OBJECTIVE:
This section is designed to familiarize the student with basic audio theory, the use of audio
equipment, and production techniques for effective applications. Analog and digital techniques will
be utilized. A major portion of class time will be devoted to “hands on” demonstration. Therefore,
attendance is extremely important to enable you to complete class assignments.

Instructor Name: Mark Lambert
Office Location: RTFP 275
E-mail address: mark.lambert@unt.edu
Office hours: Thu 2:00 p.m. - 4:00 p.m.

If you are have difficulty with this portion of the course, at any point during the semester, please
talk with me. My contact information is listed above, and is made available for you to use. Please
do not hesitate to contact me, if you have questions. Whenever possible, if you are unable to see me
during my office hours, please e-mail me for an appointment. I make note of this for your benefit, so
you won’t make a potentially wasted trip to my office.

Please be aware that notification is hereby made in this syllabus that the audio portion of this course may involve
potentially hazardous activities, the nature of which include working with exposure to electrically powered
equipment. Accordingly, the Radio, Television & Film Department has slated this course within category 2
(courses in which students are exposed to some significant hazards but are not likely to suffer serious bodily
harm).

**Specific dates are on the last page of this syllabus detailing the section rotations.**

DAY 1: (DATE)
General overview of studio, reservation procedures and project assignments. General description of
the equipment and basic concepts relating to its use (single flow, mixing, etc.) Be prepared to review
the chapter The Nature of Sound and Recording in the work text which is posted on Blackboard.

DAY 2: (DATE)
Discussion of reasons for editing and editing techniques.
  ➢ Audio Project #1 (digital editing assignment) is introduced.

DAY 3: (DATE)
Introduction to studio recording techniques. Digital and Analog editing is demonstrated and the
editing assignment (Audio Project #1) is reviewed.

DAY 4: (DATE)
Discussion of studio recording, microphone use, and mixing techniques.
  ➢ Audio project #2 (Spot Production) is introduced.

DAY 5: (DATE)
Lab Proficiency Test begins.
  ➢ Audio Project #1 (digital editing) is due.

DAY 6: (DATE)
Lab Proficiency Tests conclude.

DAY 7: (DATE)
On-air radio applications, film sound, and audio for television.

DAY 8: (DATE)
Remaining discussion of film sound is completed.
  ➢ Audio Project #2 (Spot Production) is due.
DAY 9: (DATE)
Audio Section Exam over basic audio procedures.

PLEASE READ: ACADEMIC DISHONESTY, including but not limited to cheating and plagiarism. Please refer to the University of North Texas Undergraduate Catalog detailing matters of academic dishonesty. This is brought forth here to state that each student must do their own work, including that on individual projects.

Audio Section Grade Calculation Table

<table>
<thead>
<tr>
<th>ELEMENTS</th>
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<tr>
<td>Project 1</td>
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<tr>
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<tr>
<td>SECTION EXAM</td>
<td></td>
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TOTAL = SECTION FINAL GRADE

Attendance: Roll will be taken in class; each unexcused absence will result in 10 points being subtracted from your Audio Section final grade.

COURSE CONTENT

1. Material assigned as reading from the work text.

2. Material discussed and distributed in class.
   This will include expansion on the text, but it will also include things not appearing in the text. Anything is fair game, from material contained in "hand-outs," to anecdotes, to topics brought up in class by class members, to explanations about activities in class, to projects reviewed in class, etc. Some test questions may be drawn from this area.

3. Tests.
   There will be one (1) test at the end of this section. Additionally, audio material will be included in the class final exam. Pop quizzes will also be administered during this section.

NOTE: IF YOU MISS THE SECTION EXAM, YOU MUST CONTACT ME ON THE DAY OF THE EXAM TO ARRANGE A MAKE-UP EXAM. A death in the family OR a bona fide documented acute medical situation is required. If you arrive late to the exam, you will only be permitted to take it IF no one has finished the exam.

In regard to POP QUIZZES, if you are late for class and a pop quiz is in progress or has already been given, your grade for that pop quiz will be zero. Also, there are no make-up provisions for pop quizzes. You must attend class to take a pop quiz.

4. Audio Projects. A large part of this course section will involve completing assigned projects. Projects will be graded on their individual merits, but before they can be accepted for grading, they must meet certain production format standards that will described in class. Projects not meeting production format standards will be returned to you without a grade, and will incur a one-half letter grade deduction upon being resubmitted. If the resubmission is still not in the correct format, the grade for the project will be zero.
ALL PROJECTS ARE TO BE READY FOR GRADING ON THE DATE DUE AT THE START OF THE DESIGNATED CLASS PERIOD. IF A PROJECT IS NOT READY, THE GRADE FOR THAT PROJECT WILL BE ZERO. THERE WILL BE NO EXCEPTIONS. **THERE ARE NO LATE PROJECTS!**

If you receive less than a passing grade on the first project (less than 70), you may make the changes suggested on your evaluation sheet and resubmit the project. If you choose this option, you must resubmit a given project within one (1) week of the project being returned to you.

