Bemidji State University

MASC 3251: Media Production II

A. COURSE DESCRIPTION

Credits: 3  
Lecture Hours/Week: *.*  
Lab Hours/Week: *.*  
OJT Hours/Week: *.*  
Prerequisites: None  
Corequisites: None  
MnTC Goals: None

This class is designed to give a student an introduction to the broadcast television environment. The course will provide a path to the creative process utilizing visual tools to develop media story experiences. Students will become skilled in video equipment operation utilizing the department's television facilities. These skills will be taught through hands-on experiences in the creative process of media production. These objectives will be accomplished through classroom lectures, discussions, group activities and on-air presentations. The majority of the learning in this course will involve hands-on field experiences in a controlled laboratory environment. Prerequisites: MASC 2243 and MASC 2250.

B. COURSE EFFECTIVE DATES: 08/27/2018 - Present

C. OUTLINE OF MAJOR CONTENT AREAS

1. Audio production
2. Radio broadcasting
3. TV broadcasting
4. Video production

D. LEARNING OUTCOMES (General)

1. capture the audio portion of a video shoot.  
2. create television graphics.  
3. critique and evaluate video work.  
4. demonstrate understanding of TV camera, white balance, getting the best picture.  
5. demonstrate understanding of color temperature and types of lighting.  
6. demonstrate understanding of lighting for TV, three point lighting, camera light.  
7. identify the right equipment, tripod, headphones, cables for video shoots.  
8. identify the roles of the production crew in producing a TV show.  
9. plan various types of video stories.  
10. produce and edit a story with a single/multi-cameras.  
11. review of audio fundamentals and microphone placement methods for TV.  
12. write a TV script.

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

None

F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus
G. SPECIAL INFORMATION

None noted