



Program Planning Guide

Audio and Video Production Technology Associate in Applied Science (A30120)

Program Length: 6 semesters

Program Sites: Lee Main Campus, Day

Career Pathway Options: Associate in Applied Science Degree in Audio and Video Production Technology

Suggested Course Schedule VIDEO PRODUCTION SEQUENCE		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 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	10	16	0	16	
2nd Semester (spring)						
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	10	13	0	15	
3rd Semester (summer)						
Take one course:						
WBL 121	Work-based Learning II	0	0	10	1	
BPT 236	TV Performance II	0	6	0	2	



4th Semester (fall)						
BPT 131	Audio Production I	2	4	0	4	
BPT 135	Audio Performance I	0	4	0	2	
BPT 111	Broadcast Law and Ethics	3	0	0	3	
BPT 215	Industry Career Preparation	2	2	0	3	
Social/Behavioral Science Elective		3	0	0	3	
Communications requirement		3	0	0	3	
Total Semester Hours		13	10	0	18	
5th Semester (spring)						
BPT 132	Audio Production II	2	4	0	4	
BPT 136	Audio Performance II	0	4	0	2	
BPT 250	Corporate Video	2	3	0	3	
BPT 285	Audio & Video Production Capstone	1	6	0	3	
Mathematics requirement, take one course:		2	2	0	3	
MAT 110	Math Measurement & Literacy					
MAT 143	Quantitative Literacy					
Total Semester Hours		7	19	0	15	
6th Semester (summer)						
WBL 111	Work-based Learning I	0	0	10	1	
Total Semester Hours		0	0	10	1	
Total Semester Credits Required for Graduation: 66						



A30120, Audio and Video Production Technology AAS

Page 3

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 111 Broadcast Law and Ethics

This course covers judicial, legislative, and administrative policies pertinent to the ethical and legal operation of broadcast and other electronic media organizations. Emphasis is placed on legal and ethical issues including First Amendment protection, FCC regulations, copyright, and libel laws. Upon completion, students should be able to demonstrate an understanding of the historical significance and modern-day application of important broadcast laws and policies.

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 to demonstrate effective communication to a target audience.

BPT 131 Audio Production I

This course covers the creation, development, production, and presentation of audio programming elements for various formats and platforms. Emphasis is placed on the operation of professional audio equipment, microphones, and recording devices. Upon completion, students should be able to correctly operate audio recording and playback equipment and demonstrate an understanding of the basic components of sound.

BPT 132 Audio Production II

Prerequisite: Take BPT 131

This course is designed to advance the skills learned in BPT 131 Audio Production I and covers creation, development, production, and presentation of audio programming elements for various formats and platforms. Emphasis is placed on the operation of professional audio equipment, microphones, and recording devices. Upon completion, students should be able to correctly operate audio recording and playback equipment and demonstrate an understanding of the basic components of sound.

BPT 135 Audio Performance I

This course covers the basics for audio performance and audio content creation. Emphasis is placed on diction, scripting, recording, ad-libbing, microphone techniques, articulation, pronunciation, and presentation of audio broadcasting elements for broadcast and/or other electronic media applications. Upon completion, students should be able to demonstrate competency in audio communications.

BPT 136 Audio Performance II

Prerequisite: Take BPT 135

This course is designed to advance skills learned in BPT 135 Audio Performance I and focuses on audio performance and audio content creation. Emphasis is placed on diction, scripting, recording, ad-libbing, microphone techniques, articulation, pronunciation, and presentation of audio broadcasting elements for broadcast and/or other electronic media applications. Upon completion, students should be able to demonstrate competency in audio communications.

BPT 215 Industry Career Preparation



A30120, Audio and Video Production Technology AAS

Page 4

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

Local Prerequisite: Take 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.

BPT 285 Audio/Video Prod Capstone

Prerequisite: Take one: BPT 132 or BPT 232

This course provides an opportunity to complete a media project from the design phase through implementation with minimal instructor guidance. Emphasis is placed on analyzing, planning, production, post-production, delivery, and evaluation. Upon completion, students should be able to plan, produce and deliver a media project.

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.



A30120, Audio and Video Production Technology AAS

Page 5

MAT 110 Math Measurement & Literacy

Prerequisite: Take one set: Set 1: DMA 010 DMA 020, DMA 030; Set 2: DMA 025; Set 3: MAT 003; Set 4: BSP 4003

Corequisite: Take MAT 010

This course provides an activity-based approach that develops measurement skills and mathematical literacy using technology to solve problems for non-math intensive programs. Topics include unit conversions and estimation within a variety of measurement systems; ratio and proportion; basic geometric concepts; financial literacy; and statistics including measures of central tendency, dispersion, and charting of data. Upon completion, students should be able to demonstrate the use of mathematics and technology to solve practical problems, and to analyze and communicate results.

MAT 143 Quantitative Literacy

Prerequisite: Take one set: Set 1: DMA 010, DMA 020, DMA 030, and DRE 098; Set 2: DMA 010, DMA 020, DMA 030, and ENG 002; Set 3: DMA 010, DMA 020, DMA 030, and BSP 4002; Set 4: DMA 025 and DRE 098; Set 5: DMA 025 and ENG 002; Set 6: DMA 025 and BSP 4002; Set 7: MAT 003 and DRE 098; Set 8: MAT 003 and ENG 002; Set 9: MAT 003 and BSP 4002; Set 10: BSP 4003 and DRE 098; Set 11: BSP 4003 and ENG 002; Set 12: BSP 4003 and BSP 4002

Corequisite: Take MAT 043

This course is designed to engage students in complex and realistic situations involving the mathematical phenomena of quantity, change and relationship, and uncertainty through project- and activity-based assessment. Emphasis is placed on authentic contexts which will introduce the concepts of numeracy, proportional reasoning, dimensional analysis, rates of growth, personal finance, consumer statistics, practical probabilities, and mathematics for citizenship. Upon completion, students should be able to utilize quantitative information as consumers and to make personal, professional, and civic decisions by decoding, interpreting, using, and communicating quantitative information found in modern media and encountered in everyday life. This course has been approved for transfer under the CAA/ICAA as a general education course in Mathematics (Quantitative).

WBL 111 Work-Based Learning I

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.

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	Approved Social/Behavioral Science Electives Associate in Applied Science Degree/Diploma
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	ANT 210 General Anthropology ANT 220 Cultural Anthropology ECO 151 Survey of Economics ECO 251 Principles of Microeconomics ECO 252 Principles of Macroeconomics HIS 111 World Civilization I HIS 112 World Civilization II HIS 131 American History I HIS 132 American History II HIS 222 African-American History I HIS 223 African-American History II HIS 226 The Civil War HIS 236 North Carolina History POL 120 American Government PSY 150 General Psychology PSY 237 Social Psychology PSY 241 Developmental Psychology PSY 246 Adolescent Psychology PSY 281 Abnormal Psychology SOC 210 Introduction to Sociology SOC 213 Sociology of the Family SOC 220 Social Problems SOC 225 Social Diversity SOC 232 Social Context of Aging SOC 240 Social Psychology
Communications; select one course: ENG 112 Writing/Research in the Disc ENG 114 Prof Research & Reporting ENG 115 Oral Communication ENG 116 Technical Report Writing COM 110 Introduction to Communication COM 120 Intro Interpersonal Communication COM 140 Intro to Intercultural Communication COM 231 Public Speaking	