



**COWLEY COLLEGE
& Area Vocational Technical School**

COURSE PROCEDURE FOR

**AUDIO AND VIDEO PRODUCTION
MCM2733 3 Credit Hours**

Student Level:

This course is open to students on the college level in either the Freshman or Sophomore year.

Catalog Description:

MCM 2733 - AUDIO AND VIDEO PRODUCTION (3 hrs)

The goal of this course is to help students learn the basics of production from an audio and video perspective. The student will learn how to adapt scripts to broadcast formats, run video cameras, soundboards, and do editing. This class will consist of some text-based learning, while featuring a large hands-on component to producing video and audio programs.

Prerequisites:

None.

Controlling Purpose:

This course is designed to help the student increase their knowledge concerning the production of audio and visual material. This course is designed to teach the proper techniques for producing, editing, and finalizing audio and video productions in a wide array of areas.

Learner Outcomes:

Upon completion of the course, the student will be able to develop an audio or video production, script the production properly, record the production, and edit the pieces together into a smooth final product.

Units Outcomes and Criterion Based Evaluation Key for Core Content:

The following outline defines the minimum core content not including the final examination period. Instructors may add other material as time allows.

Evaluation Key:

- A = All major and minor goals have been achieved and the achievement level is considerably above the minimum required for doing more advanced work in the same field.
- B = All major goals have been achieved, but the student has failed to achieve some of the less important goals. However, the student has progressed to the point where the goals of work at the next level can be easily achieved.

- C = All major goals have been achieved, but many of the minor goals have not been achieved. In this grade range, the minimum level of proficiency represents a person who has achieved the major goals to the minimum amount of preparation necessary for taking more advanced work in the same field, but without any major handicap of inadequacy in his background.
- D = A few of the major goals have been achieved, but the student's achievement is so limited that he is not well prepared to work at a more advanced level in the same field.
- F = Failing, will be computed in GPA and hours attempted.
- N = No instruction or training in this area.

UNIT 1: SCRIPT WRITING
 Outcomes: Students will be able to recognize quality productions, and the importance of them. The students will also be able to properly write audio and video scripts.

A	B	C	D	F	N	Specific Competencies
						Demonstrate the ability to:
						Understand the importance and need for quality productions
						Correctly write an audio script for a 30/60 second spot
						Correctly write a video script for a 30/60 second spot

UNIT 2: AUDIO PRODUCTION
 Outcomes: Students will be able to understand and produce an audio based program.

A	B	C	D	F	N	Specific Competencies
						Demonstrate the ability to:
						Engineer an audio production, from set up to tear down
						Operate the digital editing station
						Use the proper voice, techniques, and ability to lay down audio tracks
						Edit 30/60 second productions
						Formulate a minimum of a three minute audio show from beginning to end

UNIT 3: VIDEO PRODUCTION

Outcomes: Students will be able to understand and produce a video based program.

A	B	C	D	F	N	Specific Competencies
						Demonstrate the ability to:
						Operate the editing stations in the digital format
						Understand the differences in cameras, and how to operate the controls of them
						Film video using the proper techniques, angles, and shots
						Edit raw video into a fluid final product
						Record and edit a minimum of a five minute video program

UNIT 4: MOBILE STUDIO PRODUCTION

Outcomes: Students will be able to operate a mobile, multiple camera, set up.

A	B	C	D	F	N	Specific Competencies
						Demonstrate the ability to:
						Set up the mobile newsroom hardware for a multiple camera shoot
						Properly set up and receive audio for incoming and ambient sound within a shoot
						Operate the cameras and be able to adjust the settings for different variables
						Direct a live to tape video program
						Upload video to the web using Youtube/Vimeo or other technologies

Projects Required:

Audio News Script
Audio Sports Script
Video News Script Package
Video Sports Script Package
Complex 5 Minute Newscast Script
30 Second Audio PSA
60 Second Audio PSA
3 Minute Audio Newscast
30 Second Video PSA
60 Second Video PSA
30/60 Second Video Commercial
5 Minute Special Series (Sports/Movie Review/Feature Program/Etc.) Video Program
Set Up and Direct a Newscast
Record a Live Non-Newscast Production to Tape

Textbook:

Contact Bookstore for current textbook.

Materials/Equipment Required:

Students must have a minimum of a 1 GB flash/hard drive.

Attendance Policy:

Students should adhere to the attendance policy outlined by the instructor in the course syllabus.

Grading Policy:

The grading policy will be outlined by the instructor in the course syllabus.

Maximum class size:

Based on classroom occupancy

Course Time Frame:

The U.S. Department of Education, Higher Learning Commission and the Kansas Board of Regents define credit hour and have specific regulations that the college must follow when developing, teaching and assessing the educational aspects of the college. A credit hour is an amount of work represented in intended learning outcomes and verified by evidence of student achievement that is an institutionally-established equivalency that reasonably approximates not less than one hour of classroom or direct faculty instruction and a minimum of two hours of out-of-class student work for approximately fifteen weeks for one semester hour of credit or an equivalent amount of work over a different amount of time. The number of semester hours of credit allowed for each distance education or blended hybrid courses shall be assigned by the college based on the amount of time needed to achieve the same course outcomes in a purely face-to-face format.

Refer to the following policies:

[402.00 Academic Code of Conduct](#)

[263.00 Student Appeal of Course Grades](#)

[403.00 Student Code of Conduct](#)

Disability Services Program:

Cowley College, in recognition of state and federal laws, will accommodate a student with a documented disability. If a student has a disability which may impact work in this class which requires accommodations, contact the Disability Services Coordinator.