



# Lights, Camera, Action! A Video Production Workshop on Digital Citizenship

## Workshop Summary

During this 6-week workshop, children will explore the differences between media messages that aim to inform, entertain, and persuade. Children will learn some of the tools and techniques used in video production to create their own Digital Citizenship Public Service Announcement (PSA). Children will write a script using a storyboard, film their scenes with a video camera, and edit their raw footage in post-production. This workshop is designed around Common Core ELA Standards 6.SL.2 and 6.L.3; MA Framework ELA.K-12.R.3.07 and 2.4; Massachusetts Digital Literacy and Computer Science (DLCS) Curriculum Framework including Principles, Practices, and Computing and Society (CAS) and Digital Tools and Collaboration (DTC) Strands; as well as National Education Technology Standards for Students.

## Learning Objectives:

- Children will learn to distinguish the purpose of media messages as persuasive, informative, and/or entertaining.
- Children will learn about basic advertising and marketing concepts.
- Children will learn to write a script using a storyboard.
- Children will experiment with different film equipment, shooting video footage for their film.
- Children will learn the tools of post-production, using video editing software to create a finished short film or commercial.

## Weekly Outline

Day 1: Understanding Media Message Construction/What is Digital Citizenship?

Day 2: Pre-Production

Day 3: Filming

Day 4: Filming

Day 5: Post Production

Day 6: Post Production and Presentation

Video example highlighting students participating in prior workshop available at:

<https://animoto.com/play/70Mucvz7ucKBretNP1JVEQ>

