SYLLABUS

DATE OF LAST REVIEW: 02/2013
CIP CODE: 24.0101
SEMESTER: Departmental Syllabus
COURSE TITLE: Survey of Television and TV Production
COURSE NUMBER: JOUR0179
CREDIT HOURS: 3
INSTRUCTOR: Departmental Syllabus
OFFICE LOCATION: Departmental Syllabus
OFFICE HOURS: Departmental Syllabus
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KCKCC-issued email accounts are the official means for electronically communicating with our students.

PREREQUISITES: None

REQUIRED TEXT AND MATERIALS: Please check with the KCKCC bookstore, http://www.kckccbookstore.com for the required text for your particular class.

COURSE DESCRIPTION:
This course examines areas of broadcast communications. Television, because of its prominence, is emphasized, as are other developing media.

METHOD OF INSTRUCTION: A variety of instructional methods may be used depending on content area. These include but are not limited to: lecture, multimedia, cooperative/collaborative learning, labs and demonstrations, projects and presentations, speeches, debates, and panels, conferencing, performances, and learning experiences outside the classroom. Methodology will be selected to best meet student needs.

COURSE OUTLINE:
I. Introduction to broadcasting
II. History of radio
III. History of television
IV. Radio and television technology
V. Cable television and new video technology
VI. Broadcast regulation
VII. Basic video aesthetics
VIII. Writing for the screen
EXPECTED LEARNER OUTCOMES:
A. The student will be able to describe the broadcasting industry
B. The student will be able to describe the history of radio
C. The student will be able to describe the history of television
D. The student will be able to explain how broadcasting technology works
E. The student will be able to explain the importance of developing video distribution technology
F. The student will be able to explain the impact of government regulation on broadcasting
G. The student will be able to explain basic principles of video aesthetics
H. The student will be able to write a script suitable for television production
I. The student will be able to operate a television camera
J. The student will be able to devise suitable lighting setups
K. The student will be able to devise suitable sound recording schemes
L. The student will be able to operate editing equipment
M. The student will be able to plan a video production
N. The student will be able to create a video
O. The student will be able to criticize the video

COURSE COMPETENCIES:
In order to achieve the learning objectives defined above, you should achieve the following competencies:

The student will be able to describe the broadcasting industry
1. The student will be able to outline the composition of the broadcasting industry
2. The student will be able to identify the key elements of radio broadcasting
3. The student will be able to identify the key elements of the television industry
4. The student will be able to compare broadcasting’s social impact to the impact of other media

The student will be able to describe the history of radio
5. The student will be able to name some of the key figures in the development of radio
6. Identify the technological and social forces that shaped the radio industry
7. Describe the evolution of radio technology
8. Describe the evolution of radio formats

The student will be able to describe the history of television
9. The student will be able to name some of the key figures in the development of television
10. The student will be able to identify the technological and social forces that shaped the television industry
11. The student will be able to describe the evolution of television technology
12. The student will be able to describe the evolution of television networks
   
   *The student will be able to explain how broadcasting technology works*
13. The student will be able to explain how radio waves enable broadcasting
14. The student will be able to define amplitude and frequency modulation
15. The student will be able to describe the NTSC signal system
16. The student will be able to describe how audio- and videotape systems work

   *The student will be able to explain the importance of developing video distribution technology*
17. The student will be able to describe the evolution of the cable industry
18. The student will be able to criticize the impact of cable television on television and society
19. The student will be able to describe the evolution of computer-based video delivery systems
20. The student will be able to appraise the future potential for computer-based video systems

   *The student will be able to explain the impact of government regulation on broadcasting*
21. The student will be able to identify key principles of broadcast regulation
22. The student will be able to identify key principles of communication regulation in general
23. The student will be able to discriminate between regulation of broadcasting and other communication
24. The student will be able to appraise hypothetical broadcasting decisions for potential legal problems

   *The student will be able to explain basic principles of video aesthetics*
25. The student will be able to explain basic framing principles
26. The student will be able to explain basic camera motion principles
27. The student will be able to explain basic shot transitions
28. The student will be able to explain basic special effects techniques

   *The student will be able to write a script suitable for television production*
29. The student will be able to identify the requirements of a written video script
30. The student will be able to write a short script including shot and transition instructions
31. The student will be able to justify decisions made during the writing process
32. The student will be able to compare your script to classmates’ work and professional screenplays

   *The student will be able to operate a television camera*
33. The student will be able to identify different video formats
34. The student will be able to set up and load a camera
35. The student will be able to manipulate focus and zoom settings to produce clear, sharp images
36. The student will be able to demonstrate the proper use of camera accessories

   *The student will be able to devise suitable lighting setups*
37. The student will be able to describe basic three-point lighting setups
38. The student will be able to describe outdoor lighting principles
39. The student will be able to describe special effects lighting techniques
40. The student will be able to create lighting setups for sample video shoots

The student will be able to devise suitable sound recording schemes

41. The student will be able to describe in-camera sound recording
42. The student will be able to demonstrate proper use of a boom mike
43. The student will be able to demonstrate proper use of a clip mike
44. The student will be able to appraise hypothetical situations for proper use of microphones

The student will be able to operate editing equipment

45. The student will be able to identify the steps in the editing process
46. The student will be able to plan a sequence of shots
47. The student will be able to use editing equipment to organize and create transitions between shots
48. The student will be able to compile a set of shots into an edited scene

The student will be able to plan a video production

49. The student will be able to identify the steps in the production process
50. The student will be able to prepare a list of shots based on a script
51. The student will be able to create a video production plan based on the shot list
52. The student will be able to justify decisions made during the planning process

The student will be able to create a video

53. The student will be able to create the shots needed for production
54. The student will be able to combine shots into a final, edited product
55. The student will be able to solve problems that arise during production
56. The student will be able to justify decisions made during the production process

The student will be able to criticize the video

57. The student will be able to identify strong points in your video
58. The student will be able to identify weak points in your video
59. The student will be able to compare her video to classmates’ work and professional productions
60. The student will be able to appraise her efforts

ASSESSMENT OF LEARNER OUTCOMES: Student progress is evaluated by means that include, but are not limited to, exams, written assignments, and class participation.

SPECIAL NOTES:
This syllabus is subject to change at the discretion of the instructor. Material included is intended to provide an outline of the course and rules that the instructor will adhere to in evaluating the student’s progress. However, this syllabus is not intended to be a legal contract. Questions regarding the syllabus are welcome any time.

Kansas City Kansas Community College is committed to an appreciation of diversity with respect for the differences among the diverse groups comprising our students, faculty, and staff that is free of bigotry and discrimination. Kansas City Kansas Community College is committed
to providing a multicultural education and environment that reflects and respects diversity and that seeks to increase understanding.

Kansas City Kansas Community College offers equal educational opportunity to all students as well as serving as an equal opportunity employer for all personnel. Various laws, including Title IX of the Educational Amendments of 1972, require the college’s policy on non-discrimination be administered without regard to race, color, age, sex, religion, national origin, physical handicap, or veteran status and that such policy be made known.

Kansas City Kansas Community College complies with the Americans with Disabilities Act. If you need accommodations due to a documented disability, please contact the Director of the Academic Resource Center, in Rm. 3354 or call at: 288-7670.

*The Journalism Department does not tolerate academic misconduct. If you get caught cheating and your professor considers your act intentional, you will automatically fail the course. You will not be allowed to redo the assignment or drop the class. Further, you may be subject to disciplinary proceedings that may result in punishments ranging from reprimand to expulsion. So don’t cheat.*