

# Program SLOs

## Radio, Television, & Film Production and Related Disciplines

(Advertising/Public Relations; Broadcast Journalism; Digital Media; Radio Production; Radio, Television & Film Production; Television Production)

A.A. Degree – Radio, Television, & Film Production

A.A. Degree—Advertising/Public Relations; Broadcast Journalism; Digital Media; Radio Production; Television Production

Certificates—Digital Media; Radio Production; Television Production

### Areas of Study:

Advertising/Public Relations

Broadcast Journalism

Digital Media

Film and Media Studies

Journalism

Radio Production

Television Production

### Radio, Television, & Film Production Program Student Learning Outcomes From the 2009/2010 PrOF (Program Review)

Outcome Number	Outcome Title	Outcome Description
P-SLO 1	Writing	Write in clear, concise English in the production of radio copy.
P-SLO 2	Electronic Media Knowledge	Demonstrate knowledge of the history, processes and current structure of the electronic media.
P-SLO 3	Cultural Responsiveness	Using radio, communication, information and entertainment to serve diverse audiences in culturally responsive ways.
P-SLO 4	Cultural Proficiency	Demonstrate sensitivity to variations and processes of media and the attitudes held by races, religions, political and social groups.
P-SLO 5	Project Design and Implementation	Understand how to plan, produce, write and direct radio projects using analog and digital technology.
P-SLO 6	Professionalism	Demonstrate an achievement of professional-level skills in radio production.
P-SLO 7	Pre-production Skills	Resolve and execute standard pre-production skills including planning, scripting, budgeting, and crew and equipment selection.
P-SLO 8	Equipment Utilization	Utilize basic video production equipment correctly and creatively, including field camcorders and lights, and control room equipment such audio mixers, switchers, tape-to-tape editing, character generation and TelePrompter.
P-SLO 9	Post-production	Operate essential post production equipment for both linear and non-linear (computer based) video editing and distribution.

### **A.A. – Advertising/Public Relations Student Learning Outcomes\***

<b>SLO 1</b>	Write in clear, concise English.
<b>SLO 2</b>	Research critically, filter the results and present them in a cogent manner.
<b>SLO 3</b>	Analyze, interpret, and exercise critical judgment in the evaluation of media productions.
<b>SLO 4</b>	Demonstrate through projects that with the power of a communicator, comes moral and ethical responsibility.
<b>SLO 5</b>	Produce creative, persuasive messages for a specific target audience.
<b>SLO 6</b>	Define the role of advertising and marketing communications in achieving organizational objectives, including traditional business practices.
<b>SLO 7</b>	Plan a complete marketing communication program including situation analysis, research, objective-setting, target audience definition, creative development, media planning, budgeting, and program outcome evaluation.
<b>SLO 8</b>	Describe and discuss both traditional and non-traditional media and their uses.
<b>SLO 9</b>	Employ production skills in those areas important to functioning successfully as an entry-level professional.

### **A.A. – Broadcast Journalism Student Learning Outcomes\***

<b>SLO 1</b>	Write in clear, concise English.
<b>SLO 2</b>	Structure and craft messages in ways appropriate for specific audiences, including through a variety of technical skills for use in multi-media, internet, television, film or radio delivery.
<b>SLO 3</b>	Research critically, filter the results, and present them in a cogent manner.
<b>SLO 4</b>	Investigate and gather information for use in public presentation using library, internet, and personal interviews.
<b>SLO 5</b>	Produce examples of professional-level work including writing, announcing and on-air performance.
<b>SLO 6</b>	Demonstrate through projects that with the power of a communicator comes moral and ethical responsibility.
<b>SLO 7</b>	Demonstrate a hands-on ability to perform the professional level critical thinking needed for work in television, radio and other media broadcasting.
<b>SLO 8</b>	Recognize and overcome biases, prejudices and limited viewpoints (including his or her own) so that he or she can communicate effectively in a diverse world.

### **A.A. – Digital Media Student Learning Outcomes\***

<b>SLO 1</b>	Write in clear, concise English.
<b>SLO 2</b>	Create traditional media, print and digital media projects that demonstrate effective use of established design principles for typography, color, images, animation, sound and video.
<b>SLO 3</b>	Demonstrate a conceptual foundation in new media technology.
<b>SLO 4</b>	Articulate and apply the basic principles and processes used in traditional and digital graphic and multimedia design.
<b>SLO 5</b>	Demonstrate a conceptual foundation in the ethics of new media technology.
<b>SLO 6</b>	Examine and critique media products utilizing general information and concepts in new media.

### **A.A. – Radio Production Student Learning Outcomes\***

<b>SLO 1</b>	Write in clear, concise English in the production of radio copy.
<b>SLO 2</b>	Demonstrate knowledge of the history, processes and current structure of the electronic media.
<b>SLO 3</b>	Using radio, communication information and entertainment to serve diverse audiences in culturally

	responsive ways.
<b>SLO 4</b>	Demonstrate sensitivity to variations and processes of media and the attitudes held by races, religions, political and social groups.
<b>SLO 5</b>	Understand how to plan, produce, write and direct radio projects using analog and digital technology.
<b>SLO 6</b>	Demonstrate an achievement of professional-level skills in radio production.

### **A.A. – Television Production Student Learning Outcomes\***

<b>SLO 1</b>	Write in clear, concise English.
<b>SLO 2</b>	Research critically, filter the results and present them in a cogent manner.
<b>SLO 3</b>	Resolve and execute standard pre-production skills including planning, scripting, budgeting, and crew and equipment selection.
<b>SLO 4</b>	Utilize basic video production equipment correctly, safely and creatively, including cameras, lights and audio, and control room equipment such as audio mixers, switchers, video recording, character generation and TelePrompter.
<b>SLO 5</b>	Operate essential post production equipment for audio and video editing and distribution in a variety of contemporary and emerging methods.
<b>SLO 6</b>	Analyze, interpret, and exercise critical judgment in the evaluation of media productions.
<b>SLO 7</b>	Demonstrate through projects that with the power of a communicator, comes moral and ethical responsibility.
<b>SLO 8</b>	Demonstrate a hands-on ability to perform the professional level critical thinking needed for successful teamwork in television, film or other media employment.

### **Certificate – Radio Production Student Learning Outcomes\***

<b>SLO 1</b>	Demonstrate an advanced understanding of the fundamentals of radio production. Articulate, critique, recognize and demonstrate commercial radio station operations. Demonstrate proper microphone placement for public address or recording.
<b>SLO 2</b>	Perform basic studio and non-studio audio recording tasks. Demonstrate analog and digital techniques used in audio production.

### **Certificate – Television Production Student Learning Outcomes\***

<b>SLO 1</b>	Resolve and execute standard pre-production skills including planning, scripting, budgeting, and crew and equipment selection.
<b>SLO 2</b>	Utilize basic video production equipment correctly, safely and creatively, including cameras, lights and audio, and control room equipment such as audio mixers, switchers, video recording, character generation and TelePrompter.
<b>SLO 3</b>	Operate essential post production equipment for audio and video editing and distribution in a variety of contemporary and emerging methods.
<b>SLO 4</b>	Demonstrate a hands-on ability to perform the professional level critical thinking needed for successful teamwork in television, film or other media employment.

\*Developed through Curriculum Committee approval process.