

# BROADCASTING (BRDC)

## BRDC 191 Special Topics

**Notes:** 12 hours max special topics hours at all levels (100, 200, 300, 400) per degree. May be repeated up to three times so long as the topics are different.

**Description:** Topics vary each term.

**Credit Hours:** 1-4

**Min credits per semester:** 1

**Max credits per semester:** 4

**Max credits per degree:** 12

**Grading Option:** Graded

## BRDC 227 Audio Content Creation

**Prerequisites:** JOMC 101, JOMC 130-132 with a C or higher; or BRDC Minor

**Notes:** A media production option course.

**Description:** Theory and use of sound, audio production and vocal performance for electronic media applications. Write correctly and clearly for electronic media. Tools and technologies appropriate for electronic media applications using the college's FM radio station and audio production studios. Basic numerical and statistical concepts to understand audience measurement.

**Credit Hours:** 3

**Max credits per semester:** 3

**Max credits per degree:** 3

**Grading Option:** Graded

**Prerequisite for:** ADPR 323; ADPR 329; ADPR 333; ADPR 339; ADPR 350; ADPR 355; ADPR 357; ADPR 358; ADPR 360; ADPR 361; ADPR 362; ADPR 381; ADPR 429; ADPR 439; ADPR 481; ADPR 484; BRDC 327; BRDC 328; BRDC 329; BRDC 359; BRDC 369; BRDC 372; BRDC 374; BRDC 375; BRDC 376; BRDC 380; BRDC 427; BRDC 429; BRDC 477; JOMC 352; JOUR 302; JOUR 303; JOUR 304; JOUR 305; JOUR 307; JOUR 326; SPMC 326; JOUR 346; JOUR 400; BRDC 400; JOUR 408; SPMC 350; SPMC 450; SPMC 460

## BRDC 260 Media Writing and Content Development

**Prerequisites:** JOMC 101, JOUR 200A with a C or higher

**Description:** Writing scripts and preparing related materials for broadcast, cable and online production and presentation. Audience composition, research of topics and adaptation to delivery through multiple media platforms. Awareness of diverse audiences and legal and ethical considerations in preparation of written materials for electronic media.

**Credit Hours:** 3

**Max credits per semester:** 3

**Max credits per degree:** 3

**Grading Option:** Graded

**Prerequisite for:** ADPR 323; ADPR 329; ADPR 333; ADPR 339; ADPR 350; ADPR 355; ADPR 357; ADPR 358; ADPR 360; ADPR 361; ADPR 362; ADPR 381; ADPR 429; ADPR 439; ADPR 481; ADPR 484; BRDC 327; BRDC 328; BRDC 329; BRDC 359; BRDC 369; BRDC 372; BRDC 374; BRDC 375; BRDC 376; BRDC 380; BRDC 427; BRDC 429; BRDC 477; JOMC 352; JOUR 302; JOUR 303; JOUR 304; JOUR 305; JOUR 307; JOUR 326; SPMC 326; JOUR 346; JOUR 400; BRDC 400; JOUR 408; SPMC 350; SPMC 450; SPMC 460

**ACE:** ACE 1 Writing

## BRDC 269 Video Production

**Prerequisites:** JOMC 101, JOMC 130-132 with a C or higher; or BRDC Minor

**Description:** Theory and practice of video production, including camera operation, audio control, writing and storyboarding, lighting, editing, and output formats and platforms.

**Credit Hours:** 3

**Max credits per semester:** 3

**Max credits per degree:** 3

**Grading Option:** Graded

**Prerequisite for:** ADPR 323; ADPR 329; ADPR 333; ADPR 339; ADPR 350; ADPR 357; ADPR 360; ADPR 361; ADPR 362; ADPR 381; ADPR 429; ADPR 439; ADPR 481; ADPR 484; BRDC 327; BRDC 328; BRDC 329; BRDC 359; BRDC 369; BRDC 372; BRDC 374; BRDC 375; BRDC 376; BRDC 380; BRDC 427; BRDC 429; BRDC 477; JOMC 352; JOUR 302; JOUR 303; JOUR 304; JOUR 305; JOUR 307; JOUR 326; SPMC 326; JOUR 346; JOUR 400; BRDC 400; JOUR 408; SPMC 350; SPMC 450; SPMC 460

## BRDC 291 Special Topics

**Notes:** 12 hours max special topics hours at all levels (100, 200, 300, 400) per degree. May be repeated up to three times so long as the topics are different.

