



# Program Planning Guide

## Audio and Video Production Technology Associate in Applied Science (A30120)

**Program Length:** 6 semesters

**Program Sites:** Lee Main Campus, Day

**Career Pathway Options:** Associate in Applied Science Degree in Audio and Video Production Technology

<b>Suggested Course Schedule</b> <b>Audio Production sequence</b>		<b>Class</b>	<b>Lab</b>	<b>Work</b>	<b>Credits</b>	<b>Notes:</b>
<b>1st Semester (fall)</b>						
BPT 110	Media Evolution	3	0	0	3	
BPT 112	Media Writing	3	2	0	4	
BPT 121	Media Speech Techniques	2	3	0	3	
BPT 131	Audio Production I	2	4	0	4	
BPT 135	Audio Performance I	0	4	0	2	
ACA 122	College Transfer Success	0	2	0	1	
<b>Total Semester Hours</b>		<b>10</b>	<b>15</b>	<b>0</b>	<b>17</b>	
<b>2nd Semester (spring)</b>						
BPT 220	Emerging Technologies	2	4	0	4	
BPT 132	Audio Production II	2	4	0	4	
BPT 136	Audio Performance II	0	4	0	2	
Humanities/Fine Arts Elective		3	0	0	3	
English requirement, take one course:		3	0	0	3	
ENG 110						
ENG 111						
<b>Total Semester Hours</b>		<b>10</b>	<b>12</b>	<b>0</b>	<b>16</b>	
<b>3rd Semester (summer)</b>						
WBL 111	Work-based Learning	0	0	10	1	
<b>Total Semester Hours</b>		<b>0</b>	<b>0</b>	<b>10</b>	<b>1</b>	
<b>4th Semester (fall)</b>						
BPT 231	Video Production I	2	6	0	4	



BPT 235A	Video Performance I-A	0	3	0	1	
BPT 210	Media Management	3	0	0	3	
BPT 215	Industry Career Preparation	2	2	0	3	
Social/Behavioral Science Elective		3	0	0	3	
Communications requirement		3	0	0	3	
<b>Total Semester Hours</b>		<b>13</b>	<b>11</b>	<b>0</b>	<b>17</b>	
<b>5th Semester (spring)</b>						
BPT 232	Video Production II	2	6	0	4	
BPT 235B	TV Performance I-B	0	3	0	1	
BPT 250	Corporate Video	2	3	0	3	
BPT 285	Audio & Video Production Capstone	1	6	0	3	
Mathematics requirement, take one course:		2	2	0	3	
MAT 110	Math Measurement & Literacy					
MAT 143	Quantitative Literacy					
<b>Total Semester Hours</b>		<b>7</b>	<b>20</b>	<b>0</b>	<b>14</b>	
<b>6th Semester (summer)</b>						
Take one course from:						
WBL 121	Work-based Learning II	0	0	10	1	
BPT 236	TV Performance II	0	6	0	2	
<b>Total Semester Credits Required for Graduation: 66</b>						



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## Course Descriptions

### **ACA 122 College Transfer Success**

This course provides information and strategies necessary to develop clear academic and professional goals beyond the community college experience. Topics include the CAA, college policies and culture, career exploration, gathering information on senior institutions, strategic planning, critical thinking, and communications skills for a successful academic transition. Upon completion, students should be able to develop an academic plan to transition successfully to senior institutions. This course has been approved for transfer under the CAA/ICAA as a premajor and/or elective course requirement.

### **BPT 110 Media Evolution**

This course introduces media in the United States. Emphasis is placed on industry development, media ethics, governmental oversight, technological advancements, revenue models, and audience shifts and trends. Upon completion, students should be able to demonstrate knowledge of regulations, organizational structures, revenue sources, historical development, and on-going operation in media related industries.

### **BPT 112 Media Writing**

This course introduces the principles for writing for media. Emphasis is placed on understanding target audiences and demographics, while shaping the message to meet the specificity of the content platform. Upon completion, students should be able to understand and write copy and scripts according to standard industry formats.

### **BPT 121 Media Speech Techniques**

This course covers basic preparation and speaking performance. Emphasis is placed on proper articulation, pronunciation, rate of delivery, pitch, breathing techniques, inflection, projection, and phrasing for media talent. Upon completion, students should be able to demonstrate effective communication to a target audience.

### **BPT 131 Audio Production I**

This course covers the creation, development, production, and presentation of audio programming elements for various formats and platforms. Emphasis is placed on the operation of professional audio equipment, microphones, and recording devices. Upon completion, students should be able to correctly operate audio recording and playback equipment and demonstrate an understanding of the basic components of sound.

