COURSE OUTLINE

Grade Levels: 9-12
Prerequisites: None
UC/CSU A-G: F) Visual and Performing Arts
Credits: 5 credits per semester / two semesters

Course Overview:

Event Production is a one year course which is the introductory component of a pathway designed to teach students interested in Arts, Media, and Entertainment to work in the field of event production.

Using a collaborative, project-based approach, students in Event Production will learn how to safely set up, operate, and strike audio, lighting, and video assets while learning industry specific terminology and techniques. The course of study will also cover entry level construction skills including safe tool usage and set installation. Students will learn about intellectual property and fair use as they legally and ethically promote school events to the campus community using a variety of media.

In each unit of content, students will receive direct instruction on terminology, theory, and best practices pertaining to specific areas of event production. Experts currently working in the field will present to the class, describing the the daily responsibilities of their jobs in a segment of each unit called Roles on Stage. This segment will clarify the relevance of the CTE Standards for Career Ready Practice as the presenters will emphasize the need for effective communication, collaboration, systematic problem solving, etc. on a daily basis in the field. Students will then complete collaborative projects—which are rubric graded—as well as complete written exams to demonstrate mastery in each area. At the end of each semester, students will watch and respond critically to three productions in an essay analyzing the technical aspects of each.

Event Production students will use the knowledge they gain from this class to aid non-profit campus, community, and civic organizations in the production of their events. They will demonstrate effective workplace practices while working closely with Community Partner businesses. Throughout the course of study, specific jobs pertaining to the unit being covered will be introduced in class, then researched and presented by the students. Upon completion of this course, students will be qualified for entry level technical jobs such as stagehand, spotlight operator, or audio visual technician.

Textbook (Pending Approval):

Gillette, Michael J. *Theatrical Design and Production*. New York: McGraw Hill, 2013.

Applicable CTE AME Pathway Standards

C1.0 Demonstrate knowledge of industry safety standards and practices in all areas of technical production.

C1.1 Demonstrate understanding of power tools used in construction and rigging
C1.2 Demonstrate knowledge of basic electrical safety
C1.3 Demonstrate understanding of safe workplace practices…
C2.0 Understand the technical support functions and artistic competencies in film, video, and live production
C2.1 Analyze the production sequence involved in creating a media based or live performance production
C5.0 Apply knowledge of services, equipment capabilities, the workflow process, data acquisition, and technology to a timely completion of projects.
C5.1 Identify essential qualifications and technological competencies of each team member including artists, designers, performers, composers, writers, and technicians.
C6.0 Understand the key elements of developing and promoting a production from creation to distribution.
C6.3 Design a promotional packet demonstrating knowledge of promotional practices
C6.4 Create a promotional example using electronic media
C7.0 Know various media production, communication, and dissemination techniques and methods, including written, oral, visual, and electronic media
C7.1 Identify and describe licensing management for live and media based productions and intellectual properties.
C7.5 Understand the components of marketing campaigns for live and media based productions, including advertising in both traditional and social media.

Course Content:

Semester #1 Unit Plan and Timeline

UNIT 1 CONSTRUCTION AND SCENERY

Overview:
In this unit, students learn the tools and techniques appropriate for general construction as pertaining to theatrical set design. Students will be introduced to basic technical drawing, cost estimating, general shop safety, and safe tool operation as they construct essential scenery components for the stage. These components will be rubric-graded by the class as well as the instructor. Students will repeat assessments until they can demonstrate mastery of techniques.

Instruction:

Introduction:	tool names and applications
Safety instruction:	tool operation, chemical storage, techniques, etc.
Measure Correctly:	tape, square, level, caliper
Cut Accurately:	table saw, chop saw, band saw, circular saw
Fasteners:	pin nail, framing nail, staples, screws, nuts / bolts
Jointery:	glues, lap joint, butt joint, dado joint, pocket screw

Roles on Stage: Scenic Designer
Master Carpenter

Projects:
Design and construct a theatrical flat, plywood box, or face frame cabinet
Submit a scale drawing and cost estimate of the assigned piece

Assessments:
Tool names and functions test
Shop and stage safety terminology

Signature Assignment: Shop and Stage Safety Test
(Students must pass this safety exam with a score of 100/100 in order to use equipment in the set shop or stage areas.)

UNIT 2 ELECTRONICS AND CONTROL SYSTEMS

Overview:
During this unit, Event Production students will learn the rudiments of working with electricity on the stage. Pertinent safety devices and practices will be covered before students learn electrical concepts such as ground, continuity, and current. Next, Event Production students will construct and operate three miniature circuits which illustrate class concepts: a dimmable light, an amplifier, and a fan. Finally students will apply their knowledge of these concepts in lab work where they use a multimeter to measure, troubleshoot, and repair theatrical equipment.