**Description:** Topics vary each term.

**Credit Hours:** 1-4

**Min credits per semester:** 1

**Max credits per semester:** 4

**Max credits per degree:** 12

**Grading Option:** Graded

## BRDC 327 Advanced Audio Content Creation

**Prerequisites:** JOMC 101, JOMC 130-134, JOUR 200A with a C or higher; ADPR 151, ADPR 221, ADPR 283 or BRDC 227, BRDC 269, BRDC 260 or SPMC 150, SPMC 250 or JOUR 200B with a C or higher

**Description:** Designed to facilitate growth in audio theory, performance and production. Learn advanced skills in audio production including refined use of the voice, digital editing, use of sound effects, complex music editing, writing and audio content creation planning for a variety of audio platforms.

**Credit Hours:** 3

**Max credits per semester:** 3

**Max credits per degree:** 3

**Grading Option:** Graded

## BRDC 328 Television Production

**Prerequisites:** JOMC 101, JOMC 130-134, JOUR 200A with a C or higher; ADPR 151, ADPR 221, ADPR 283 or BRDC 227, BRDC 269, BRDC 260 or SPMC 150, 250 or JOUR 200B with a C or higher

**Description:** Concepts, theories, technologies, and techniques needed for planning, scripting, producing, directing, and performing in professional multi-camera remote and in-studio television programs, interview shows, and demonstration shows. Directing, switching, and operating studio equipment.

**Credit Hours:** 3

**Max credits per semester:** 3

**Max credits per degree:** 3

**Grading Option:** Graded

### **BRDC 329 Jacht Ad Lab**

**Prerequisites:** JOMC 101, JOMC 130-134, JOUR 200A with a C or higher; ADPR 151, ADPR 221, ADPR 283 or BRDC 227, BRDC 269, BRDC 260 or SPMC 150, 250 or JOUR 200B with a C or higher; permission code

**Description:** Produce edited video content to meet client needs for student-run ad agency known as Jacht Ad Lab.

**Credit Hours:** 3

**Max credits per semester:** 3

**Max credits per degree:** 3

**Grading Option:** Graded

**Offered:** FALL/SPR

### **BRDC 359 Cinematography-Videography**

**Prerequisites:** JOMC 101, JOMC 130-134, JOUR 200A with a C or higher; ADPR 151, ADPR 221, ADPR 283 or BRDC 227, BRDC 269, BRDC 260 or SPMC 150, 250 or JOUR 200B with a C or higher

**Notes:** A production track course and prereq for BRDC 462.

**Description:** Concepts, theories, technologies and techniques needed for planning, scripting, shooting, and editing different genres and styles of professional, single-camera video productions, features, music videos, instructional videos, commercials, and drama. Composition, continuity, sequencing, aesthetics, and audiences. Operation of professional video cameras and non-linear editing and graphics software.

**Credit Hours:** 3

**Max credits per semester:** 3

**Max credits per degree:** 3

**Grading Option:** Graded

### **BRDC 369 Advanced Videography**

**Prerequisites:** JOMC 101, JOMC 130-134, JOUR 200A with a C or higher; ADPR 151, ADPR 221, ADPR 283 or BRDC 227, BRDC 269, BRDC 260 or SPMC 150, SPMC 250 or JOUR 200B with a C or higher

**Description:** Focus on hands-on attention on theoretical strategies for visual storytelling: creativity and exploration of the story itself. Employ videography capture and editing techniques appropriate for a series of projects, requiring significant understanding of story planning, video capture, editing, production quality, creativity, and live streaming.

**Credit Hours:** 3

**Max credits per semester:** 3

**Max credits per degree:** 3

**Grading Option:** Graded

### **BRDC 372 Broadcast News Writing for Audio**

**Prerequisites:** JOMC 101, JOMC 130-134, JOUR 200A with a C or higher; ADPR 151, ADPR 221, ADPR 283 or BRDC 227, BRDC 269, BRDC 260 or SPMC 150, 250 or JOUR 200B with a C or higher; or BRDC Minor

**Description:** Produce audio stories in broadcast news style for broadcast and digital outlets.

**Credit Hours:** 3

**Max credits per semester:** 3

**Max credits per degree:** 3

**Grading Option:** Graded

**Offered:** FALL/SPR

**Prerequisite for:** JOUR 400, BRDC 400

### **BRDC 374 News Videography**

**Prerequisites:** JOMC 101, JOMC 130-134, JOUR 200A with a C or higher; ADPR 151, ADPR 221, ADPR 283 or BRDC 227, BRDC 269, BRDC 260 or SPMC 150, 250 or JOUR 200B with a C or higher; or BRDC Minor

**Description:** Produce video stories in broadcast news style for broadcast and digital outlets.

**Credit Hours:** 3

**Max credits per semester:** 3

**Max credits per degree:** 3

**Grading Option:** Graded

### **BRDC 375 Sports Broadcasting**

**Prerequisites:** JOMC 101, JOMC 130-134, JOUR 200A with a C or higher; ADPR 151, ADPR 221, ADPR 283 or BRDC 227, BRDC 269, BRDC 260 or SPMC 150, 250 or JOUR 200B with a C or higher

