

Radio Broadcasting Intro

Course Syllabus 2015-2016

COURSE DESCRIPTION

Radio Broadcasting Technology 1 is designed to provide each student with instruction and training to prepare them for a career in communications and specifically radio broadcasting. They will be taught a basic knowledge of an audio editing software and along the way develop their communication and time management skills that will be vital in the professional world.

COURSE OBJECTIVES

Upon the successful completion of this course, the student will be able to:

1. acquire a basic functional knowledge of professional audio equipment and software.
2. learn professional audio production values and techniques and distinguish between good and bad production techniques.
3. develop an understanding of professional radio procedures and practices.
4. will learn how to use various pieces of audio equipment.
5. identify and develop their individual talent/skills while recognizing the importance of working together as a team.
6. will be exposed to professionals from the “real world” through mentioning, field study and/or in-class workshops and demonstrations.
7. acquire a firm foundation for further coursework in media production.

REQUIRED TEXT & MATERIALS

Folder and notebook for notes and to organize papers

Pencil or pen

Positive attitude and willingness to learn

EVALUATION CRITERIA

Grades are calculated using Total Points composed of:

Daily work, projects, assessments, participation

Final exams are 20% of the semester grade.

MSD Warren Township Grade Scale

100-92.5=A
92.4-89.5=A-
89.4-86.5=B+
86.4-82.5=B
82.4-79.5=B-
79.4-76.5=C+
76.4-72.5=C
72.4-69.5=C-
69.4-66.5=D+
66.4-62.5=D
62.4-59.5=D-
Below 59.5=F

COURSE OUTLINE

<p>Introduction, Adobe Audition Introduction, Training Studio Orientation</p> <p><i>RTVI-1.1, 1.2, 1.4, 1.5, 1.6 3.8, 7.2, 7.4</i></p>	<ol style="list-style-type: none"> 1. Introduction (1 day) 2. Adobe Audition Introduction (5 days) 3. Training Studio orientation (3 days)
<p>Radio Diaries</p> <p><i>RTVI-5.1, 7.1, 7.3</i></p>	<ol style="list-style-type: none"> 1. Listening to several different radio stations in-class (5 days)
<p>Project 1 – Adobe Audition (Commercial 1)</p> <p><i>RTVI-3.1, 3.6, 4.1, 4.2</i></p>	<ol style="list-style-type: none"> 1. Compiling the necessary elements of a spot (commercial) in Adobe Audition such as the voice elements along with musical accompaniment. (5 days)
<p>Project 2 – Adobe Audition (Commercial 2)</p> <p><i>RTVI-3.1, 3.6, 4.1, 4.2</i></p>	<ol style="list-style-type: none"> 1. Compiling the elements for spot (commercial) with voice elements and musical accompaniment along with sound designs in Adobe Audition. (4 days)
<p>Project 3 – Adobe Audition (How to)</p> <p><i>RTVI-1.1, 1.3, 3.1, 3.6, 4.1, 4.2</i></p>	<ol style="list-style-type: none"> 1. Students must write a “how to” explaining the necessary steps of making or doing something. (2 days) 2. Then the students must record themselves in the training studios and add audio effects to their voices in Adobe Audition before submitting their work. (3 days)
<p>Project 4 – Adobe Audition (PSA)</p> <p><i>RTVI-1.1, 1.3, 3.1, 3.6, 4.1, 4.2</i></p>	<ol style="list-style-type: none"> 1. Students must go through a catalog of public service announcements the instructor has provided and rewrite it. (1 day) 2. Students must then record themselves reading the PSA in the training studios. (2 days) 3. Finally, they must add the effects instructed to their voice and use appropriate music to accompany the PSA before submission. (2 days)
<p>Project 5 – Adobe Audition (Commercial 3)</p> <p><i>RTVI-3.1, 3.6, 4.1, 4.2</i></p>	<ol style="list-style-type: none"> 1. Students will be given a script that has partially been completed with the exception of a part they must read. Their job is to record their part of the script in the training studios. (2 days) 2. The students must then construct the spot (commercial) using the script provided to them with the voice elements already completed with their part. They must then add the appropriate music to the spot before submission. (2 days)
<p>Project 6 – Talkovers (Talking between songs)</p> <p><i>RTVI-3.1, 3.6, 4.1, 4.2, 5.1, 5.3</i></p>	<ol style="list-style-type: none"> 1. Students will be provided with songs to choose from for research. They must research the artists of the songs they chose. (4 days) 2. Students must then formulate what they will say using a fact learned from their research between each song. They will then record themselves saying these formulated scripts and place them in between the songs and submit their work. (3 days)
<p>Project 7 – Broadcast News</p> <p><i>RTVI-3.1, 3.6, 4.1, 4.2, 5.3</i></p>	<ol style="list-style-type: none"> 1. Students will learn the art of converting News stories from print to broadcast. (3 days)

	<ol style="list-style-type: none"> 2. Next the students will be provided a script to choose from and asked to edit the script and record themselves with the results of the edits. (3 days) 3. Afterwards students must construct a newscast with the audio elements provided and the news they recorded. (2 days)
<p>Project 8 – One hour of radio (Team exercise)</p> <p><i>RTVI-3.1, 3.6, 4.1, 4.2, 4.5,</i></p>	<ol style="list-style-type: none"> 1. Students will be instructed on the radio elements known as "legal id's", "jingles", "promos", "opens", "beds" and "closes". Students will be provided examples. (1 day) 2. Students will then be broken up in teams and given the layout of what the radio hour is to look like. They will be given instruction as well as visual aids to help them grasp the overall construction. (1 day) 3. Construction of radio hour. (14 days)
<p>Project 9 – Interview (Team exercise)</p> <p><i>RTVI-3.1, 3.5, 3.6, 4.1, 4.2, 4.5</i></p>	<ol style="list-style-type: none"> 1. Students will be paired up and asked to interview each other. They must come up with the concept of the interview and the questions. (2 days) 2. Students will then record their interviews as both the interviewer and interviewee. (5 days). 3. Finally they will be asked to edit the interview before submission. (3 days)
<p>Project 10 – Semester Project (Final)</p> <p><i>RTVI-3.1, 3.6, 4.1, 4.2</i></p>	<ol style="list-style-type: none"> 1. Students must construct four hours of radio complete with all the audio elements and music needed to meet the instructor's requirements in the instructions and visual aids. (8 weeks).