

Broadcast/Interactive Media

(BM35S & IM35S – 1 credit)

Mr. Robson

misterjrobson@gmail.com








@misterjrobson

www.misterjrobson.com

This is a very exciting course for me, and I know you will have a lot of fun. I've been involved in broadcasting in some way for over 25 years. I've worked in television in many different areas, I've been involved in radio at different levels, and I love to make my own projects. There really is a lot you can (and will do, once you learn some basics.) I hope to take part in several field trips throughout the semester to various media outlets.

It's important to note that this class is PRACTICAL and PROJECT DRIVEN – there aren't a lot of notes & theories to worry about, you won't have to memorize things or take tests, but you will be required to be producing media for our school and online CONSTANTLY.

You will be responsible for:

-  Understanding, respecting, and properly using/attributing **COPYRIGHT**
-  School **Radio Station**. New! This needs a LOT of content to get started.
-  **Announcements**: audio & video
-  **Podcasts**
-  **Interviews**
-  **Documentaries**
-  Various **videos**

Broadcasting is a creative pursuit, and some originality and creativity are necessary. You do NOT need to be experienced or an expert in any area, but you are expected to make a sincere effort to challenge yourself and create projects that are interesting and unique, and show real creativity and effort. There are 'on air' (speaking/acting) roles, as well as 'behind the scenes' ones. You may be more comfortable with one or the other, but you are expected to TRY both. Nothing will be broadcasted/distributed without your permission, so be willing to look/sound silly – it's the BEST WAY TO LEARN!

The most important thing in this course is to ENJOY IT. The more eager & excited you are about the projects, the better you will do. This should be FUN! If you're not having fun, you're DOING IT WRONG.

This course is broken into 2 major units – each worth ½ credit!:

-  Broadcast Media
-  Interactive Media

** timeline and exact content may change to suit student & teacher needs.*

Evaluation:

There will be a mix of practice exercises, along with more in-depth personal projects. In place of a final exam, there will be a final project, which will combine all of the knowledge gained throughout the semester.

Students who miss assignment deadlines will receive a mark of "0" until such a time that the missing work is submitted and graded (with late penalty).

Exercises & simple quizzes: regular

Major assignments & unit projects:

Final project: (essentially your exam for this course) 25%

Important notes:

- ✎ **All students are expected to bring a pair of headphones for every class.**
- ✎ Flash drives are not necessary, but a **Dropbox** or **Google Drive** account is required.
- ✎ **Assignments can be revised and resubmitted** (with the exception of the final project) but this should always be discussed with and cleared by Mr. Robson.
- ✎ Students & parents should be in the practice of checking or subscribing to **Mr. Robson's web site** for class information, deadlines, homework, etc.
- ✎ Student login/ID should be kept SECRET and SECURE. Allowing others access to your account can create major problems and should be avoided.
- ✎ **NO VIDEO GAMES** in Room 213. Ever.

Mr. Robson's 3 Golden Rules:

- ✎ Room 213 is a place to **LEARN**
- ✎ Room 213 should always be a **SAFE** place
- ✎ Everyone in room 213 should be cooperative and polite.

Expectations:

- ✎ Students need to arrive on time and ready to work every day.
- ✎ Students are always expected to be active participants in class discussions and exercises.

Students and parents are expected to be kept up to date on marks and missing assignments at all times by visiting Powerschool: <http://ps.sjsd.net>

Students need to be aware of and adhere to the SJSJ Acceptable Use Agreement:

Access to the Internet provides students with opportunities to utilize interactive tools and sites on public websites that benefit learning, communication and social interaction. Students will be held accountable for the use of any information posted on these sites if it negatively affects others. Teachers may recommend and use public interactive sites that, to the best of their knowledge are legitimate and safe.

Because these sites are public all students must use their discretion when accessing information, storing and displaying work on the site. Teachers will provide students with guidance in this area. This applies to St. James-Assiniboia School Division owned devices as well as student owned devices using the St. James-Assiniboia School Division network.

In Mr. Robson's class, students may be allowed to use personal devices for certain activities, but if the use of personal devices is always at the discretion of the teacher. If allowed in class, they are for educational purposes ONLY. Personal communication or off-topic use is prohibited. Phones & iPods should always be left at home or in a student's locker, unless approved by Mr. Robson, who reserves the right to direct students to put away devices as necessary for the learning environment, or confiscate devices that are improperly used or not put away when directed.

Any attempt to circumvent school division security measures or to access materials deemed inappropriate by the school or school division will result in immediate suspension of computer privileges and possibly other consequences which may include suspension, loss of credit expulsion or even intervention by appropriate authorities.