



Communication and Creative & Performing Arts Division
1400 Tanyard Road, Sewell, NJ 08080
856-468-5000

COM 310: Television Production I

Syllabus

Lecture Hours/Credits: 3/3

Catalog Description

Prerequisite: COM 210; COM 212; COM 217; COM 219

This course introduces students to the principles and techniques of television production. Students work in production teams within a professional television studio setting. Students gain experience in all phases of production, including conception of ideas, scripting, directing and operation of equipment to produce various types of programs. Programming includes newscasts and talk shows. Students also learn to edit 30-second commercials and PSAs.

Textbook and Course Materials

It is the responsibility of the student to confirm with the bookstore and/or their instructor the textbook, handbook and other materials required for their specific course and section.

Click here to see current textbook prices at rcgc.bncollege.com.

Evaluation Assessment

Online Proctoring

All courses offered at RCSJ, whether they are web-enhanced, hybrid, or fully online, may include assessments that make use of Online Proctoring. To find out more about Online Proctoring, and to learn about the minimum technical requirements, visit rcsj.edu/elearning/online-proctoring.

Grading

The grading scale for each course and section will be determined by the instructor and distributed the first day of class.

Rowan College South Jersey Core Competencies

(Based on the NJCC General Education Foundation - August 15, 2007; Revised 2011)

This comprehensive list reflects the core competencies that are essential for all RCSJ graduates; however, each program varies regarding competencies required for a specific degree. Critical thinking is embedded in all courses, while teamwork and personal skills are embedded in many courses.

1. **Written and Oral Communication:** Students will communicate effectively in both speech and writing.
2. **Quantitative Knowledge and Skills:** Students will use appropriate mathematical and statistical concepts and operations to interpret data and to solve problems
3. **Scientific Knowledge and Reasoning:** Students will use the scientific method of inquiry, through the acquisition of scientific knowledge.
4. **Technological Competency:** Students will use computer systems or other appropriate forms of technology to achieve educational and personal goals
5. **Society and Human Behavior:** Students will use social science theories and concepts to analyze human behavior and social and political institutions and to act as responsible citizens.
6. **Humanistic Perspective:** Students will analyze works in the fields of art, history, music, or theater; literature; philosophy and/or religious studies; and/or will gain competence in the use of a foreign language
7. **Historical Perspective:** Students will understand historical events and movements in World, Western, non-Western or American societies and assess their subsequent significance.
8. **Global and Cultural Awareness:** Students will understand the importance of a global perspective and culturally diverse peoples.
9. **Ethical Reasoning and Action:** Students will understand ethical issues and situations.
10. **Information Literacy:** Students will address an information need by locating, evaluating, and effectively using information.

COM 310 Core Competencies

This course focuses on three of RCSJ's Core Competencies:

- Written and Oral Communication
- Ethical Reasoning and Action
- Global and Cultural Awareness

Student Learning Outcomes: Television Production I

Successful Completion of COM 310 will help students:	RCSJ Core Competencies	Evaluation / Assessment (Additional means of evaluation may be included by individual instructors)
Students will gain an understanding of the relationship between aesthetic conventions of television and the technological and organizational practices of broadcast studio production	Written and Oral Communication Ethical Reasoning and Action Global and Cultural Awareness	In-class Quizzes (4) Project #1 (Newscast) Project #2 (PSA) Project #3 (Talk Show) Course Participation Practical Assignments / Labs
Students will refine their understanding of communication theory by exploring the use of video as a channel for communication information. Projects will focus on designing specific messages for specific target audiences	Written and Oral Communication Ethical Reasoning and Action Global and Cultural Awareness	In-class Quizzes (4) Project #1 (Newscast) Project #2 (PSA) Project #3 (Talk Show) Course Participation Practical Assignments / Labs
Students will explore the culture of the media professional through a series of group assignments which stress production collaboration, objective criticism and analysis, professional ethics and time management	Written and Oral Communication Ethical Reasoning and Action Global and Cultural Awareness	In-class Quizzes (4) Project #1 (Newscast) Project #2 (PSA) Project #3 (Talk Show) Course Participation Practical Assignments / Labs

