be held in our state-of-the-art TV studio. Students will have hands-on experience using the equipment, writing news programs, editing, and producing a TV news show once a month for the whole school and town to see! In this project based class, you will build upon skills you learned in Documentary Production helping tell the stories of the WHS community as a producer, reporter and anchor on the "Raider News" team.

**Semester Course: 3 credits**

### **Digital Media Communication II (Pathway Juniors only):**

This course consists of three units of study TBD.

**Equivalent of 3 Full Year Courses: 18 credits**

### **Digital Media Communication III (Pathway Seniors only):**

This course consists of 2 full-year units of study: TBD and 2 one-semester WHS courses: Entrepreneurship/Business and TBD.

**Equivalent of 2 Full Year and 2 Semester Courses: 18 credits**

## Potential Careers

Production Director  
 Producer  
 Video Editor  
 News Reporter  
 News Anchor  
 News Director  
 Camera Operator  
 Control Engineer  
 Technical Director  
 Sales and Marketing  
 Broadcasting Management

## SAMPLE STUDENT SCHEDULE

### Grade 10

Course	FY/ Sem	Credits
ELA	FY	6
Math	FY	6
Social Studies	FY	6
Science	FY	6
Wellness	Sem	3
Elective	Sem	3
Vocational Year 1	FY X2	12

### Grade 11

Course	FY/ Sem	Credits
ELA	FY	6
Math	FY	6
Social Studies	FY	6
Science/ Elective*	Sem	3
Wellness	Sem	3
Vocational Year 2	FY X3	18

### Grade 12

Course	FY/ Sem	Credits
ELA	FY	6
Math	FY	6
Wellness	Sem	3
Elective	Sem	3
Science/ Elective*	FY/ 2 Sem	6
Vocational Year 3	FY X3	18

\*pathway may include a Science course