



Course Outline

Catalog Information:

DMEDIA 25A

Digital Media Content

3.000 Units

This course focuses on real-world application of skills in live or on-demand media environments. Students will learn how to contribute to and run multi-platform performances, with emphasis on being agile in deadline-driven content delivery. The focus will be on providing skills necessary to communicate effectively in fast-paced media situations. (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: 1.000 Max Hours: 1.000

Lecture Hours Per Semester:

Min Hours: 16.000 Max Hours: 18.000

Lab Hours Per Week:

Min Hours: 6.000 Max Hours: 6.000

Lab Hours Per Semester:

Min Hours: 96.000 Max Hours: 108.000

Outside-of-Class Hours Per Semester:

Min Hours: 32.000 Max Hours: 36.000

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 basic components of digital media production, including planning, scripting, budgeting, and crew and equipment selection, shooting, editing, post production and delivery.
2. Demonstrate knowledge of strategy in relation to choosing of medium to deliver message.
3. Demonstrate proper knowledge of tools related to multi-platform broadcast environments.
4. Demonstrate effective planning and implementation for live events.
5. Demonstrate effective communication in a fast-paced media environments.
6. Demonstrate standards of production commensurate with current broadcast industry standards.

7. Demonstrate entry-level skills for employment in digital media environments.

Course Learning Outcomes:

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

1. Students will successfully demonstrate knowledge of concepts related to live broadcast development and execution.
2. Students will successfully demonstrate basic skills in technical aspects of production through practicum-style assignments.

Outline of Topics:

1. State of the Digital Media Content Production

The studio environments

Audience

Programming

Formats

Formal and Informal Controls

Professional Integrity

2. Tools used in Digital Media recording

Digital files and digital storage

Digital Media processing software and digital audio workstations (DAWS)

Remote and virtual broadcasts

Synchronization with the visual image

On-set audio

3. Production planning

Professional communications

Rundown

Production elements

The script

4. Promotions/ Public and Community Relations

Social media

Promotions in the digital era

Budgeting promotions

Entry-Level employment

Audience Accessibility

5. On the Air Performance

Personality

Pronunciation

Combo operation

Interviewing

Non-music programming: News/Public Affairs/Talk Radio/Sports/Live Events

6. Engineering

AM, FM, Satellite, and internet

The Emergency Alert System

The FCC

Automation

7. Event/Production Evaluations

Feedback sessions

Program and station improvement

Analysis and report sharing

Creating compelling content in the digital age

Sample Assignments:

Reading:

The student will read information on non-linear editing, intermediate lighting, audio, and camera operation techniques and script analysis.

1. Students will read and analyze industry scripts and storyboard samples across different digital media to help them understand current industry standards.

Writing:

Video Production Experience

1. Students will conceptualize, write, shoot, and edit a short (3-5 minute) digital media production.

To complete this project students will use industry-standard production tools and written skills. Some of these include the following:

Pre-Production

Client Agreement Form

Storyboard

2-column script

Shot list

Location survey

Production

Daily Schedule

Tools of the Trade Checklist

Appearance and Location Releases

Post-production

Credits

Peer Analysis

Out-of-Class:

- 9 Basic Shots Assignment: Video clips should be shot with a tripod and should have no areas of underexposure or overexposure and should utilize the rule of thirds standard. There should also be

appropriate headroom, and no distracting cropping choices and/or backgrounds.

The shots:

Long Shot

Medium Shot

Close Up

Two Shot

Over the Shoulder

High Angle

Low Angle

Pan

Tilt

Finish the assignment by selecting appropriate music, adding lower third graphics, add credits at the end, and export to a playable format.

Methods of Instruction:

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

- Lab
- Lecture

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
- Public Performances
- Skills Demonstrations
- Equipment Usage Demonstrations
- Classroom Participation
- Homework Assignments
- Classroom Assignments
- Lab Assignments

Other Method of Evaluation

Textbooks:

1. Amanda Willett. *Media Production A Practical Guide to Radio & TV (CLASSIC TEXTBOOK)* First. Routledge. 2014

Manuals: None

Periodicals: None

Other Instructional Materials:

Comparable Courses:

1. **Community College Course**
Ohlone College
Beginning TV Studio Production
BRDC 148
2. **CSU**
San Jose State University
KSJS On-Air Operations
RTVF 021

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