

# Curriculum 2020

Presented by

Jennifer Saunders  
& Brigitte Perreault



Jennifer Saunders



Brigitte Perreault

# Jennifer Saunders

## Bio

Jennifer Saunders is a native of Detroit, Michigan and the Founder of People 4 People Productions. She started her career in the Media Industry in 1986 as a Graduate student of the M.A. Media Studies Program at The New School for Social Research in New York City.

As a New York City High School Film Teacher and Adjunct Professor of Film Studies at Rutgers University, she's taught thousands of students using Film Studies, Video Production, Pop Culture, and current events to motivate and inspire students to see the world globally and to take ownership of their learning.

Saunders was awarded 'Certificates of Recognition' by the NYC Department of Education for her award-winning Mentoring Partnership with Midtown Community Court and Kirkpatrick & Lockhart Law Firm. Her students' film 'Who's To Blame' awarded 'Special Recognition' aired in 14 countries, reaching 2.5M U.S. homes for two weeks during 'International Education Week'.

# part ONE

by Jennifer Saunders

## FILM MEDIA LITERACY AND TRANSFORMATIONAL MEDIA

### GOALS

- #1 Train students how to access, engage and think critically about Media.
- #2 Equip students with the 4'C's they need before entering the workforce; communication, creativity, critical thinking and collaboration.
- #3 Teach students how to work together to create films and videos that communicate effectively, powerfully and in a collective voice.
- #4 Prepare students to be 'ready-for hire' as potential employees and B Corp. stockholders of the company.

# **Session 1**

## **Introduction To Film Media Literacy**

This session is used to introduce students to the subliminal impact of various camera shots, angles, shapes, colors, numbers and other familiar images. Camera calisthenics, movement, timing and rhythm exercises are used to introduce students to digital cameras.

# **Session 2**

## **Introduction To Mise En Scene**

This session introduces students to Mise En Scene, and the isolation of shots and scenes for close examination and study. Students examine television commercials to demonstrate how colors, shapes, shots and angles are used to promote products and societal values.

# **Session 3**

## **Introduction To Conceptualization**

This session is used to demonstrate how film art mirrors, differs and directly affects perceptions, attitudes and behavior in the real world. Students choose an award-winning academy award winning film for critical analysis and review.

# **Session 4**

## **The Art of Storyboarding**

This session is used to introduce students to the art of storyboarding. Upside-down drawing exercises are used to demonstrate how to access the part of our brain that draws.

# **Session 5**

## **Introduction To Sound and Sound Effects**

This session is used to introduce students to the art of listening, sound, scrip writing, the use of special effects, and 21st century digital audio technology.

# **Session 6**

## **Introduction To Movie Language Systems**

This session is used to introduce students to Drama. Students learn how storytellers use metaphors, allegories and familiar images in film to express ideas and send hidden messages and meaning.

# **Session 7**

## **Introduction To The 8 Basic Laws of Cinema**

This session is used to introduce students to basic film structure, its language, and the 8 basic laws of Cinema. Students learn how foregrounding and foreshadowing techniques are used to send hidden messages and meaning in the beginning scenes of a movie.

# **Sessions 8-9-10**

## **Introduction To The Mellow Film Shoot**

This session is used to introduce students to guerilla-style filmmaking. Students learn how to work on-location in production teams with their peers to create short videos.

# **Session 11**

## **Introduction To Pre-Production**

This session is used to introduce students to the art of brainstorming for conceptualizing film story concepts. Students learn how to identify societal anxieties of our times and determine messages to send viewers.

# **Session 12**

## **Introduction To Production Roles and Responsibilities**

This session is used to identify the class final film project. Production roles and responsibilities for each class member is determined. Students work in production teams to determine tasks and responsibilities needed for the capture of film footage needed.

# **Session 13**

## **The Writer Speaks**

This session is used to introduce students to the first draft of the Writers' script. Students work together to contribute to the development of the final draft of the Writers' script.

# **Session 14**

## **Introduction To Production Management**

This session is used to introduce students to documents used to organize their production. Students determine film locations, lighting schemes and all tasks required to meet filming deadlines.

# **Sessions 15-16**

## **The Director Speaks**

This session is used to introduce students to dry-run rehearsals. Blocking for camera exercises are used to prepare the class crew members during a dry-run rehearsal in preparation for Production.

# **Sessions 17-18**

## **Production**

This session is used to film class project. Students learn how to follow shot lists, storyboards, call sheets, director's cues and tasks required to gather film footage needed

# **Sessions 19-20**

## **Post - Production**

This session is used to introduce students to editing techniques and 21st century digital editing equipment and software. Students organize and file video footage collected.

# **Session 21**

## **Public Film Screening**

This session is used to teach students how to mount and exhibit a public film screening of their work. Students are familiarized with media law, rules, regulations, public policy and local public access television station programs.

# Brigitte Perreault

## Bio

Originally from Montreal, Quebec, Brigitte has been residing in Los Angeles for the last 25 years. Inspired by her vision to actively participate in making a difference and being an active world citizen, Brigitte has become a social entrepreneur, using digital media to educate, empower, and give the tools to engage.

Brigitte is the CEO of IGNYTE Transformational Media, a digital media company comprised of a publication about global issues, an eco-store to help activate ethical and sustainable brands and products, and soon launching: **Ignyte TV on Roku and Apple TV.**

Brigitte is the recipient of the **Human Dignity Award** as Volunteer Of The Year for work with refugees and survivors of state-sponsored tortured, and is on the Advisory Board of **World Wide Women.**



# part TWO

## IGNYTE TV NETWORK AFTER SCHOOL PROJECTS



CREATING and BUILDING A YOUTH NETWORK  
via BEHIND THE SCENES AND  
VIDEO PROJECTS

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### GOALS

**#1** To create behind the scenes video projects that highlight the students' learning experience in the after school program with **Gnowbe**, and **Film Media Literacy Education**.

Together they will forge and build an **IGNYTE YOUTH NETWORK** and birth the change they wish to see in the world.

**#2** Create a **GLOBAL YOUTH COMMUNITY** where the fabrics of love, tolerance, compassion and expansion shine through, and inspire engagement and advocacy.

**#3** Create the videos of 'Behind The Scenes' learning experiences that Gnowbe and Film Media Literacy Education will provide.

# IGNYTE<sup>TV</sup>

A Cause-Driven Channel for Social and Environmental Impact.

**Launching on: January 20th, 2020**

**ON:**

**Roku**  
**Roku TV**

**amazon fireTV**

**INTERNET TV**  
**IGNYTE**

# IGNYTE<sup>TV</sup>

CONNECTING PEOPLE TO:

sustainability simplified

zero waste

clean water

50 ways to help

green housing

youth empowerment

impact philanthropy

green products

healthy lifestyle

after school projects

eco-news

circular economy

ethical fashion

eco-travel

social enterprise

renewable energy

conservancy

plant-based diet

blue zones

and more...

**We support and advocate for:**

**SUSTAINABLE  
DEVELOPMENT GOALS**