

Broadcast Media 35S

Credit Value: 0.5

Purpose

The purpose of the course is to provide students with an understanding of all phases of the media production process (pre-production planning, production, and post-production) from a variety of perspectives (news, sports, entertainment). The course includes technical aspects of media production for the web, radio, and television. Students will plan, develop, and broadcast multimedia.

Students should have skills creating video and creating web pages prior to taking the course.

Specific Learning Outcomes

Students will:

1. Create and edit announcer copy for an audio broadcast.
(*Examples: news items, music top hits*)
2. Record sound files.
3. Edit sound files using hardware and software tools to add and create desired effects.
(*Examples: fade, clip, mix, equalize, compress, adjust gain*)
4. Create and record an audio program with voice and sound files.
(*Examples: announcements, sports, community events*)
5. Discuss the advantages and disadvantages of various sound file formats and compression codecs.
6. Create and edit announcer copy and stage directions for a video broadcast.
(*Examples: news items, music top hits, weather*)
7. Record video files.
8. Edit video files using hardware and software tools to add and create desired effects.
(*Examples: special effects, transitions, mixing*)
9. Create and record a video program. (*Examples: school event, community event, variety show*)
10. Discuss and select the video format best suited to the purpose, audience, and available technology.
11. Create audio and video clips for broadcast via a web page.
(*Examples: avi, mov, streaming audio/video*)