

Sam Houston State University
Mass Communications
MCM 171 Audio Production and Performance Fall 2009
Section 02, MWF 1-1:50 p.m. Dan Rather room #125

Instructor: Mrs. Carol Cooper
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COURSE DESCRIPTION:

This course will survey the mechanics of audio production and the operation of studio equipment. Students will study and practice the use of microphone techniques, music, sound effects and performance and be introduced to digital audio production using appropriate audio software. Lecture and laboratory projects will be designed to acquaint students with audio production requirements and responsibilities. Students will receive practical hands-on experience with attention to mixing, recording and editing. Credit 3.

OBJECTIVES:

- 1. The objective of this class is to provide the skills needed to create audio media. By the end of this course students should be able to:**
 - Understand and apply the techniques and theory of the authors in the text.
 - Understand and apply the different techniques and theory provided by lecture and discussion.
 - Understand the relative methods and production techniques used professionally.
 - Identify the underlying methods used in professional media creation.
 - Evaluate the various types of audio production methods exam their uses and gratification
- 2. Developed creative capacities by:**
 - Writing appropriate radio scripts and/or radio rundown.
 - Successfully completed all production assignments
 - Improving announcing skills
- 3. Developed specific skills, competencies and points of view in radio production:**
 - Record/edit voice and practice on improving announcing skills
 - Record/edit a music bed with voice over
 - Record/edit a multi-track assignment
 - Have a working knowledge of the short cut production facilities in room 121.
 - Have a working knowledge of a portable recording system.
 - Have a working knowledge of the radio booth and DJ responsibilities.
- 4. Gained an understanding of the ethical and legal issues surrounding radio program production.**
- 5. Improved their ability to analyze and critically evaluate program content and production methods.**

METHODS:

Lectures and classroom discussions/demonstrations, screenings, writing, classroom practice and studio production projects. Students *must* come to class prepared by reading all assigned materials in order to be able to fully participate in class. Expect to prepare at least 3 hours a week outside of class time. Allocate and additional 1 hour a week for studio production. **Sign up times for production work will be monitored and recorded.**

REQUIRED MATERIALS: Text: *Audio in Media*, Stan Alten 8th Ed. (Thomson), headphones. All students must purchase CD-Rs for projects (get the cheap ones).

BLACKBOARD

Communication will be via Blackboard. The syllabus and course schedule are posted there. Supplementary information to help you with the course will be posted there. Grades will be posted on Blackboard. The instructor will email students via Blackboard. Arranged meeting cancellations and/or assignments will be posted on Blackboard Special announcements. **IT IS YOUR RESPONSIBILITY TO CHECK BLACKBOARD. Students should NOT use the digital drop box to send me work, but email me directly.**

STUDENT SYLLABUS GUIDELINES:

Online detailed description of the following policies: www.shsu.edu/syllabus/ These guidelines will also provide you with a link to the specific university policy or procedure:

ATTENDANCE POLICY:

You will receive 5 daily points for class attendance. Arriving late to class and leaving for a few minutes during class for a non-emergency or leaving class early shall be counted as an absence. (if you're not there when I take role, you're absent) If class is missed due to illness or other excusable reasons, you are expected to see the instructor immediately upon return to school regarding missed work. Missing class for any reason other than an excused absence on any day that work is required, or an exam is given, will result in the immediate and non-negotiable loss of that grade. If an excused absence results in the missing of work or exam, it is the student's responsibility to make an appointment so a make up quiz may be given or alternate due date assigned. Assignments due when you are absent *must* be given to the instructor before the class period to be missed, unless prior arrangements are made with the instructor. It is your responsibility to contact the instructor if you will be absent. Please do not take up class time discussing it.

LATE WORK:

Any and all assignments are due at the specified (or the beginning of class) time. Late work is not accepted unless it is due to an excused absence as described above. Broadcast is about meeting deadlines. Start practicing for the real world now.

WRITTEN WORK:

All writing projects, including scripts, must be word-processed. Handwritten material will not be accepted. Test answers must be neatly printed. I will count it wrong if I cannot read it.