Instruction:

Introduction	components and best practices
Electrical safety	circuit breakers, fuses, proper grounding
Multi-meter:	continuity, current, resistance
Types of circuits: AC / DC	high voltage, low voltage, control systems
Termination	soldering, connectors, hardware, pin out

Roles on stage: Master Electrician

Projects:

Wrap cables correctly	using stage specific “over, under” method
Multi-meter	troubleshoot circuits: continuity and voltages
Build a cable	wire Edison and SPG connectors safely
Build three circuits	light, speaker, and fan on “breadboard”

Assessments:
Electrical safety test
Cable wrapping test
Connectors and applications test

Signature Assignment: Cabling and Power Distribution Plan
Students will be able to design and diagram a safe and effective power distribution for audio, lighting, and specialized circuits in a given performance space and defend their design in a short narrative explanation and presentation.

UNIT 3 RIGGING

Overview:
Safe attachment and operation of overhead lifting of theatrical equipment is next in the series of skills that Event Production students will master. Starting with basic rope safety and knot-tying and moving through aircraft cable and correct use of rigging parts, students will study the concept of fixed, dynamic, and live loads. Hands on lab work with chain falls and lift hoists will introduce students to the working environment of arena and theatrical rigging. This unit culminates in students designing an effective and efficient rigging plan for use in an on campus venue.

Instruction:

Introduction:	Safety and load types: fixed, dynamic, live
Rigging parts and tools:	shackle, pear ring, C clamp, aircraft cable, eyebolts, nylock, safety cables, slings, fly bar
Mechanical advantage:	Block and tackle, chain fall, cable hoist, chain motor
Rope and knots:	clove, bowline, slip, and square
Rigging and motors:	bridles, dead hang, baskets
Fly system:	safe operation

Roles on Stage: Stage and Arena Rigger
Theatrical Flyman

Projects:
Make an aircraft safety cable (nicropress)
Ground rigging
Hang a two set show safely

Assessments:
Terminology, components, and safe practices
Identify unsafe design and unbalanced loads
Demonstrate mastery of four knots (slip knot, square not, clove hitch, bowline)

Signature Assignment: Rigging Plan
Students will design and draw a scaled rigging plan including lighting and audio equip ment for a given space. They will create a list of resources needed to implement their plans and explain the techniques required to do so safely, defending their design choices in a narrative text.

End of semester requirements:

Community Service:

No fewer than 10 hours of supervised, applied, independent practice helping a non-profit group produce a performance or festival. These hours are to be approved in advance and must address skills taught in this class directly. Proof of completion will be verified by the student's direct supervisor. These hours count towards high school graduation requirements.

Live Performance Critiques:

Students must attend at least three live performances at professional venues and complete a detailed written analysis of each. These critiques must explain the performance's production design goals, choice of technical assets, and consider the effectiveness and improvements which could be made.

Semester #2 Unit Plan

UNIT 4 PROMOTION AND PRESS RELATIONS

Overview:
This unit will increase student knowledge of pre-production and promotion work that is essential in a professional environment. Branding, logo design, and copywriting will be taught in the context of fair and ethical use of intellectual property. This will lead to students designing promotional merchandise and posters as well as writing effective press releases and managing social media promotional campaigns.

Instruction:

Branding a show:	logo, tag line, graphics
Ethics:	intellectual property / fair use
Media relations:	press releases, local media

Roles on Stage: Event Promoter

Projects:
Design and produce a promotional T shirt
Design and produce a promotional poster

Assessments:
Fair use: music, images, and the law
Advertising plan: traditional and social media

Signature Assignment: Promotion Plan and Press Release
Students will design and implement a strategic promotional plan and schedule for a school or community event which includes traditional and social media. Part of this plan will be a professional press release suitable for traditional media outlets such as local radio stations and newspapers.

UNIT 5 LIGHTING DESIGN AND OPERATION

Overview:
In this unit, students will will learn to install, operate, and troubleshoot lighting systems and follow spot lights. Both fixed installations in theatrical environments as well as temporary installations in remote locations will be covered. They will also learn color theory, RGB and CMY color mixing, lighting angles, and diffusion.

Instruction:

Instruments:	design consideration and functions
Fixtures:	conventional vs. intelligent fixtures
Artistic choices:	color theory, additive, subtractive
Reading Stage plots:	instrument list, circuit map, cut list
Follow spots:	operation, color, cues

Roles on Stage: Lighting designer
System operator
Follow spot operator

Projects:
Identify, maintain, and troubleshoot lighting fixtures
Rig, circuit, and color a lighting plan according to a given stage plot
Program basic cues and submasters on analog and digital control systems

Assessments:
Fixture types and functions
Basic programming and operations cues

End of semester requirements:

Community Service:

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Live Performance Critiques:

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