

COM275
Audio Production

T 3-4:50 p.m. – Cabrillo 101
(Version as of 9/8/14 #01)

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PLNU Mission
To Teach ~ To Shape ~ To Send

Point Loma Nazarene University exists to provide higher education in a vital Christian community where minds are engaged and challenged, character is modeled and formed, and service becomes an expression of faith. Being of Wesleyan heritage, we aspire to be a learning community where grace is foundational, truth is pursued, and holiness is a way of life.

COURSE DESCRIPTION

Undergraduate 2014-2015 Catalog Course Description:

A basic course that provides students with skills in writing and production of audio content for radio (e.g., commercials, promotional announcements, PSAs), and TV and Film (multi-track recording, mixing and sound effects). Course deals with announcing, acoustics, microphones and remote broadcasts. Required for broadcast journalism majors and other students desiring to work at Point Radio.

This course will be taught with an eye (or ear) to understand the effects sound has on our experience of media (and life). And, conversely, how sound can be used to create/suggest effects within individuals encountering the media programming students will create. An emphasis on an understanding of the pre-cognitive/non-rational nature of sound will be a frequent topic of discussion. The course content should be useable by all students in relation to media consumption and construction, even if a career in this field is not contemplated.

Learning Outcomes:

By the end of this semester, you should be able to:

- Demonstrate technical skills of digital audio recording and editing.
- Correctly and creatively write and produce a radio commercial and a program promotional announcement.
- Evidence collaborative abilities by working in an audio production team.
- Demonstrate a beginning/developing appreciation for the psychological power of sound/audio to influence emotional involvement in radio/audio/media/film programming and to be able to identify the techniques used to create those effects.
- Demonstrate a beginning understanding of the role of the “aesthetics of narrative” as a tool for encouraging audience involvement in radio/audio programming.

Required Text:

Alten, S. R. (2012) First Edition. *Audio basics*. Belmont, CA: Wadsworth.

Course Requirements:

- All assignments must be uploaded to Canvas before the beginning of class on the date indicated in the syllabus. Audio projects must be correctly exported in MP3 format from Audition for uploading to Canvas. Assignments that are late or submitted in any other manner or format than MP3 will not be accepted and will receive zero points.
- Three editing workstations, mics and headsets are available for your use. Because audio workstations are shared with other classes, plan ahead and schedule production and editing time early. Editing stations are only available at posted days and times that coincide with the days and times the TV studio is open, which is limited to when the library is open. The inability to secure equipment or editing time due to lack of planning is not an excuse for not completing an assignment. Portable digital audio recorders are also available for check-out from the TV studio. Use the sign-up sheets on the bulletin board in the hallway outside Point Radio for scheduling editing time and for reserving mics, headsets and portable recorders.
- All students must use Adobe Audition to complete assignments in this class. Demonstrating competency in this program is part of your grade. Using other equipment is not permitted and puts the quality of your productions and your grade at risk.
- Students are expected to complete assigned readings by the dates they are due and to be prepared to discuss and/or present on those topics in class. Reading quizzes will be given randomly throughout the semester.
- Production projects will be played during class for discussion. Comments directed toward the producer should be constructive and given in a courteous manner.
- Projects are to be completed by the individual student unless indicated otherwise. Grades for projects that require teamwork will be given to the entire team.
- Students must take both exams at the days and times listed in the syllabus.

Point Radio Participation:

- All students in this course will participate in a weekly commitment to the operation of Point Radio. Time cards listing the completion of those duties are due each week. You must complete the time card by Friday of each week to receive Point Radio participation credit for that week. This is an honor system, so be accurate in your hours reported. Students who report time that they did not actually work will receive a failing grade for this class. A time card for each student is located in the Point Radio studio. You are expected to start on time, end on time and keep the Point Radio “clock.”
- Students have the sole responsibility for their commitments to the campus radio station and will face significant penalties when those obligations are not met. On-air shifts must be covered even if the person cannot be there due to illness or extenuating circumstances. You must provide me with documentation for missing an air shift due to illness or emergency.
 - The student MAY switch duties with another person in the class. However, this must be arranged a minimum of 48 hours in advance and the Point Radio manager (not Rick) must be notified of the change prior to the person’s air shift or other responsibility.
 - News personnel carry the same responsibilities as on-air personalities. News copy is printed to the Point Radio printer each morning. Contact the news director before noon if you cannot participate in your air shift due to illness or emergency situation.
 - Failure to cover air shifts without a documented excuse will result in a penalty of 10% off the student’s final course grade for each incident.
- In addition to on-air work, students in this class will be asked to assist with Point Radio events. Failure to follow through on these commitments will result in a deduction of 30 Point Radio participation points.

