

## Washtenaw Community College Comprehensive Report

### COM 235 Broadcast Media Arts Portfolio Effective Term: Winter 2019

#### Course Cover

**Division:** Humanities, Social and Behavioral Sciences  
**Department:** Humanities  
**Discipline:** Communications  
**Course Number:** 235  
**Org Number:** 11520  
**Full Course Title:** Broadcast Media Arts Portfolio  
**Transcript Title:** Broadcast Media Arts Portfolio  
**Is Consultation with other department(s) required:** No  
**Publish in the Following:** College Catalog , Time Schedule , Web Page  
**Reason for Submission:** Three Year Review / Assessment Report  
**Change Information:**  
    **Consultation with all departments affected by this course is required.**  
    **Course title**  
    **Course description**  
    **Pre-requisite, co-requisite, or enrollment restrictions**  
    **Outcomes/Assessment**  
    **Objectives/Evaluation**

**Rationale:** The assessment report for COM 235 was completed. A few updates to the course description and outcomes needs to be made.

**Proposed Start Semester:** Winter 2019

**Course Description:** In this course, students gain experience in the day-to-day duties of radio production professionals and spend scheduled production time in writing, editing, and announcing. Students will complete an electronic portfolio of their best work as part of an audition package to submit to potential employers and/or internships.

#### Course Credit Hours

**Variable hours:** No

**Credits:** 3

**Lecture Hours: Instructor:** 45 **Student:** 45

**Lab: Instructor:** 0 **Student:** 0

**Clinical: Instructor:** 0 **Student:** 0

**Total Contact Hours: Instructor:** 45 **Student:** 45

**Repeatable for Credit:** NO

**Grading Methods:** Letter Grades

Audit

**Are lectures, labs, or clinicals offered as separate sections?:** NO (same sections)

#### College-Level Reading and Writing

College-level Reading & Writing

#### College-Level Math

#### Requisites

**Prerequisite**

COM 155 minimum grade "C"

**Prerequisite**

COM 160 minimum grade "C"  
and  
**Prerequisite**  
COM 170 minimum grade "C"

## **General Education**

### **Request Course Transfer**

#### **Proposed For:**

Central Michigan University  
Eastern Michigan University  
Ferris State University  
Grand Valley State University  
Michigan State University  
Oakland University  
Wayne State University  
Western Michigan University

### **Student Learning Outcomes**

1. Create the written portion of each radio production for industry portfolio.

#### **Assessment 1**

Assessment Tool: 30 or 60 second PSA, commercial or promo  
Assessment Date: Spring/Summer 2020  
Assessment Cycle: Every Three Years  
Course section(s)/other population: All (using enrollment from prior semesters)  
Number students to be assessed: All  
How the assessment will be scored: Departmentally-developed rubric  
Standard of success to be used for this assessment: 70% of students will score 70% or higher  
Who will score and analyze the data: Departmental faculty

2. Perform vocal delivery for each radio production for industry portfolio.

#### **Assessment 1**

Assessment Tool: 30 or 60 second PSA, commercial, promo or air-check  
Assessment Date: Spring/Summer 2020  
Assessment Cycle: Every Three Years  
Course section(s)/other population: All (using enrollment from prior semesters)  
Number students to be assessed: All  
How the assessment will be scored: Departmentally-developed rubric  
Standard of success to be used for this assessment: 70% of students will score 70% or higher  
Who will score and analyze the data: Departmental faculty

3. Perform editing techniques for each radio production for industry portfolio.

#### **Assessment 1**

Assessment Tool: 30 or 60 second PSA, commercial or promo  
Assessment Date: Spring/Summer 2020  
Assessment Cycle: Every Three Years  
Course section(s)/other population: All (using enrollment from prior semesters)  
Number students to be assessed: All  
How the assessment will be scored: Departmentally-developed rubric  
Standard of success to be used for this assessment: 70% of students will score 70% or higher  
Who will score and analyze the data: Departmental faculty

### **Course Objectives**

1. Write broadcast quality scripts utilizing proper script writing format.
2. Write broadcast quality scripts utilizing techniques such as word choice and timing.
3. Write broadcast quality scripts utilizing techniques such as mood and message.

4. Vocally perform broadcast quality scripts and/or ad-libs using vocal delivery techniques such as pacing.
5. Perform scripts and/or ad-libs using vocal delivery techniques such as pitch, resonance and inflection.
6. Perform broadcast quality scripts and/or ad-libs using techniques such as articulation and pronunciation.
7. Edit production elements for each radio production including but not limited to music, sound effects and voice overs.
8. Apply editing elements, such as mixing, segues and fades to each radio production.
9. Mix down various production elements for each radio production with a focus on overall sound quality.

### **New Resources for Course**

#### **Course Textbooks/Resources**

Textbooks  
Manuals  
Periodicals  
Software

#### **Equipment/Facilities**

Level III classroom  
Other: TI 127

<b><u>Reviewer</u></b>	<b><u>Action</u></b>	<b><u>Date</u></b>
<b>Faculty Preparer:</b> <i>Dena Blair</i>	<i>Faculty Preparer</i>	<i>Jul 09, 2018</i>
<b>Department Chair/Area Director:</b> <i>Allison Fournier</i>	<i>Recommend Approval</i>	<i>Jul 19, 2018</i>
<b>Dean:</b> <i>Kristin Good</i>	<i>Recommend Approval</i>	<i>Jul 20, 2018</i>
<b>Curriculum Committee Chair:</b> <i>Lisa Veasey</i>	<i>Recommend Approval</i>	<i>Aug 29, 2018</i>
<b>Assessment Committee Chair:</b> <i>Shawn Deron</i>	<i>Recommend Approval</i>	<i>Aug 29, 2018</i>
<b>Vice President for Instruction:</b> <i>Kimberly Hurns</i>	<i>Approve</i>	<i>Sep 03, 2018</i>