The highest grade that will be awarded for a resubmitted project will be a numerical grade of 70. (Resubmission is not allowed for the second project.)

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**Audio Notes**

Bring your own headphones -- closed ear (over the ear) headphones. Headphones are NOT available for checkout from the lab monitor.

**The Console:**

- Remember that the monitoring level has nothing to do with the level of your recording.
- The monitors (speakers) are muted when you use the microphone to prevent feedback. Thus, headphones are required when recording your voice.

For most applications:

- All modules should be routed to Program 1.
- Program 1 should be selected for the Control Room Monitor.
- The “A/B Select” button should be in the “A” position for all modules. That is, the buttons should not be illuminated.

**PROJECT 1 OUTLINE**

Project 1 has two parts, both to be submitted in the designated faculty folder at turnin.rtfv.unt.edu

Each part of the project will be labeled.

This part of the project (.wav file for submission) will be labeled: Proj1A_LastName_FirstName

**Part A:**

**Digital Editing**

This exercise has four parts. (Adapted from "Techniques of Magnetic Recording" by Joel Tall, chief tape editor for CBS.)

The very first sound should be the "This..." of the first exercise. Each subsequent exercise should be separated by five seconds (.05) of silence.

A. Edit this sequence to sound as good as possible; do not make the edits too tight or you'll upset the pace of the sentence.

"er...This...er...exercise in editing (cough) excuse me...is to give you experience in splice...er...editing in the digital domain." The final product should read: "This exercise in editing is to give you experience in editing in the digital domain."

B. PACE. Whenever possible, cut from sound to sound. Don't cut the middle of "quiet" spots unless it can't be avoided.

"John, my big brother, is here in town." The phrase "my big brother" is to be cut out. Edit so that it will read "John's here in town." NOT "John (pause) is here in town." If the word "John" was accented too clearly, which would indicate that a word with a consonant was to follow, it might be better to edit the "i" of "is" out and make it sound like a contraction, i.e., "John's here in town."

C. CUTTING WITHIN SOUND. In the sentence, "Editing according to the rules we are following, it not difficult," the obvious way to eliminate the phrase "according to the rules we are following," would be to cut from just before "according" to just before "is." A better way is to cut in the middle of the "editing" before "ing" and after "follow" in "following." Edit the sentence to read
The project (.wav file for submission) will be labeled: Proj1B_LastName_FirstName

**Digital Editing**

Edit the exercise so it flows in a conversational, "airable" form. Edit out the mistakes so that a transcription taken from your finished product would read as follows:

"Editing is a skill used extensively in the broadcast industry. It’s used to remove fluffs, to get the program timing right, and for the convenience of assembly. To edit digital audio, you need a computer loaded with an audio editing software program and a soundcard. Within the editing software, you can use the mouse and the keyboard to highlight audio for deletion or for cutting and pasting to another location. Always make certain when editing news audio, called “actualities,” that you don’t take out words that will alter the meaning of the statement. To do so is highly unethical, and could lead to legal action being taken."

**PROJECT 2 OUTLINE**

The project (.wav file for submission) will be labeled: Proj2_LastName_FirstName

**Creative Commercial/Promo/PSA Production**

Incorporate voices, sound effects, and music to produce one thirty second (:30) commercial, promo, or public service announcement. The spot must have a music bed with a definite beginning and ending and include at least one (1) appropriate sound effect. The spot must run between :28-.:32.

You may choose to be totally original and create your own scenarios for the commercial, or you may use the following scenarios as a guide.

**Scenario 1:** Worldwide Hi-Fi in Dallas is having a “Spring Price Break Sale” with 30 to 70 percent reductions on all items in their huge warehouse showroom. Worldwide Hi-Fi is known as the store with instant credit and the lowest prices in the free world!

**Scenario 2:** The Original Deep-dish Pizza Company is a new pizza chain in town. They feature more than 57 toppings in any combination, two for one specials every Tuesday night, and free delivery. They also have on display -- this week only -- the world's largest anchovy!!!!

**Scenario 3:** Your favorite music performer or group is appearing Saturday night at the American Airlines Center. The concert is the hottest ticket in town! Play it up for all it's worth.
# RTVF 2210: RTVF Production – Daily Grid
## Spring 2014 – Tuesday/Thursday Sections

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<tr>
<th>SESSION</th>
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**TUESDAY, MAY 7 -- COMPREHENSIVE FINAL EXAM**

*Note Time of Exam: 8:00 a.m. - 10:00 a.m.*

Instructors reserve the right to add, delete, or make other changes to this schedule as circumstances dictate.