Attendance:

- Attendance will be taken in all classes. As noted in the university catalog, students who miss 10% of class sessions (that means 1.5 sessions) will be reported to the Vice Provost of Academic Administration. Missing 20% of class sessions will result in the student being de-enrolled from this course. This rule will be strictly enforced.
- The communication industry is time sensitive. Professionals in this business succeed or fail depending on their ability to meet deadlines and follow through on commitments. Now is an excellent time to develop good habits. With this in mind, students are expected to be on time to class. Entering the room after class has started is disruptive to other students and to the continuity of the session. Attendance is taken promptly at the time class is scheduled to begin. If you are not here when I take attendance, you will be counted as absent unless you see me personally at the end of class. Students who are chronically late may be asked to withdraw the class.
- Attendance in class means that you are fully attending to the course. Students, who choose to read the paper, use their cell phone, engage in irrelevant and disruptive conversations, study for their next class, etc... will be counted as absent for that day. There are no exceptions to this policy, so please do not ask.
- In the event that you miss class, will be expected to get notes, handouts, and assignments from someone in class. **Do NOT ask Rick for notes.** You are responsible for missed material and should try to make a friend or two in this class that you can count on.
- It is the student's responsibility to maintain his or her class schedule. Should the need arise to drop this course (personal emergencies, poor performance, etc.), the student has the responsibility to follow through (provided the drop date meets the stated calendar deadline established by the university), not the instructor. Simply ceasing to attend this course or failing to follow through to arrange for a change of registration (drop/add) may result in a grade of F on the official transcript.

Technology Policy

Students are permitted to use laptop computers during class, but only for course-related activities. Cell phones are not allowed during class. Put cell phones completely away – off the desk – for the entire class session. Do not be surprised if I ask you to remove the phone from your desk. Making audio or video recordings of class sessions are not allowed (except as directed by the instructor). Students may not mass distribute course content in any form without permission of the instructor.

Notice to Students with Disabilities

While all students are expected to meet the minimum academic standards for completion of this course as established by the instructor, students with disabilities may require academic accommodations. At Point Loma Nazarene University, students requesting academic accommodations must file documentation with the Disability Resource Center (DRC), located in the Bond Academic Center. Once the student files documentation, the Disability Resource Center will contact the student's instructors and provide written recommendations for reasonable and appropriate accommodations to meet the individual learning needs of the student. This policy assists the University in its commitment to full compliance with Section 504 of the Rehabilitation Act of 1973, the Americans with Disabilities (ADA) Act of 1990, and ADA Amendments Act of 2008, all of which prohibit discrimination against students with disabilities and guarantees all qualified students equal access to and benefits of PLNU programs and activities.

Academic Dishonesty

Students should demonstrate academic honesty by doing original work and by giving appropriate credit to the ideas of others. As stated in the university catalog, "Academic dishonesty is the act of presenting information, ideas, and/or concepts as one's own when in reality they are the results of another person's creativity and effort. Such acts include plagiarism, copying of class assignments, and

copying or other fraudulent behavior on examinations. Essentially, if you turn in work that is another person’s work, without giving credit to the original person, it is plagiarism and is punishable by an automatic failing grade in this class (see PLNU’s Academic Policies for more details).

FERPA Policy

In compliance with federal law, neither PLNU student ID nor social security number should be used in publicly posted grades or returned sets of assignments without student written permission. This class will meet the federal requirements by distributing all grades and papers individually. Also in compliance with FERPA, you will be the only person given information about your progress in this class unless you have designated others to receive it in the “Information Release” section of the student portal. See Policy Statements in the undergrad student catalog.

