Code # COM50

**New/Special Course Proposal-Bulletin Change Transmittal Form**

**Undergraduate Curriculum Council** - Print 1 copy for signatures and save 1 electronic copy.

**Graduate Council** - Print 1 copy for signatures and send 1 electronic copy to [mmcginnis@astate.edu](mailto:mmcginnis@astate.edu)

|  |
| --- |
| **New Course or**  **Special Course (Check one box)**  *Please complete the following and attach a copy of the catalogue page(s) showing what changes are necessary.* |

|  |  |
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| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date… **Department Curriculum Committee Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **COPE Chair (if applicable)** |
| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date… **Department Chair:** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **General Education Committee Chair (If applicable)** |
| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date… **College Curriculum Committee Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Undergraduate Curriculum Council Chair** |
| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date… **College Dean** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Graduate Curriculum Committee Chair** |
|  | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Vice Chancellor for Academic Affairs** |

1. Proposed Course Prefix and Number (For variable credit courses, indicate variable range.)

CMP 2353

2. Course Title – if title is more than 30 characters (including spaces), provide short title to be used on transcripts. Title cannot have any symbols (e.g. slash, colon, semi-colon, apostrophe, dash, and parenthesis). Please indicate if this course will have variable titles (e.g. independent study, thesis, special topics).

Audio and Video Production

3. Will this course be lecture only, lab only, lecture and lab, activity, dissertation, experiential learning, independent study, internship, performance, practicum, recitation, seminar, special problems, special topics, studio problems, student exchange, occupational learning credit, or course for fee purpose only (e.g. an exam)? Please choose one.

Lecture and Lab

4. What is the grade type (i.e. standard letter, credit/no credit, pass/fail, no grade, developmental)?

Standard Letter

5. Is this course dual listed (undergraduate/graduate)?

No

6. Is this course cross listed? (If it is, all course entries must be identical including course descriptions. It is important to check the course description of an existing course when adding a new cross listed course.)

No

7. Brief course description (40 words or fewer) as it should appear in the bulletin.

Audio and Video Production is a basic course in audio and video technology and production for many distribution platforms. Audio production covers radio, audio recording, audio for video production, and web distribution. Video production covers videography, directing, and multi-camera production.

8. Indicate all prerequisites and if this course is restricted to a specific major, which major. (If a student does not have the prerequisites or does not have the appropriate major, the student will not be allowed to register).

a. Are there any prerequisites?

Prerequisite: CMP 2313, Multimedia Production.

b. Why?

CMP 2353, Audio and Video Production, builds directely on knowledge and skills acquired in CMP 2313, Multimedia Production.

9. Course frequency(e.g. Fall, Spring, Summer). Not applicable to Graduate courses.

Fall, Spring, Summer

10. Contact Person (Name, Email Address, Phone Number)

Alexander Brown (Instructor), [arbrown@astate.edu](mailto:arbrown@astate.edu), 870 972-2790

11. Proposed Starting Term/Year

Spring/2014

12. Is this course in support of a new program? Yes

If yes, what program?

Creative Media Production

13. Does this course replace a course being deleted? Yes

If yes, what course?

RTV 2023, Audio Production and RTV 3023, Video Production with Lab

Has this course number been used in the past? No

*Submit Course Deletion Proposal-Bulletin Change Transmittal Form.*

14. Does this course affect another program? No

If yes, provide contact information from the Dean, Department Head, and/or Program Director whose area this affects.

Enter text...

15. Justification should include:

a. Academic rationale and goals for the course (skills or level of knowledge students can be expected to attain)

‘Audio and Video Production’ is part of a comphrensive curriculum revision of the College of Communications. The overall goal of this conversion is a more comphrensive and wholistic course of study designed to prepare students for the 21st Centuries multi-tasking, multi-platform communications universe. Specific goals for the CMP 2353 are defined in the following bullet points.

\* Students will gain an understanding of concepts and theories in the production and presentation of audio and video programming.

\* Students will apply theories to current tools and technologies appropriate for audio and video production across various production and delivery platforms.

\* Students will be made aware of the ramifications of legal, social, and multi-cultural issues to audio and video program productions.

\* Students will write short format scripts for audio, video, and web programming.

\* Students will be guided to think critically, creatively and independently in conceiving, writing, evaluating, producing, and disseminating audio and video programming.

b. How does the course fit with the mission established by the department for the curriculum? If course is mandated by an accrediting or certifying agency, include the directive.

CMP 2353, Audio and Video Production provides critical industy perspective and production skills that will serve the student in subsequent program courses and in many technical and career environments.

c. Student population served.

Department of Media and Multimedia Journalism majors and all College of Media and Communication majors

d. Rationale for the level of the course (lower, upper, or graduate).

The two-thousand level designation was selected because the content of CMP 2353 is foundational to several three-thousand and four-thousand level courses in the department. The two-thousand level designation also indicates that the course should be taken early in the students matriculation process.

16. Outline (The course outline should be topical by weeks and should be sufficient in detail to allow for judgment of the content of the course.)