Topical Outline

Week	Learning Objective	Assignment
1	Introduction / Review of Syllabus / eLearning Class Webpage / Screen sample television media / previous student work	Modules 1-9 Read email / post introduction / Review syllabus
2	Camera Operations / Review readings/ Demo camera equipment	Modules 10-12, 17-21,
3	Studio Operations / News / review readings	Modules 13-16, 22-15
4	Control Room (Switcher/Special FX) review readings	Module 59-62 camera practice tape due.
5	Control Room (Switcher/Special FX) Continued, Quiz #1	Directing cues practice tape due.
6	Newscast Production / review reading / Newscast Shoot #1	Module 26-30
7	Newscast Production / review reading / Newscast Shoot #2	Module 46-53 / switcher practice tape due
8	Editing / review reading NLE / Newscast Shoot #3 / Quiz #2	Module 54-58 PSA Script due for review
9	PSA Project / Talk Show Prep / continue PSA / produce VOs and music / Newscast Shoot #4	Talk Show proposals due / PSA footage log due
10	PSA Project / Talk Show Prep / complete editing project / Quiz #3	PSA rough cuts & voice-over due
11	PSA Project / Talk Show Prep / demonstrate lighting	Module 31-36 / PSA project due
12	Talk Show Prep / Microphones and Audio / Talk Show Rehearsal	Module 37-45
13	Talk Show Production / Talk Show Shoot #1	Module 63-70
14	Talk Show Production / Talk Show Shoot #2	
15	Screenings & Critiques / Quiz #4	
16	Screenings & Critiques	

DESCRIPTION OF WORK

In-class Quizzes

There will be four (4) quizzes throughout the course of the semester; the quizzes are designed to test your knowledge of concepts and terminology based on the required texts and class notes and discussion. They will consist of a mixture of multiple choice, true/false, short answer questions, and may include hands-on skill tests. If you miss a quiz, you will receive a grade of zero.

Project #1 Newscast

This project is designed to teach the basic process of live studio production. Students will learn the basic technologies of video cameras, audio, video switchers, teleprompter, video tape recorders, and computer graphics generators. In addition, students will operate under the mode of production by which a local station would produce a live news break. The students will plan, rehearse, and shoot a newscast featuring a story aimed at the Rowan College at Gloucester County community.

Required elements: 2 news stories read on-camera, 1 recorded video package, a sports or weather segment, and original graphics/effects.

Project #2 PSA

This project is designed to teach the organizational procedures by which the various video, audio and graphic elements are combined to produce a simple 30-second PSA.

The PSA is a message designed to provide specific information to the public. Our PSAs will be designed to provide information to the Rowan College at Gloucester County Community. While PSAs share the same time limitations as commercials, these messages do not sell to the audience, but provide useful noncommercial information. In licensed broadcast stations, the air time for PSAs is provided to nonprofit groups. As part of their license agreement with the FCC, stations must serve the interests of the local community and PSAs are one form of providing that service. The PSAs will be using scripts provided by the students and video can come from any source. Students will work in small groups to record voice over material, and edit the PSA audio and video images using basic non-linear editing software.

Project #3 Talk Show

Student production teams will develop and produce segments for a Public Affairs based talk show aimed at providing useful information to the Rowan College at Gloucester County Community. Students will pitch ideas for guests that will be of interest to the student audience. The project will emphasize the role of the production team, and the importance of preproduction. The interview segments will be combined with PSAs to make up a 28-minute program, produced "live-on-tape" in the final weeks of class, to be aired on our local television channel or YouTube.

Course Participation

Student participation and discussion are essential to a beneficial course experience. You will be graded for your participation in production-related projects, your preparation for the class (i.e. reading chapters of text prior to the class discussed, completion of required assignments, etc.) and your attendance (frequent absences or classroom disruptions will greatly affect your participation grade). Due to the prevalence of team-based work, poor teamwork will be reflected in both participation and project grades. Peer evaluations may be used as a partial measure of class/team contributions. Another key component of course participation grade will be your contribution to critiquing projects created by other members of the class.

Practical Experience

Outside-class practice and participation are essential to mastering the technical skills and equipment required. As such, you will be required to demonstrate competency for studio equipment throughout the semester. If classroom time is not enough it is highly recommended that you utilize scheduled open labs for this purpose.

