# Program Planning Guide

## Video Production Technology Diploma (D30120)

**Program Length:** 3 semesters
**Program Sites:** Lee Main Campus, Day
**Career Pathway Options:** Associate in Applied Science Degree in Audio and Video Production Technology; Diploma in Video Production Technology

| Suggested Course Schedule | | Class | Lab | Work | Credits | Notes: |
|---|---|---|---|---|---|---|
| **1st Semester (fall)** | | | | | | |
| BPT 110 | Media Evolution | 3 | 0 | 0 | 3 | |
| BPT 112 | Media Writing | 3 | 2 | 0 | 4 | |
| BPT 121 | Media Speech Techniques | 2 | 3 | 0 | 3 | |
| BPT 215 | Industry Career Preparation | 2 | 2 | 0 | 3 | |
| BPT 231 | Video Production I | 2 | 6 | 0 | 4 | |
| BPT 235A | Video Performance I-A | 0 | 3 | 0 | 1 | |
| ACA 122 | College Transfer Success | 0 | 2 | 0 | 1 | |
| | **Total Semester Hours** | **12** | **18** | **0** | **19** | |
| | | | | | | |
| **2nd Semester (spring)** | | | | | | |
| BPT 250 | Corporate Video | 2 | 3 | 0 | 3 | |
| BPT 220 | Emerging Technologies | 2 | 4 | 0 | 4 | |
| BPT 232 | Video Production II | 2 | 6 | 0 | 4 | |
| BPT 235B | TV Performance I-B | 0 | 3 | 0 | 1 | |
| Humanities/Fine Arts Elective | | 3 | 0 | 0 | 3 | |
| English requirement, take one course: | | 3 | 0 | 0 | 3 | |
| ENG 110 | | | | | | |
| ENG 111 | | | | | | |
| | **Total Semester Hours** | **12** | **16** | **0** | **18** | |
| | | | | | | |

| 3rd Semester (summer) | | | | | | |
|---|---|---|---|---|---|---|
| Take one course: | | | | | | |
| BPT 236 | TV Performance II | 0 | 6 | 0 | 2 | |
| WBL 121 | Work-based Learning II | 0 | 0 | 10 | 1 | |
| **Total Semester Credits Required for Graduation: 38** | | | | | | |

## Course Descriptions

**ACA 122          College Transfer Success**
This course provides information and strategies necessary to develop clear academic and professional goals beyond the community college experience. Topics include the CAA, college policies and culture, career exploration, gathering information on senior institutions, strategic planning, critical thinking, and communications skills for a successful academic transition. Upon completion, students should be able to develop an academic plan to transition successfully to senior institutions. This course has been approved for transfer under the CAA/ICAA as a premajor and/or elective course requirement.

**BPT 110      Media Evolution**
This course introduces media in the United States. Emphasis is placed on industry development, media ethics, governmental oversight, technological advancements, revenue models, and audience shifts and trends. Upon completion, students should be able to demonstrate knowledge of regulations, organizational structures, revenue sources, historical development, and on-going operation in media related industries.

**BPT 112      Media Writing**
This course introduces the principles for writing for media. Emphasis is placed on understanding target audiences and demographics, while shaping the message to meet the specificity of the content platform. Upon completion, students should be able to understand and write copy and scripts according to standard industry formats.

**BPT 121      Media Speech Techniques**
This course covers basic preparation and speaking performance. Emphasis is placed on proper articulation, pronunciation, rate of delivery, pitch, breathing techniques, inflection, projection, and phrasing for media talent. Upon completion, students should be able demonstrate effective communication to a target audience.

**BPT 215      Industry Career Preparation**
This course covers employment trends and job descriptions in media, research, resume development, industry best practices for showcasing competencies in technical skills, and interviewing skills. Emphasis is placed on preparing students for employment in various jobs in media. Upon completion, students should be able to research, analyze, and identify employment opportunities in industry that match skills mastered in the Audio and Video Production Technology Program.