### **BPT 132 Audio Production II**

*Prerequisite: Take BPT 131*

This course is designed to advance the skills learned in BPT 131 Audio Production I and covers creation, development, production, and presentation of audio programming elements for various formats and platforms. Emphasis is placed on the operation of professional audio equipment, microphones, and recording devices. Upon completion, students should be able to correctly operate audio recording and playback equipment and demonstrate an understanding of the basic components of sound.

### **BPT 135 Audio Performance I**

This course covers the basics for audio performance and audio content creation. Emphasis is placed on diction, scripting, recording, ad-libbing, microphone techniques, articulation, pronunciation, and presentation of audio broadcasting elements for broadcast and/or other electronic media applications. Upon completion, students should be able to demonstrate competency in audio communications.

### **BPT 136 Audio Performance II**

*Prerequisite: Take BPT 135*

This course is designed to advance skills learned in BPT 135 Audio Performance I and focuses on audio performance and audio content creation. Emphasis is placed on diction, scripting, recording, ad-libbing, microphone techniques, articulation, pronunciation, and presentation of audio broadcasting elements for broadcast and/or other electronic media applications. Upon completion, students should be able to demonstrate competency in audio communications.

### **BPT 210 Media Management**

This course introduces management roles in media. Emphasis is placed on managerial roles, philosophies, and hierarchical structure in the media industries. Upon completion, students should be able to demonstrate understanding of managerial positions, duties, and organization in media.

### **BPT 215 Industry Career Preparation**

This course covers employment trends and job descriptions in media, research, resume development, industry best practices for showcasing competencies in technical skills, and interviewing skills. Emphasis is placed on preparing students for employment in



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various jobs in media. Upon completion, students should be able to research, analyze, and identify employment opportunities in industry that match skills mastered in the Audio and Video Production Technology Program.

### **BPT 220 Emerging Technologies**

This course introduces advancements in technology, equipment, and/or software in the industry. Emphasis is placed on new and emerging content production trends in the audio and video industry. Upon completion, students should be able to adapt and utilize the most current audio and video technology.

### **BPT 231 Video Production I**

This course is designed to develop technical abilities and a creative eye for producing effective videos. Emphasis is placed on fundamental techniques and aesthetics of planning, shooting, lighting, sound design, and editing. Upon completion, students should be able to create professional video productions in a team environment.

### **BPT 232 Video Production II**

*Prerequisite: BPT 231*

This course is designed to advance the study of video production learned in BPT 231 Video Production I and is designed to develop technical abilities and a creative eye for producing effective videos. Emphasis is placed on fundamental techniques and aesthetics of planning, shooting, lighting, sound design, and editing. Upon completion, students should be able to create professional video productions in a team environment.

### **BPT 235 Video Performance**

This course provides hands-on experience in the operation of video equipment. Emphasis is placed on the application of skills through direct participation in the production or distribution of video. Upon completion, students should be able to demonstrate competence in creating video content.

### **BPT 236 Video Performance II**

*Prerequisite: BPT 235*

This course is designed to advance the skills learned in BPT 235 Video Performance I and provides hands-on experience in the operation of video equipment. Emphasis is placed on the application of skills through direct participation in the production or distribution of video. Upon completion, students should be able to demonstrate competence in creating video content.

### **BPT 250 Corporate Video**

*Local Prerequisite: Take BPT 231*

This course provides direct experience as sportscasters for sporting events. Emphasis is placed on commentary, game analysis, and audience engagement. Upon completion, students should be able to demonstrate competence in interviewing athletes and coaches, as well as writing and producing sports media content.

### **BPT 285 Audio/Video Prod Capstone**

*Prerequisite: Take one: BPT 132 or BPT 232*

This course provides an opportunity to complete a media project from the design phase through implementation with minimal instructor guidance. Emphasis is placed on analyzing, planning, production, post-production, delivery, and evaluation. Upon completion, students should be able to plan, produce and deliver a media project.

### **ENG 110 Freshman Composition**

*Prerequisite: Take one set: Set 1: DRE 097; Set 2: ENG 002; Set 3: BSP 4002*

This course is designed to develop informative and business writing skills. Emphasis is placed on logical organization of writing, including effective introductions and conclusions, precise use of grammar, and appropriate selection and use of sources. Upon completion, students should be able to produce clear, concise, well-organized short papers.

### **ENG 111 Writing and Inquiry**

*Prerequisite: Take one set: Set 1: DRE 097; Set 2: ENG 002; Set 3: BSP 4002*

*Corequisite: Take ENG 011*

This course is designed to develop the ability to produce clear writing in a variety of genres and formats using a recursive process. Emphasis includes inquiry, analysis, effective use of rhetorical strategies, thesis development, audience awareness, and revision. Upon completion, students should be able to produce unified, coherent, well-developed essays using standard written English. This course has been approved for transfer under the CAA/ICAA as a general education course in English Composition.



