

Welcome to AV Production!

Hello!

My name is Kara Adler, and I am eager to have your student in my AV Production class this year. In this course, we will learn how to professionally shoot and edit videos that focus on persuasion, including visuals and textual content. We will strategize how to publish that content on owned media and social media platforms, and we will utilize tools like hand-held cameras (in-school) and smartphones (virtual learning). Additionally, your students will become certified in Adobe Premiere Pro.

I am looking forward to getting to know each of you, and I would like to take a moment to introduce myself.

I graduated from the University of Missouri, where I received my Bachelor of Journalism with an emphasis in strategic communication. I worked in the public relations world for a few years, and then went on to complete my Masters of Education from Southern Methodist University.

While this year may come with a lot of uncertainty, know that I hope to make my class a constant and comfortable place for your student. Please know you can always contact me throughout the school year if any questions arise. I have placed my "virtual business card" on Google Classroom and at the bottom of all my emails. Please feel free to reach out to me via email or Zoom, and I will get back to you ASAP.

-Kara Adler

Quarter Snapshot

Quarter 1: History and Terminology

Quarter 2: Video Storytelling

Quarter 3: News Production

Quarter 4: Project-based Production & Adobe Certification

Important Info

It is important that students come prepared for **virtual and in-person learning**. **All students will need a Mac or PC for this class. A Chromebook will not work with the programs we use. Don't forget to fill out the tech form on the back-to-school email.**

Students will have the opportunity to help run the jumbotron at sporting events this year as an **internship**. Applications will be given the first week of school.

Communication Policy: If your student needs tutoring, I will be available before school and after school by appointment. I will respond to guardian and student emails within 24 hours but may take longer to respond over the weekend. You can also check the Google Classroom for all important updates and assignments.



These are a few of my favorite things!

Hobby: Running, writing and theatre

Food: Waffle fries

Drink: Chai Tea Latte

Animal: French Bulldogs

TV Show: Gilmore Girls