

CMS 419 Advanced Broadcast Production

Credit Hours: 3

Scheduled hours per week

Lecture: 3

Lab:

Other:

Catalog Course Description: Students learn the theory and techniques of sophisticated broadcast production, including analog and digital multi-track recording, mixing, signal processing, live remote recording, digital editing, creative sound production, and sound design.

Pre-requisites: CMS 219

Co-requisites: NA

Course Learning Outcomes:

At the conclusion of the course, students should be able to:

1. Plan and design the use of sound effects, music, narration and dialog in a broadcast script.
2. Articulate trends and policy of the radio broadcast industry as it relates to broadcast production.
3. Operate the production studios and audio production equipment.
4. Apply multi-track audio/broadcast production techniques.
5. Operate digital broadcast equipment to conduct interviews and capture sound.
6. Import and transfer audio using various devices.
7. Operate digital audio software.

Topics to be studied:

At the conclusion of the course, students will have a basic understanding of the following:

- On-air radio
- Remote recording
- Spoken voice, ambience and sound
- Importing, exporting, dubbing
- Mixing process
- Multi-track recording
- Publishing audio files on Internet
- Journalism ethics

Relationship of Course to Discipline Learning Outcomes	
Students will demonstrate an ability to select the appropriate channels to communicate effective messages.	x
Students will demonstrate an ability to evaluate and critique their own and others' communication.	x
Students will exhibit strong listening skills.	x
Students will demonstrate an ability to produce strategic communication materials that are clear, accurate, thorough, cogent, and fair.	x
Students will demonstrate an ability to apply communication theory and mass communication principles to real-life situations.	x
Students will exhibit creativity and innovation in the delivery of messages.	x

Students will competently analyze an audience to create effective messages.	x
Students will articulate the role of ethics in media and communication.	x

Relationship of Course to General Education Learning Outcomes:	
Composition and Rhetoric Students illustrate a fundamental understanding of the best practices of communicating in English and meet the writing standards of their college or program-based communication requirements.	x
Science & Technology Students successfully apply systematic methods of analysis to the natural and physical world, understand scientific knowledge as empirical, and refer to data as a basis for conclusions.	
Mathematics & Quantitative Skills Students effectively use quantitative techniques and the practical application of numerical, symbolic, or spatial concepts.	
Society, Diversity, & Connections Students demonstrate understanding of and a logical ability to successfully analyze human behavior, societal and political organization, or communication.	x
Human Inquiry & the Past Students interpret historical events or philosophical perspectives by identifying patterns, applying analytical reasoning, employing methods of critical inquiry, or expanding problem-solving skills.	x
The Arts & Creativity Students successfully articulate and apply methods and principles of critical and creative inquiry to the production or analysis of works of art.	

Special requirements of the course:

Student must maintain a portfolio of all work throughout the semester.

Additional information:

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