**CMP 2xx3 Digital Media Production Activity Schedule (tenative)**

**\*Numbers in parentheses indicate minutes required for an activity.**

**Week 1**

**Orientation/Syllabus (50)\***

**K-Lab console/recorder training (100)**

**Radio Interview project assigned**

**Week 2**

**Interviewing techniques/voice work on mic (50)**

**Audio/Radio theory and practice (75)**

**Check-out, K-lab reservation, and PDC procedures (25)**

**Week 3**

**Microphone technology and use (100)**

**ASU production truck orientation (50)**

**Radio Interview project due**

**Week 4**

**Examination One (50)**

**Pro-Tools Training (100)**

**Storytelling Narration with Music and Effects project assigned**

**Week 5**

**TV/Video theory and practice (50)**

**ASU studio and control room orientation (50)**

**Video camera operation and composition (50)**

**Week 6**

**SD card camera introduction/demonstration (50)**

**Shot Vocabulary and Composition exercise (50)**

**Video camera technology (50)**

**Storytelling Narration project due**

**Composition and Motion Videography project assigned**

**Week 7**

**Live radio production (50)**

**Live DJ Program project assigned**

**Radio formats and programming (50)**

**Video content or guest lecturer/field trip (50)**

**Week 8**

**Examination Two (50)**

**On-line media distribution (50)**

**News videography techniques (50)**

**Composition and Motion Videography project due**

**News Videography project assigned**

**Week 9**

**Multi-camera and EFP production (50)**

**Control Room and EFP directing (75)**

**Studio Production Directing project assigned (25)**

**Live DJ Program project due**

**Week 10**

**On-Air talent and working with talent (50)**

**Studio and control room training (100)**

**News Videography project due**

**Week 11**

**Studio and control room training (50)**

**Examination Three (50)**

**Studio production rehearsal (50**

**Week 12**

**Studio Productions (150)**

**Week 13**

**Studio Productions (150)**

**Week 14**

**Studio Productions (150)**

**Week 15**

**Review**

17. Course requirements (e.g. research papers, projects, interviews, tests, etc.)

Attendance of lectures – demonstrations – video information programming, text readings, audio and video location media acquisition, director training, studio production practice, and audio and video scripwriting.

18. Special features (e.g. labs, exhibits, site visitations, etc.)

Audio lab training and assignments, video field equipment training and assignments, television control room and studio lab training, and media facility field trips,

19. Department staffing and classroom/lab resources (Will this require additional faculty, supplies, etc.?)

Current faculty and existing field and lab equipment are sufficient to support this course.

20. What is the primary intended learning goal for students enrolled in this course?

Students will develop technical skills and gain practical experience in the production of audio and video programming for cross-platform use.

21. Reading and writing requirements:

a. Name of book, author, edition, company and year

Modern Radio Production, Sixth Edition by Hausman, Messere, Benoit. Copyright 2005, Wadsworth Publishing

Introduction to Video Production: Studio, Field, and Beyond, by Compesi and Gomez. Copyright 2006, Allyn & Bacon

b. Number of pages of reading required per week: 30-40

c. Number of pages of writing required over the course of the semester: 10-15

22. High-Impact Activities (Check all that apply)

Collaborative assignments

Research with a faculty member

Diversity/Global learning experience

Service learning or community learning

Study abroad

Internship

Capstone or senior culminating experience

Other Explain: Collaborative Assignments

23. Considering the indicated primary goal (in Box #20), provide up to three outcomes that you expect of students after completion of this course.

**Outcome #1:** (For example, what will students who meet this goal know or be able to do as a result of this course?)

\* Students will apply theories to current tools and technologies appropriate for audio and video production across various production and delivery platforms.

Learning Activity:(For example, what instructional processes do you plan to use to help students reach this outcome?)

Audio laboratory, videography, and video studio training, practices,and exercises

Assessment Tool: (For example, what will students demonstrate, represent, or produce to provide evidence of their learning?)

Assignments and productions are designed to simulate professional experience and will be graded.

*(Repeat if needed for additional outcomes 2 and 3)*

**Outcome #2:**

\* Students will be made aware of the ramifications of legal, social, and multi-cultural issues to audio and video program productions.

Learning Activity:

Video presentations and lecture/discussions make students aware of these issues as they relate to the media producer’s roles both as a gatherer of information in public and as a producer/interpreter/gatekeeper of information for public dissemination.

Assessment Tool:

These ideas are tested by the content of student productions and by answers to related question on exams.

**Outcome #3**:

\* Students will be guided to think critically, creatively and independently in conceiving, writing, evaluating, producing, and disseminating audio and video programming.

Learning Activity:

Students are encouraged to contribute their own ideas to discussions of media issues. They are also encouraged to think creatively in the writing and production of their audio and video projects.

Assessment Tool:

Creative thinking is a grading element for all assignments.

Creative thinking can be incorporated into some exam questions.

Question 24.

a indirectly

b directly

c directly

24. Please indicate the extent to which this course addresses university-level student learning outcomes:

* 1. Global Awareness

Minimally  
Indirectly  
Directly

* 1. Thinking Critically

Minimally  
Indirectly  
Directly

* 1. Using Technology

Minimally  
Indirectly  
Directly

**From the most current electronic version of the bulletin, copy all bulletin pages that this proposal affects and paste it to the end of this proposal.**

**To copy from the bulletin:**

1. Minimize this form.
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3. This will take you to a list of the bulletins by year, please open the most current bulletin.
4. Find the page(s) you wish to copy, click on the “select” button and highlight the pages you want to copy.
5. Right-click on the highlighted area.
6. Click on “copy”.
7. Minimize the bulletin and maximize this page.
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