



Course Outline

Catalog Information:

DMEDIA 25B

Digital Media Production

3.000 Units

This course focuses on intermediate practices in editing and studio work for digital media content production, with special emphasis on leading and content decision making. Students will learn to identify proper communication mediums, prepare for multi-platform broadcast, create multimedia content to complement live broadcast, and build scheduling. Focus will be on developing in-field leadership practices. (CSU)

Requisites:**Catalog Prerequisites**

DMEDIA 11 with a minimum grade of C or

DMEDIA 21 with a minimum grade of C

Lecture Hours Per Week:

Min Hours: 0.000 Max Hours: 0.000

Lecture Hours Per Semester:

Min Hours: 0.000 Max Hours: 0.000

Lab Hours Per Week:

Min Hours: 9.000 Max Hours: 9.000

Lab Hours Per Semester:

Min Hours: 144.000 Max Hours: 162.000

Outside-of-Class Hours Per Semester:

Min Hours: 0.000 Max Hours: 0.000

Total Student Learning Hours Per Semester:

Min Hours: 144.000 Max Hours: 162.000

Course Repeatability: No**Course Objectives:**

Upon successful completion of this course, the student will be able to:

1. Demonstrate understanding of multi-platform broadcast concepts.
2. Demonstrate understanding in preparation, timing, and planning broadcast events across platforms.
3. Demonstrate knowledge of setup, production, and take down process related to equipment in the field.
4. Demonstrate leadership ability in guiding and directing while in a deadline-oriented environment.
5. Recognize and troubleshoot issues in live or on-demand environments.

6. Evaluate media platforms for proper execution and delivery of digital media content to a mass audience.
7. Develop plans of action and guidelines for digital media to inform and lead peers.

Course Learning Outcomes:

Upon successful completion of this course, the student will be able to:

1. Students will successfully demonstrate intermediate skills in content production and dissemination.
2. Students will successfully demonstrate leadership skills through management of processes and practices related to production.

Outline of Topics:

1. Producing commercials and public service announcements (PSA)
2. Working with sponsors and underwriters
3. Communication on set
4. Client Communication
5. Writing the script
6. Doing the production
7. Scheduling
8. Producing news and information programming
9. News programming
10. Documentary production
11. Promotional announcements production
12. Sports programming production
13. Virtual event production
14. Music selection
15. Script preparation
16. Audio recording
17. Live Audio
18. Sound effects
19. System Operations
20. Studios and consoles
21. Digital recording systems
22. Microphones
23. Transmitter
24. Other tools used in radio
25. Broadcasting as a business
26. Legal and Federal Communications Commission (FCC)
27. Regulatory issues in Digital Media content creation
28. Unions
29. Contracts
30. Negotiations
31. Gig Work
32. Developing professional networks
33. Portfolios
34. Job Shadows/Internships

Sample Assignments:

Reading:

The student will read and analyze information on producing digital media content for a variety of live and pre-recorded scenarios.

Writing:

Students will write a schedule that includes all 3 phases of production.

Out-of-Class:

Students will produce a demo reel or sample portfolio for use in securing an internship, or entry-level job, as a Digital Media producer.

Methods of Instruction:

Methods of instruction may include, but are not limited to, the following: (from methods of instruction data page).

- Lab

Methods of Evaluation:

A student's grade will be based on a required final examination and multiple measures of performance including critical thinking. These methods may include, but are not limited to the following:

- Projects
- Portfolios
- Class Performances
- Public Performances
- Skills Demonstrations
- Classroom Participation
- Quizzes
- Homework Assignments
- Classroom Assignments
- Lab Assignments

Other Method of Evaluation**Textbooks:**

1. Jan Roberts-Breslin. *Making Media: Sound and Image Production* Fourth. Routledge. 2018

Manuals: None

Periodicals: None

Other Instructional Materials:

Comparable Courses:

1. **CSU**

Sacramento State University

Multimedia Communication

COMS 117

2. **Community College Course**

Mt. Sac

Remote Multicamera Production

R-TV 21

Board of Trustees Approval Date: 12/15/2020