

Montgomery County Community College
MSP 170
Media Production Workshop 1
1-0-2

COURSE DESCRIPTION:

Students in this course will gain immediate entry-level hands-on experience producing media content for public distribution. Students will select from Video, Radio/Podcast, and Print Media Production. Students will use professional equipment and software to assist in the writing and production of audio and video PSAs; newscasts; news and human interest reporter packages; narrative stories; and live and recorded event broadcasts. Students will also learn professional procedures, standards, and practices of media industries. This course is subject to a course fee.

REQUISITES:*Previous Course Requirements*

- None

Concurrent Course Requirements

- None

COURSE COMMENT(S):

This course is the first of a series of three workshop courses which must be all completed with a grade of 'C' or higher in order to fulfill the second mass media production elective.

LEARNING OUTCOMES Upon successful completion of this course, the student will be able to:	LEARNING ACTIVITIES	EVALUATION METHODS
1. The student will communicate using the vocabulary of media production industries.	AV/Multimedia Materials Demonstration and Practice Field Trip(s) Discussion Role Playing	Student Presentations Performance Reviews Digital Portfolio
2. The student will describe basic procedures, standards and practices of media production industries.	AV/Multimedia Materials Demonstration and Practice Field Trip(s) Discussion	Student Presentations Performance Reviews Digital Portfolio

	Role Playing	
3. The student will perform entry-level content creation tasks undertaken in the industry by a production team.	AV/Multimedia Materials Demonstration and Practice Field Trip(s) Discussion Role Playing	Student Presentations Performance Reviews Digital Portfolio

At the conclusion of each semester/session, assessment of the learning outcomes will be completed by course faculty using the listed evaluation method(s). Aggregated results will be submitted to the Associate Vice President of Academic Affairs. The benchmark for each learning outcome is that *70% of students will meet or exceed outcome criteria.*

SEQUENCE OF TOPICS:

1. Course Introduction
2. Studio Equipment Nomenclature
3. Mobile Equipment Nomenclature
4. Basic Production Techniques
5. Storytelling in Words, Sounds, and Images

LEARNING MATERIALS:

OER Materials will be provided through Blackboard.

Other learning materials may be required and made available directly to the student and/or via the College's Libraries and/or course management system.

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COURSE APPROVAL:

Prepared by: Gerald Collom

Date: 11/10/2019

Provost or designee Compliance Verification:

Date: 2/26/2020



This course is consistent with Montgomery County Community College's mission. It was developed, approved and will be delivered in full compliance with the policies and procedures established by the College.