STUDIO PRODUCTION AND BROADCASTING PROGRAM OF STUDY

Pathway Description

Careers in communications are found at all levels of an organization. In particular, the video field offers a wide range of specialties to choose from. Our program focuses on the methods and techniques for reporting, producing, and delivering news programs and other digital content via television and video/film media. It is a four-year pathway designed for students interested in pursuing careers in the digital media industry including: professional broadcast journalists, editors, producers, directors, managers, and various other video broadcasting professions.

Major areas of study include: the principles of broadcast technology; broadcast reporting, on- and off-camera and microphone procedures and techniques; program, sound, and video/film editing; program design and production; media law and policy; and professional standards and ethics.

The core courses include: Introduction to Media Production and Broadcasting, Digital Video Production, Motion Graphic Design, Studio Production, Digital Production and Audio Engineering, and Digital Film Making and Appreciation. Various CCTEC courses will align with Rowan University’s College of Communication and Creative Arts course offerings.
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* Potential College Credits Awarded by Cumberland County College
# Studio Production and Broadcasting Program of Study

## Course Credits

### Freshman
- English I 5 credits
- World History 5 credits
- Algebra I or Geometry 5 credits
- Biology 5 credits
- Spanish I 5 credits
- Fitness and Health I 5 credits
- Graphic Design 5 credits
- Introduction to Media Production and Broadcasting 5 credits

### Sophomore
- English II 5 credits
- US History I or AP US History I 5 credits
- Geometry or Algebra II 5 credits
- Chemistry 5 credits
- Spanish II 5 credits
- Fitness and Health II 5 credits
- Digital Video Production 5 credits
- Motion Graphic Design 5 credits

### Junior
- English III or AP Language/Comp 5 credits
- US History II or AP US History II 5 credits
- Algebra II or Pre-calculus 5 credits
- Physics or AP Physics I 5 credits
- Spanish III 5 credits
- Fitness and Health III 5 credits
- Studio Production and Digital Editing 5 credits
- Digital Production and Audio Engineering 5 credits

### Senior
- English IV or AP Literature/Comp 5 credits
- AP Government 5 credits
- Pre-calculus or AP Calculus 5 credits
- AP Science 5 credits
- AP Spanish 5 credits
- Fitness and Health IV 5 credits
- Digital Film Making and Appreciation 5 credits
- Elective 5 credits
Course Title: Introduction to Media Production and Broadcasting
Grade Level: 9 Credits: 5

Introduction to Media Production and Broadcasting provides a hands-on overview of the practical theory and technology currently applied in the fields of television, film, and new media. This course will provide students with the opportunity to learn the basics of television, especially Electronic News Gathering (ENG) production. It will cover three aspects of television: broadcasting, technology and production. This course covers the history of broadcasting and technology, aspects of preproduction, process of ENG production and basic computer video editing. Emphasized in this course are genres of television broadcasting, methods and practical applications of television preproduction including script writing, and storyboarding. The course will also apply the responsibilities of production personnel including ENG setup and the execution of camera shots and moves. Students will demonstrate the ability to work independently and cooperatively to complete projects based on curriculum. From elements of digital media, video and sound capture, editing, and lighting, students will rotate through workshops and assignments that will give them the necessary foundations to pursue more field-specific courses in media production.

Course Title: Motion Graphic Design
Grade Level: 10 Credits: 5

This course will teach students how to put together interesting, compelling motion graphics for video production using Motion and Live Type software. Students will learn to define vector graphics and multimedia concepts, which relate to motion graphics production. Students will learn professional and industry relevant tools and techniques. The emphasis will be placed on the process of creating effective, efficient, and dynamic motion graphics/animations for broadcast TV, DVD, and the Web. Students will explore each stage of the development and production process with the intention of encouraging individual working style and problem solving. Students become familiar with industry standard tools in order to make video productions communicate more effectively. This course will teach students successful motion graphic application through the use of storyboarding, composition and scene sequencing techniques, emphasizing editing and compression methods for broadcast TV, DVD and the Web.
Course Title: Digital Video Production  
Grade Level: 10  
Credits: 5

This course will allow students to refine and expand the skills acquired in Introduction to Media Production and Broadcasting and receive advanced instruction in newsgathering techniques. Students will further develop skills in script writing, storyboarding and digital editing. Students will also learn advanced techniques in audio production. Emphasis will be placed on completing independent and cooperative production assignments in which students will demonstrate the ability to organize ideas, complete preproduction writing assignments and produce ENG segments for broadcasting.

Course Title: Studio Production and Digital Editing  
Grade Level: 11  
Credits: 5

This course will allow students to use production skills acquired in previous classes to produce news segments and receive advanced instruction in digital editing. Students will understand the importance of ENG/EFP equipment and demonstrate the ability to produce on location. Students will add definition to nonlinear editing by adding computer-generated images and graphics. Emphasis will be placed on completing proficient ENG/EFP productions which demonstrate the ability to conceive production ideas, complete preproduction writing assignments, and organize a production crew while working professionally outside of the classroom studio to complete television segments. Students are also required to produce in-studio segments with professionalism and skills acquired in Digital Video Production using the control room and studio equipment proficiently, produce morning announcements for the high school and segments for a video yearbook. Students will also develop a documentary during the course.

Course Title: Digital Production and Audio Engineering  
Grade Level: 11  
Credits: 5

This course is an introduction to techniques using computer-based music recording and multimedia software found on the Macintosh platform, principally GarageBand, iPhoto, iMovie. This course is designed to give the aspiring student a sound pedagogical foundation in the theory and application of computer-based music and multi-media technologies. Also, this course covers foundations, practices, and creative techniques in audio recording and music production, including microphone selection and placement, mixing, mastering, signal processing, automation, and digital audio workstations.
Course Title: Digital Film Making and Appreciation
Grade Level: 12
Credits: 5

Students will critically view, write about, and discuss a wide spectrum of narrative films to have a greater understanding of the ways film is used to convey meaning, express point-of-view, and influence the viewer. Students will develop their aesthetic perception skills by distinguishing, discussing and writing about various film genres. They will analyze content and context of historical and contemporary films as well as the cultural comparison of the film content. Students will engage in critiques, both written and verbal, of each film. Through producing their own digital films, students will gain an understanding of filmmaking from conception to exhibition. Students will develop their own creative expression and problem solving skills by producing their own films. Through careful analysis of professional films and directorial styles, and intense production and aesthetic creation of student films, this course will develop independent filmmakers.