**BPT 220      Emerging Technologies**
This course introduces advancements in technology, equipment, and/or software in the industry. Emphasis is placed on new and emerging content production trends in the audio and video industry. Upon completion, students should be able to adapt and utilize the most current audio and video technology.

**BPT 231      Video Production I**
This course is designed to develop technical abilities and a creative eye for producing effective videos. Emphasis is placed on fundamental techniques and aesthetics of planning, shooting, lighting, sound design, and editing. Upon completion, students should be able to create professional video productions in a team environment.

**BPT 232      Video Production II**
*Prerequisite: BPT 231*
This course is designed to advance the study of video production learned in BPT 231 Video Production I and is designed to develop technical abilities and a creative eye for producing effective videos. Emphasis is placed on fundamental techniques and aesthetics of planning, shooting, lighting, sound design, and editing. Upon completion, students should be able to create professional video productions in a team environment.

**BPT 235      Video Performance**
This course provides hands-on experience in the operation of video equipment. Emphasis is placed on the application of skills through direct participation in the production or distribution of video. Upon completion, students should be able to demonstrate competence in creating video content.

**BPT 236      Video Performance II**
*Prerequisite: BPT 235*
This course is designed to advance the skills learned in BPT 235 Video Performance I and provides hands-on experience in the operation of video equipment. Emphasis is placed on the application of skills through direct participation in the production or distribution of video. Upon completion, students should be able to demonstrate competence in creating video content.

**BPT 250          Corporate Video**
*Prerequisite: BPT 231*

This course covers planning and video production for businesses, education, or corporate clients. Emphasis is placed on meeting the defined goal of the client, including interviewing, research, location scouting, script review, field production and post-production. Upon completion, students should be able to plan, write, shoot, and edit a corporate video.

### ENG 110        Freshman Composition
*Prerequisite: Take one set: Set 1: DRE 097; Set 2: ENG 002; Set 3: BSP 4002*
This course is designed to develop informative and business writing skills. Emphasis is placed on logical organization of writing, including effective introductions and conclusions, precise use of grammar, and appropriate selection and use of sources. Upon completion, students should be able to produce clear, concise, well-organized short papers.

### ENG 111        Writing and Inquiry
*Prerequisite: Take one set: Set 1: DRE 097; Set 2: ENG 002; Set 3: BSP 4002*
*Corequisite: Take ENG 011*
This course is designed to develop the ability to produce clear writing in a variety of genres and formats using a recursive process. Emphasis includes inquiry, analysis, effective use of rhetorical strategies, thesis development, audience awareness, and revision. Upon completion, students should be able to produce unified, coherent, well-developed essays using standard written English.  This course has been approved for transfer under the CAA/ICAA as a general education course in English Composition.

### WBL 121    Work-Based Learning II
*Local Prerequisite:  Approval of Instructor or Department Chairperson*
This course provides a work-based learning experience with a college-approved employer in an area related to the student's program of study. Emphasis is placed on integrating classroom learning with related work experience. Upon completion, students should be able to evaluate career selection, demonstrate employability skills, and satisfactorily perform work-related competencies.


**Approved Humanities/Fine Arts Electives**
**Associate in Applied Science Degree/Diploma**

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|---|---|
| ART 111 | Art Appreciation |
| ART 114 | Art History Survey I |
| ART 115 | Art History Survey II |
| DRA 111 | Theatre Appreciation |
| ENG 125 | Creative Writing I |
| ENG 231 | American Literature I |
| ENG 232 | American Literature II |
| ENG 241 | British Literature I |
| ENG 242 | British Literature II |
| HUM 110 | Technology & Society |
| HUM 115 | Critical Thinking |
| HUM 120 | Cultural Studies |
| HUM 122 | Southern Culture |
| HUM 150 | American Women's Studies |
| HUM 160 | Introduction to Film |
| MUS 110 | Music Appreciation |
| MUS 112 | Introduction to Jazz |
| PHI 240 | Introduction to Ethics |
| REL 110 | World Religions |
| REL 211 | Intro to Old Testament |
| REL 212 | Intro to New Testament |