

BITS AND BYTES from ITS

 SAN DIEGO COUNTY
OFFICE OF EDUCATION
INTEGRATED TECHNOLOGY SERVICES

TAYLOR SWIFT AND KENDRICK LAMAR ON THE HILL?

Not exactly, but their “appearance” here was part of the new iTV Learning Lab, and students from Valhalla and Steele Canyon high schools recently swarmed The Hill to check it out. The Learning Lab, created by the Integrated Technology Services division, is a unique offering that includes a one-day session for San Diego County schools.

Instead of teaching students about journalism and television production, the Learning Lab creates authentic industry experiences by having students take on the roles of producer, reporter, videographer, lighting, and audio technician. They receive real-world assignments with the deadlines and parameters found in an actual broadcast environment.

One recent Learning Lab assignment involved interviewing “famous music artists” and producing a videotaped news story.

Thanks to Miranda Mann for playing the role of Taylor Swift, Katy Kellers for her interpretation of Barbra Streisand, and Anthony “Tony” Cheesman for appearing as Kendrick Lamar.

The iTV Learning Lab offers industry experiences at the iTV Cable 16 studios as well as real-world, industry assignments presented in the classroom.

Their final productions were reviewed by iTV staff members for professional feedback, but students offered a few critiques of their own.

“We learned things we never experienced in class,” and “The iTV staff were very professional and helpful,” were among the overwhelmingly positive student responses to iTV surveys about their experience on The Hill.