

Cape Girardeau Career and Technology Center

Course Syllabus

Course Title: Broadcast Production

School Year: 2010-2011

Room Number: 313,315

Meeting Schedule: M-F 8:25am-10:50am
M-F 12:15pm-2:40pm

Office Phone Number: 573.334.0826

Home Number: 573.204.3074

Instructor: Mr. Randy McWilson

I. Course Philosophy:

Broadcast Production is a trade and technical program whose goal is to train students who wish to pursue entry-level jobs in television broadcasting, video, and film production. The program will foster not only necessary skills, but also the attitudes and processes for successful employment in this field.

II. Course Description:

This two year course has been developed to help students learn about the broad scope of the broadcast/corporate video industry, as well as an introduction to independent film production. This class will provide the necessary equipment training and production skills to seek a career in this industry. Students will be familiarized with areas such as terminology, job descriptions, equipment usage, technology, techniques, and a variety of industry-standard software. This course will involve many student productions and is suited for those students who have a career interest in the broadcast, corporate video, or film industries.

III. Prerequisite:

Computer Applications

IV. Learning Objectives

- A. To understand the history of and present/future trends of the broadcast/corporate video industry.

- B. To have a knowledge of the various professions within the broadcast/corporate video industry.
- C. To have a working understanding of the various components within the industry, including the various video formats used.
- D. To gain proficiency in shot composition.
- E. To gain proficiency in storyboard/script preparation.
- F. To gain proficiency in camera operation.
- G. To correctly use lighting for visual and emotional composition.
- H. To have a working understanding of various audio tools & techniques.
- I. To gain a working understanding of the use of computer graphics.
- J. To understand the post-production process and all of its components/terminology.
- K. To gain a working ability in Non-linear(computer based) editing techniques.
- L. To understand the process, components, and terminology of the live production environment.
- M. To gain an understanding of the various roles/positions in the live production environment.
- N. To produce several video projects using the techniques learned in class, both pre-produced and live, including commercials, news packages, PSAs, music videos, and short films.
- O. To gain proficiency with Adobe Photoshop, Adobe Audition, Adobe Premiere Pro, After Effects, CELTX, and Adobe Encore

V. Teaching-Learning Strategies

- A. Guided Lecture
- B. Classroom Demonstrations
- C. Individual Projects
- D. Group projects/presentations
- E. Written assignments
- F. Software Tutorials

VI. Text Book:

VII. Course Content/Outline

- A. To understand the history of and present/future trends of the broadcast/corporate video industry.
- B. To have a knowledge of the various professions within the broadcast/corporate video industry.
- C. To have a working understanding of the various components within the industry, including the various video formats used.
- D. To gain proficiency in shot composition.
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VIII. Basis for Student Evaluation: Part One

- A. Examinations: There are unit exams scheduled to be given during this course as well as quizzes at appropriate intervals to gauge mastery. Exams will be a combination of true/false, multiple choice, short answer, and long answer.
- B. Projects: There are unit projects that will be given to gauge mastery of specific techniques and tools.
- C. Written Assignments: At appropriate intervals necessary written assignments, such as scripts and storyboards, will be required.

IX. Basis for Student Evaluation: Part Two:

- A. Grades will be determined by the following formula:

Class Assignments: 15%
 Tests and Quizzes 35%
 Projects: 50%

- B. Grading scale for this course will be:

A	96-100	A-	92-95	B+	89-91
B	85-88	B-	82-84	C+	78-81
C	74-77	C-	70-73	D+	67-69
D	63-66	D-	60-62	F	0-59

X. ACADEMIC DISHONESTY

Academic honesty is a necessary characteristic of all students at the Career and Technology Center. Academic dishonesty is not acceptable behavior. Academic dishonesty includes the following: any action involving cheating or deception done to improve a student's grade and any action that aids another student in committing an act of academic dishonesty. Some examples of academic dishonesty are copying test or homework answers, copying written material and presenting it as one's own, and letting another student copy one's work. Students involved in cheating on test, homework assignments, research papers, etc. will be penalized. A portion of the penalty will include a zero for the project with no opportunity for making up the work. The teacher will make personal contact with the parents and a copy of the cheating offense will be sent home. Also a record of the cheating offense will be included in the student discipline folder.

XI. SPECIAL SERVICES

IDEA (Individuals with Disabilities Education Act)

The Special Services Department provides students with handicapping conditions the opportunity to fulfill their potential through appropriate individualized educational programming. Emphasis upon alternative learning techniques and strategies enable the students who receive special services to complete course requirements that are relative to their ability levels. Scope and intensity of services are available on a continuum of support services and vary according to the students' special needs.

ADA (Americans with Disabilities Act)

If you have special needs as addressed by the Americans with Disabilities Act and require course materials in alternative formats, notify your course instructor immediately. Reasonable efforts will be made to accommodate your special needs.