FOOD/DRINK POLICY:

NO FOOD or DRINK in any of the following rooms: 106, 108, 110, 119, 119, 120,121 and 125. You will fail the course if you are caught.

EXAMS and GRADING PLAN:

Daily attendance points.....5 each day
 There will be 10 tests over assigned reading.....100 points
 There will be 5 quizzes over GarageBand.....50 points
 There will be 5 quizzes over audio production studio methods.....50 points
 There will be 4 practical production projects.....up to a maximum of 200 points
 There will be one final comprehensive exam.....50 points

The total points possible will be determined by the kinds of projects we complete and the number of class days we have (bar hurricanes or other closures), therefore you will need to track your grades on Blackboard to keep up to date.

ASSIGNMENTS:

#1: 1 minute News reading voice recording **due Wednesday, Sept. 30th**

#2: 30-second Voice and Music bed **due Friday, Oct. 16th**

#3: 45-second PSA with Music and Sound Effect **due Friday, Nov. 13th**

#4: 60-second Commercial **due Friday, Dec. 4th**

All radio production assignments will be burned onto CDs.

INSTRUCTOR EVALUATIONS

Students will be asked to complete a course/instructor evaluation form toward the end of the semester.

CLASSROOM RULES OF CONDUCT

The Code of Student Conduct and Discipline is found at the following link:

<https://www.shsu.edu/students/guide/dean/codeofconduct.html>.

Section 5.2.22 defines classroom disturbances. Cell phones and pagers should not be used in the classroom, the production rooms or radio booth. Students are prohibited from eating, drinking, or sleeping, using ANY electronic devices, reading any material not sanctioned by the instructor, making offensive remarks or talking when either the instructor or another class member is talking. There shall be no discrimination according to gender, race, ethnicity or religion by any member of the class. Any violation of this policy will result in losing the 5 attendance points for the day. Students who are especially disruptive will be reported to the Dean of Students for disciplinary action in accordance with university policy.

VISITORS IN THE CLASSROOM

No visitors are allowed in room 106, 108, 109, 110, 119, 120, 121 or 125. ***You will fail the course if visitors other than guests related to your production are in any of these rooms.***

ACADEMIC DISHONESTY

All students are expected to engage in all academic pursuits in a manner that is above reproach. Students are expected to maintain complete honesty and integrity in the academic experiences both in and out of the classroom. Any student found guilty of dishonesty in any phase of academic work will be subject to disciplinary action. The University and its official representatives may initiate disciplinary proceedings against a student accused of any form of academic dishonesty including, but not limited to, cheating on an examination or other academic work which is to be submitted, plagiarism, collusion and the abuse of resource materials. ***You will fail the course if it is found that you have plagiarized from another source or have committed a “rip and read” in any of your productions.***

Study Tips: *The SAM Center* is available to all students who may need academic help:

http://www.shsu.edu/~sam_www/

The Writing Center is also available to help improve your writing skill:

<http://www.shsu.edu/~wctr/>

The Writing Center has the AP stylebook and can help you with your broadcast style writing challenges.

AMERICANS WITH DISABILITIES ACT

Students must initiate their requests for accommodation at the Counseling Center.

It is the policy of Sam Houston State University that individuals otherwise qualified shall not be excluded, solely by reason of their disability, from participation in any academic program of the university. Further, they shall not be denied the benefits of these programs nor shall they be subjected to discrimination. Students with disabilities that might affect their academic performance are expected to visit with the Office of Services for Students with Disabilities located in the Counseling Center. They should then make arrangements with their individual instructors so that appropriate strategies can be considered and helpful procedures can be developed to ensure that participation and achievement opportunities are not impaired. SHSU adheres to all applicable federal, state, and local laws, regulations, and guidelines with respect to providing reasonable accommodations for students with disabilities. If a student has a disability that may affect adversely his/her work in this class, then the student is encouraged to register with the SHSU Counseling Center and to talk with the instructor about how best to deal with the situation. All disclosures of disabilities will be kept strictly confidential. NOTE: no accommodation can be made until the student registers with the Counseling Center.

