MASC 3480: Advanced Audio Production

A. COURSE DESCRIPTION
   Credits: 3
   Lecture Hours/Week: *.*
   Lab Hours/Week: *.*
   OJT Hours/Week: *.*
   Prerequisites: None
   Corequisites: None
   MnTC Goals: None
   This course emphasizes the techniques of advanced audio production through hands-on experience in script writing, multiple-source audio recording, and multi-track editing. Students will be able to use the techniques learned in this class to produce advanced audio documentaries, advertisements, audio drama or sound tracks for film and video. In addition to lecture and demonstration, this course involves one-on-one, hands-on experience learning. A considerable amount of laboratory time is devoted to completing assigned audio productions. Each student will become proficient at the creative production process in-studio and on-location. The student will master their vocal abilities and become proficient at the production of creative audio ads. This course builds confidence in your production ability. Prerequisite(s): MASC 2243, MASC 2250 and MASC 3251.

B. COURSE EFFECTIVE DATES: 01/12/2015 - Present

C. OUTLINE OF MAJOR CONTENT AREAS
   1. Production & Commercials
   2. Electronic Editing
   3. Recorded Program Production
   4. Live, On-Air Production
   5. Dramatic Broadcast & Podcast Production
   6. News Production
   7. Remote & Sports Production
   8. Programming & Formatting

D. LEARNING OUTCOMES (General)
   1. develop a practical understanding of radio station operation.
   2. develop an understanding of the process of communicating messages to a radio audience.
   3. gain practical announcing skills and discover your radio voice.
   4. understand creative concepting, reporting and storytelling in an audio setting.
   5. gain hands-on, in-studio and on-location experience using the tools of audio production.
   6. learn critical skills by evaluating audio productions.

E. Minnesota Transfer Curriculum Goal Area(s) and Competencies
   None

F. LEARNER OUTCOMES ASSESSMENT
   As noted on course syllabus
G. SPECIAL INFORMATION

None noted