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### **MAT 110 Math Measurement & Literacy**

*Prerequisite:* Take one set: Set 1: DMA 010 DMA 020, DMA 030; Set 2: DMA 025; Set 3: MAT 003; Set 4: BSP 4003

*Corequisite:* Take MAT 010

This course provides an activity-based approach that develops measurement skills and mathematical literacy using technology to solve problems for non-math intensive programs. Topics include unit conversions and estimation within a variety of measurement systems; ratio and proportion; basic geometric concepts; financial literacy; and statistics including measures of central tendency, dispersion, and charting of data. Upon completion, students should be able to demonstrate the use of mathematics and technology to solve practical problems, and to analyze and communicate results.

### **MAT 143 Quantitative Literacy**

*Prerequisite:* Take one set: Set 1: DMA 010, DMA 020, DMA 030, and DRE 098; Set 2: DMA 010, DMA 020, DMA 030, and ENG 002; Set 3: DMA 010, DMA 020, DMA 030, and BSP 4002; Set 4: DMA 025 and DRE 098; Set 5: DMA 025 and ENG 002; Set 6: DMA 025 and BSP 4002; Set 7: MAT 003 and DRE 098; Set 8: MAT 003 and ENG 002; Set 9: MAT 003 and BSP 4002; Set 10: BSP 4003 and DRE 098; Set 11: BSP 4003 and ENG 002; Set 12: BSP 4003 and BSP 4002

*Corequisite:* Take MAT 043

This course is designed to engage students in complex and realistic situations involving the mathematical phenomena of quantity, change and relationship, and uncertainty through project- and activity-based assessment. Emphasis is placed on authentic contexts which will introduce the concepts of numeracy, proportional reasoning, dimensional analysis, rates of growth, personal finance, consumer statistics, practical probabilities, and mathematics for citizenship. Upon completion, students should be able to utilize quantitative information as consumers and to make personal, professional, and civic decisions by decoding, interpreting, using, and communicating quantitative information found in modern media and encountered in everyday life. This course has been approved for transfer under the CAA/ICAA as a general education course in Mathematics (Quantitative).

### **WBL 111 Work-Based Learning I**

*Local Prerequisite:* Approval of Instructor or Department Chairperson

This course provides a work-based learning experience with a college-approved employer in an area related to the student's program of study. Emphasis is placed on integrating classroom learning with related work experience. Upon completion, students should be able to evaluate career selection, demonstrate employability skills, and satisfactorily perform work-related competencies.

### **WBL 121 Work-Based Learning II**

*Local Prerequisite:* Approval of Instructor or Department Chairperson

This course provides a work-based learning experience with a college-approved employer in an area related to the student's program of study. Emphasis is placed on integrating classroom learning with related work experience. Upon completion, students should be able to evaluate career selection, demonstrate employability skills, and satisfactorily perform work-related competencies.



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Approved Humanities/Fine Arts Electives Associate in Applied Science Degree/Diploma		Approved Social/Behavioral Science Electives Associate in Applied Science Degree/Diploma	
ART 111	Art Appreciation	ANT 210	General Anthropology
ART 114	Art History Survey I	ANT 220	Cultural Anthropology
ART 115	Art History Survey II	ECO 151	Survey of Economics
DRA 111	Theatre Appreciation	ECO 251	Principles of Microeconomics
ENG 125	Creative Writing I	ECO 252	Principles of Macroeconomics
ENG 231	American Literature I	HIS 111	World Civilization I
ENG 232	American Literature II	HIS 112	World Civilization II
ENG 241	British Literature I	HIS 131	American History I
ENG 242	British Literature II	HIS 132	American History II
HUM 110	Technology & Society	HIS 222	African-American History I
HUM 115	Critical Thinking	HIS 223	African-American History II
HUM 120	Cultural Studies	HIS 226	The Civil War
HUM 122	Southern Culture	HIS 236	North Carolina History
HUM 150	American Women's Studies	POL 120	American Government
HUM 160	Introduction to Film	PSY 150	General Psychology
MUS 110	Music Appreciation	PSY 237	Social Psychology
MUS 112	Introduction to Jazz	PSY 241	Developmental Psychology
PHI 240	Introduction to Ethics	PSY 246	Adolescent Psychology
REL 110	World Religions	PSY 281	Abnormal Psychology
REL 211	Intro to Old Testament	SOC 210	Introduction to Sociology
REL 212	Intro to New Testament	SOC 213	Sociology of the Family
		SOC 220	Social Problems
		SOC 225	Social Diversity
		SOC 232	Social Context of Aging
		SOC 240	Social Psychology
<b>Communications; select one course:</b>			
ENG 112	Writing/Research in the Disc		
ENG 114	Prof Research & Reporting		
ENG 115	Oral Communication		
ENG 116	Technical Report Writing		
COM 110	Introduction to Communication		
COM 120	Intro Interpersonal Communication		
COM 140	Intro to Intercultural Communication		
COM 231	Public Speaking		