RELIGIOUS HOLIDAYS

Section 51.911(b) of the Texas Education Code requires that an institution of higher education excuse a student from attending classes or other required activities, including examinations, for the observance of a religious holy day, including travel for that purpose. A student whose absence is excused under this subsection may not be penalized for that absence and shall be allowed to take an examination or complete an assignment from which the student is excused within a reasonable time after the absence.

"Religious holy day" means a holy day observed by a religion whose places of worship are exempt from property taxation under Section 11.20, Tax Code.

Q-DROPS:

A Q-drop is a drop made after the last date for tuition refunds (12th class day for fall/spring; 4th class day for summer) but before the date for which a drop would result in the grade of 'F' as published in the Academic Calendar.

Students will be allowed no more than five Q-drops during their academic career at Sam Houston State University. Classes that are dropped prior to the Q-drop date will not count toward the limit. Students who have used their limit of five Q-drops will need to petition their respective dean to drop a class. If the dean refuses to grant permission to drop a class, a student will be required to remain in the class.

This limit will take effect with the start of the fall 2004 semester. Any drops accumulated prior to the fall 2004 semester will not be included in the five Q-drop limit, nor will Q-drops from other universities.

This syllabus is subject to change. Productions or procedures are also subject to change depending on current events related to Mass Communications and or media. Your continued attendance in this course is reflective by your agreement to abide by the policies set forth in this syllabus.

SEMESTER COURSE SCHEDULE (subject to change)

Week 1	8/24	Read through syllabus, begin Chapter 1 Alten
	8/26	Production training
	8/28	Conclude Alten Chapter 1, Test 1
Week 2	8/30	Alten Chapter 2 & 3
	9/2	Production training
	9/4	Conclude Alten Chapters 2 & 3, Test 2
Week 3	9/7	Alten Chapter 4&5
	9/9	Production training, Quiz #1 (12TH CLASS DAY – Q-DROP DAY)
	9/11	Conclude Alten Chapter 4&5, Test 3
Week 4	9/14	Alten Chapter 6 & 9
	9/16	Production Training
	9/18	Conclude Alten Chapter 6 & 9, Test 4
Week 5	9/21	Alten Chapters 10 & 11
	9/23	Production training, Quiz #2
	9/25	Conclude Altern Chapter 10&11, Test 5
Week 6	9/28	Alten Chapters 18
	9/30	Chapters 18 #1:1 minute News reading voice recording due
	10/2	Conclude Chapters 18, Test 6
Week 7	10/5	Alten Chapter 13
	10/7	Production training
	10/9	Conclude Chapter 13, Test 7
Week 8	10/12	Production training
	10/14	Production training,
	10/16	Production training, Quiz #3 #2: 30-second Voice and Music bed due
Week 9	10/19	Alten Chapters 15&16
	10/21	Production Training
	10/23	Conclude Alten Chapter 15&16, Test 8
Week 10	10/26	Alten Chapter 17
	10/28	Production Training, Quiz # 4
	10/30	Conclude Chapter 17, Test 9
Week 11	11/2	Alten Chapter 19
	11/4	Production training
	11/6	Conclude Chapter 19, Test #10
Week 12	11/9	Alten Chapters 7&8
	11/11	Production training, Quiz #5
	11/13	Conclude Chapters 7&8 #3: 45-sec. PSA w Music/Sound Effect due
Week 13	11/16	Alten Chapter 12
	11/18	Production training, Quiz #6
	11/20	Production training, Quiz #7
Thanksgiving week	Monday, 11/23	
Week 14	11/30	Production training
	12/2	Production training, Quiz #8
	12/4	Production training #4: 60-second Commercial due
Week 15	12/7	Production training, Quiz #9

12/9 Production training, Quiz #10

FINAL EXAM: Wednesday, Dec. 16th 2-4 p.m.