Affirmative Action Statement

The Board of Trustees is committed to providing a work and academic environment that maintains and promotes affirmative action and equal opportunity for all employees and students without discrimination on the basis of certain enumerated and protected categories. These categories are race, creed (religion), color, national origin, nationality, ancestry, age, sex (including pregnancy and sexual harassment), marital status, domestic partnership or civil union status, affectional or sexual orientation, gender identity or expression, atypical hereditary cellular or blood trait, genetic information, liability for military service, or mental or physical disability, including AIDS and HIV related illnesses.

For questions concerning discrimination, contact Almarie J. Jones, Special Assistant to the President, Diversity and Equity/Title IX and Compliance, 856-415-2154 or ajones@rcsj.edu or (Cumberland) Nathaniel Alridge, Jr., JD, Director, Diversity and Equity/Title IX and Judicial Affairs, 856-691-8600, ext. 1414 or nalridge@rcsj.edu. For disability issues or any barriers in the learning or physical environment related to a document condition/disability please contact: Gloucester campus – Dennis M. Cook, Director, Department of Special Services, ADA/504 Officer at 856-415-2265 or dcook@rcsj.edu; or Cumberland Campus – Meredith Vicente, Senior Director, Physical & Learning Disabilities, Center for Academic & Student Success (CASS) at 856-691-6900 ext. 1282 or mvicent1@rcsj.edu

Department of Special Services

The Department of Special Services is located in the Instructional Center, room 425A. The Special Services Department is committed to providing support services and ensuring equal access to eligible students with documented disabilities as outlined by the Americans with Disabilities Act (ADA) and the Americans with Disabilities Act with Amendments. If you are an eligible student with a documented disability please visit our website at RCSJ.edu/SpecialServices or call the office at 856-415-2265 or 856-415-2247 to speak to the Assistant Director Carol Weinhardt, cweinhar@rcsj.edu.

Reporting Allegations of Sexual Assault and Resource Referrals (8/2020) Gloucester Campus

There are multiple safe places for students to report allegations of sexual assault, both on and off campus. Reports of sexual assault can be made to any of the following offices listed in the chart below.

All students are encouraged to report alleged crimes on campus. Crimes that pose a threat to the campus community must be reported to 9-1-1, Security, the Sheriff's Office or the Deptford Township Police Department. All employees, including Security staff, must report incidents of discrimination, harassment or sexual misconduct to the Title IX Officer.

Service	Resource	Phone Number/Location/Website
Non-Confidential Reporting Local Law Enforcement	Gloucester County Sheriff's Office Deptford Township Police Dept. Gloucester Co. Prosecutor's Office Sexual Assault Response Team	856-681-2200 856-845-2220 856-384-5500 856-384-5555
Non-Confidential Reporting 9-1-1 and Campus Security	9-1-1 Gloucester County Emergency Management Dispatch Campus Security Blue Light Emergency Phones OR ext. 4444 from any campus desk phone	9-1-1 or push RED button on Campus Blue Light Emergency Phones 856-681-6287
Non-Confidential On-Campus Reporting Support Services	Almarie J. Jones Special Assistant to the President Diversity and Equity/Title IX and Compliance John F. Ryder Director Student and Veteran Affairs	856-415-2154 College Center, Room 116 ajones@rcsj.edu 856-468-5000, ext. 6456 College Center, room 202 jryder@rcsj.edu
Confidential On-Campus Counseling and Support Services	Lois Y. Lawson-Bridgell, Ph.D. MSW, LSW, Director Counseling & Wellness Services Center William Leonard, Ph.D. Intervention Teams Consultant Crystal Noboa, LSW, MSW Director, The Center for People in Transition (PIT) Diane Mussoline, EdS, LMFT Director of Behavioral Services	856-464-5236 llawsonb@rcsj.edu College Center, Room 206 856-415-2119 wleonard@rcsj.edu College Center, STEM Office C-168 856-415-2264 cnoboa@rcsj.edu Workforce Development Bldg., room 809 856-494-5665 dmussoli@rcsj.edu College Center, Room 200A
Confidential Off-Campus Full-Service Support	Center for Family Services/ Services Empowering Rights of Victims (SERV)	1-866-295-7378 Camden and Gloucester counties centerffs.org/serv
Hospitals with Sexual Assault Nurse Examiners	Inspira Medical Center Jefferson Washington Township Hospital	700 Mullica Hill Rd. Mullica Hill, NJ · 856-508-1000 435 Hurffville-Crosskeys Rd., Turnersville, NJ · 856-582-2500