



# Program Planning Guide

## Audio Production Technology Diploma (D3012010)

**Program Length:** 3 semesters

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

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

Suggested Course Schedule		Class	Lab	Work	Credits	Notes:
<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	
BPT 215	Industry Career Preparation	2	2	0	3	
ACA 122	College Transfer Success	0	2	0	1	
<b>Total Semester Hours</b>		<b>12</b>	<b>17</b>	<b>0</b>	<b>20</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>Total Semester Credits Required for Graduation: 37</b>						



## 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 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 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.

**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.

**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.

**Approved Humanities/Fine Arts Electives  
Associate in Applied Science Degree/Diploma**

ART 111	Art Appreciation
ART 114	Art History Survey I
ART 115	Art History Survey II
DRA 111	Theatre Appreciation
ENG 125	Creative Writing I
ENG 231	American Literature I
ENG 232	American Literature II
ENG 241	British Literature I
ENG 242	British Literature II
HUM 110	Technology & Society
HUM 115	Critical Thinking
HUM 120	Cultural Studies
HUM 122	Southern Culture
HUM 150	American Women's Studies
HUM 160	Introduction to Film
MUS 110	Music Appreciation
MUS 112	Introduction to Jazz
PHI 240	Introduction to Ethics
REL 110	World Religions
REL 211	Intro to Old Testament
REL 212	Intro to New Testament