

Bemidji State University

MASC 3330: Audio/Video Studio Production

A. COURSE DESCRIPTION

Credits: 3

Lecture Hours/Week: *.*

Lab Hours/Week: *.*

OJT Hours/Week: *.*

Prerequisites: None

Corequisites: None

MnTC Goals: None

An advanced media production course that provides an in-depth understanding of audience analysis, news and sports programming, advanced multi-camera live production, and field news reporting. Implementation of new digital technologies and production techniques for Web casting are included. Lab hours required. Prerequisites: MASC 2223, MASC 2233, and MASC 2243.

B. COURSE EFFECTIVE DATES: 07/31/2012 - Present

C. OUTLINE OF MAJOR CONTENT AREAS

1. Directing & Producing for TV
2. Field Reports & Studio Segments
3. Getting to Know the Business
4. News Program Live
5. Prompter Scripts & Graphics
6. Setting the Standards for our Newscasts
7. Sound Reporting

D. LEARNING OUTCOMES (General)

1. have an ability to gather, write and report news, applying the use of audio-video production techniques and emerging media.
2. use media reporting and documentary principles when utilizing electronic media.
3. explore form and content of electronic media as well as the student's on-air presence.

E. Minnesota Transfer Curriculum Goal Area(s) and Competencies

None

F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

G. SPECIAL INFORMATION

None noted