Changes to Syllabus:

The instructor reserves the right to make amendments, additions or deletions to this syllabus. It is each student’s responsibility to stay current and be aware of any changes.

Official Means of Communication:

The official means of communication at Point Loma Nazarene University is email. Your communications MAY be informally done using texting or other methods, but those are not official. If you must communicate with the professor concerning class attendance, grading, projects, policies or any other serious school business topic you must do it by email. Other methods are NOT official.

Grading

Grades are based on the point system listed below. This enables students to keep track of their total score and to estimate their grade at any point in the semester.

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|--------------------------------|-----------------|----------------------|----|---------|----|
| Assignments (points as listed) | 250 pts. | Grading Scale | | | |
| Point Radio participation | 60 pts. | 470-500 | A | 370-384 | C |
| Reading quizzes | 40 pts. | 450-469 | A- | 350-369 | C- |
| Exam #1 | 75 pts. | 435-449 | B+ | 335-349 | D+ |
| Exam #2 | 75 pts. | 420-434 | B | 320-334 | D |
| Total points possible | 500 pts. | 400-419 | B- | 300-319 | D- |
| | | 385-399 | C+ | 0-299 | F |

FINAL EXAMINATION POLICY

Successful completion of this class requires taking the final examination **on its scheduled day**. The final examination schedule is posted on the [Class Schedules](#) site. No requests for early examinations or alternative days will be approved.

COPYRIGHT POLICY

Point Loma Nazarene University, as a non-profit educational institution, is entitled by law to use materials protected by the US Copyright Act for classroom education. Any use of those materials outside the class may violate the law.

Course Calendar (as of 9/7/14)

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| <u>01 - Sept 9</u> | |
| Topic: | Syllabus; Radio programming; Point Radio orientation |
| Reading: | None |
| <u>02 - Sept 16</u> | |
| Topic: | Digital recording and editing; Audition orientation |
| Reading: | Text chaps. 9 & 12 |
| | Point Radio shows start this week |
| <u>03 - Sept 23</u> | |
| Topic: | Writing and producing program promos and commercials |
| Reading: | None |
| Due: | Audition competency (15 pts.) |
| <u>04 - Sept 30</u> | |
| Topic: | Announcing; Characteristics of speech |
| Reading: | Text, pp. 289-290 & Mlodinow pp. 126 – 133 (on Reserve) |
| Due: | Point Radio program promo (25 pts.) |
| <u>05 - Oct 7</u> | |
| Topic: | Consoles |
| Reading: | Text chap. 8 |
| Due: | Commercial script (20 pts.) |
| <u>06 - Oct 14</u> | |
| Topic: | Sound effects (“Bespoken”) |
| Reading: | Text, pp. 290-293 |
| <u>07 - Oct 21</u> | |
| Topic: | TBD: Field trip to KOGO. Meet in front of Cabrillo Hall at 2:50 p.m. |
| Due: | Commercial produced (30 pts.) |
| <u>08 - Oct 28</u> | Test #01 & Storytelling (Part 1) |
| Exam #1 | |
| <u>09 - Nov 4</u> | |
| Topic: | Using music in media production |
| Reading: | Text, pp. 293-295 |
| Due: | KOGO reflection paper (20 pts.) |
| <u>10 - Nov 11</u> | |
| Topic: | Interviewing and Field Production |
| Reading: | Text, pp. 295-297 |
| Due: | Field sound effects (25 pts.) |
| <u>11 - Nov 18</u> | |
| Topic: | Sound & Acoustics |
| Reading: | Text chaps. 1-4 |
| Due: | Final production concept (20 pts.) |
| <u>12 - Nov 25</u> | |
| Topic: | Monitors & Microphones |
| Reading: | Text chaps. 5-7 |

13 - Dec 2

Topic: Multi-track mixing and rerecording; Internet radio

Reading: Text chaps. 13 & 14

Due: Final production rough (30 pts.)

14 - Dec 9 Test #02 & Storytelling (Part 2)

Exam #2

15 – Finals: Dec 16 – 3-4:50 p.m. (To be verified)

Final production due (65 pts.)

NOTE: Please make sure your vacation travel plans accommodate your final exam schedule. All students must attend the final class session to pass this course. **There are no exceptions.**