



Monroe Public Schools – News Release

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For immediate release

ORCHARD CENTER INTRODUCES DIGITAL VIDEO PRODUCTION

“Lights! Camera! Action!” Digital video production is coming to Orchard Center High School.

Social studies teacher Christopher Kunder was the instructor of an analog video class several years ago and is excited to launch Orchard Center’s new program which will cover all facets of video production from writing and shooting to editing and post-production.

“Video is a powerful medium for expression and communication,” Kunder stated. “Our students are consuming videos on social media and YouTube, and we are providing an opportunity for them to learn to create content to share with their peers.”

The new class is scheduled to roll out in December, with the start of the second trimester. Kunder will begin by familiarizing students with equipment, software, camera angles, lighting, using a teleprompter, and all technical aspects of production. Students will also learn how to put news stories together. The school hopes to develop both a bi-weekly recorded show and a bi-weekly newspaper.

A website will be designed to host the shows. Tech savvy students may serve as video editors or website designers, Kunder said, while others may want to be in front of the camera. “This is an opportunity for students to discover who they are and what kind of learners they are,” Kunder explained.

During this pilot year, the class will meet during the sixth hour “Knights United” homeroom period. Digital video production will be offered as an elective course, with the option for credit recovery, and will be open to students assigned to the team-taught language arts and social studies section.

Two tracks will be offered, enabling all OCHS students to gain hands-on digital video experience. Students who aren’t part of the class will use video equipment in their core classes for alternative assessment, as another medium for demonstrating mastery.

“Integrating digital video into the curriculum will help all students develop an understanding of technology that is increasingly becoming part of our communications world,” Kunder asserted.

A green screen is on order and will soon be installed in the corner of his classroom. Monroe Public Schools has purchased WeVideo online video editor subscriptions for individual students to use on Chromebooks in the content area classes. The video production class will be using Adobe Premiere Pro, which is a more robust, complex software program for non-linear editing.

During the research, planning, and preparation stages for the new program, OCHS met with video instructors from Monroe County ISD, Monroe High School, and Summerfield High School. Chris Slat at MCISD provided advice on the software and equipment needs, Principal Kevin Pilgrim said.

“Adobe Premiere was selected because the software is used by professionals,” Pilgrim stated. “In addition to video production and broadcast news, the skills acquired in this class can also be applied in other careers and industries including marketing and advertising.”

Working in a simulated newsroom environment, the students will develop skills in research, writing, public speaking, and time management Kunder said. “The experience of collaboration on team projects and the discipline of deadlines will benefit students in all areas of life,” he said.

Over time, videos may become a support piece for the school’s entrepreneurship curriculum, with students developing videos to advertise their products, and quality commercials airing on the show. Another idea is to have Orchard Center students develop videos for mentoring. Kunder has a vision for his students to create curriculum-based videos to help younger students learn concepts.

“Ultimately,” Kunder concluded, “I am enthused about creating a program for our students which is exciting, meaningful, and authentic.”

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