

Program Planning Guide

Broadcasting Production Technology, Certificate in Video/TV Production and Performance (C3012020)

Program Length: Two semesters beginning fall.

Career Pathway Options: Associate in Applied Science Degree in Broadcasting Production Technology and/or Diploma in Television Broadcasting Production Technology (Higher entrance standards required).

Program Sites: Lee Main Campus - Day Program

Suggested Course Schedule:	HOURS			Grade	Semester	Notes
	Class	Lab	Credit			
1st Semester (Fall)						
BPT 121	Broadcast Speech I	2	3	3		
BPT 231	Video/TV Production I	2	6	4		
BPT 235A	TV Performance IA	0	3	1		
		4	12	8		
2nd Semester (Spring)						
WEB 214	Social Media	2	3	3		
BPT 232	Video/TV Production II	2	6	4		
BPT 235B	TV Performance IB	0	3	1		
		4	12	8		

Total Semester Hours Credit: 16

Course Descriptions:

BPT 121 Broadcast Speech I 2-3-3

This course covers basic preparation and performance of on-air talents' speaking quality. Emphasis is placed on developing a pleasant and efficient voice with techniques applied to taped news, features, commercial copy, and announcing. Upon completion, students should be able to show improvement and aptitude in proper articulation, pronunciation, rate of delivery, pitch, breathing techniques, inflection, projection, and phrasing.

create productions that optimize the use of studio, field, and post-production equipment.

BPT 235 TV Performance I 0-6-2

This course provides hands-on experience in the operation of television studios and/or stations. Emphasis is placed on the application of skills through direct participation in the production or distribution of television programs. Upon completion, students should be able to demonstrate competence in performing key station and/or studio duties.

BPT 231 Video/TV Production I 2-6-4

This course covers the language of film/video, shot composition, set design, lighting, production planning, scripting, editing, and operation of video and television production equipment. Emphasis is placed on mastering the body of knowledge and techniques followed in producing all forms of video and television production. Upon completion, students should be able to produce basic video and television productions in a team environment.

WEB 214 Social Media 2-2-3

This course introduces students to social media for organizations. Topics include social media, marketing strategy, brand presence, blogging, social media analytics and technical writing. Upon completion, students should be able to utilize popular social media platforms as part of a marketing strategy, and work with social media analytics tools.

BPT 232 Video/TV Production II 2-6-4

Prerequisite: BPT 231

This course covers advanced video and television production. Emphasis is placed on field production, post-production, digital video effects, graphics, and multi-camera productions. Upon completion, students should be able to