**Description:** Broadcast sports reporting. Play-by-play sports reporting.

**Credit Hours:** 3

**Max credits per semester:** 3

**Max credits per degree:** 3

**Grading Option:** Graded

### **BRDC 376 Television Sports Reporting**

**Prerequisites:** JOMC 101, JOMC 130-134, JOUR 200A with a C or higher; ADPR 151, ADPR 221, ADPR 283 or BRDC 227, BRDC 269, BRDC 260 or SPMC 150, 250 or JOUR 200B with a C or higher

**Description:** Producing sports stories and information through a variety of sources, including television, social media and on the web.

**Credit Hours:** 3

**Max credits per semester:** 3

**Max credits per degree:** 3

**Grading Option:** Graded

**Offered:** SPRING

### **BRDC 380 Audience Research and Analysis**

**Prerequisites:** JOMC 101, JOMC 130-134, JOUR 200A with a C or higher; ADPR 151, ADPR 221, ADPR 283 or BRDC 227, BRDC 269, BRDC 260 or SPMC 150, 250 or JOUR 200B with a C or higher

**Description:** A data-centric, case-based examination of the fundamentals of audience research and analysis before delving into applied case studies and analytics across various media sectors such as television, streaming, news, radio, podcasting, and entertainment. Focuses on industry measurement practices and applications in order to understand audiences and make strategic decisions.

**Credit Hours:** 3

**Max credits per semester:** 3

**Max credits per degree:** 3

**Grading Option:** Graded

### **BRDC 391 Special Topics**

**Notes:** 12 hours max special topics hours at all levels (100, 200, 300, 400) per degree. May be repeated up to three times so long as the topics are different.

**Description:** Topics vary each term.

**Credit Hours:** 1-4

**Min credits per semester:** 1

**Max credits per semester:** 4

**Max credits per degree:** 12

**Grading Option:** Graded

### BRDC 400 Media Capstone

**Crosslisted with:** JOUR 400

**Prerequisites:** JOMC 101, JOMC 130-134; JOUR 200A; JOUR 200B or BRDC 227, 260 and 269; two of the following: BRDC 372, JOUR 302, 303, 304, 306, 307 or 346; senior standing; and permission code.

**Notes:** Topics vary.

**Description:** Produce multimedia presentations and content for publication with depth, exploration, and substance across web and streaming platforms by applying journalistic and broadcasting skills.

**Credit Hours:** 3

**Max credits per semester:** 3

**Max credits per degree:** 3

**Grading Option:** Graded

**Offered:** FALL/SPR

**ACE:** ACE 10 Integrated Product

**Experiential Learning:** Case/Project-Based Learning

### BRDC 427 Podcasting

**Prerequisites:** JOMC 101, JOMC 130-134, JOUR 200A with a C or higher; ADPR 151, ADPR 221, ADPR 283 or BRDC 227, BRDC 269, BRDC 260 or SPMC 150, SPMC 250 or JOUR 200B with a C or higher

**Description:** Learn how to pitch, develop, create, publish and promote your own podcast. Choose to produce a mini-season of your own podcast, or contribute episodes to one of the college's podcasts.

**Credit Hours:** 3

**Max credits per semester:** 3

**Max credits per degree:** 3

**Grading Option:** Graded

### BRDC 429 Jacht Student Ad Agency

**Prerequisites:** JOMC 101, JOMC 130-134, JOUR 200A with a C or higher; ADPR 151, ADPR 221, ADPR 283 or BRDC 227, BRDC 269, BRDC 260 or SPMC 150, 250 or JOUR 200B with a C or higher; senior standing and permission code

**Description:** Produce edited video content to fit individual clients needs.

**Credit Hours:** 3

**Max credits per semester:** 3

**Max credits per degree:** 3

**Grading Option:** Graded

**Offered:** FALL/SPR

**ACE:** ACE 10 Integrated Product

**Experiential Learning:** Case/Project-Based Learning

### BRDC 433 Digital Motion Graphics

**Crosslisted with:** BRDC 833

**Prerequisites:** JOMC 101, JOMC 130-134, JOUR 200A with a C or higher; ADPR 151, ADPR 221, ADPR 283 or BRDC 227, BRDC 269, BRDC 260 or SPMC 150, 250 or JOUR 200B with a C or higher; junior standing

**Description:** Creating digital motion graphics and animation using compositing and animation software. Covers project creation, techniques, workflow management, and related post-production work.

**Credit Hours:** 3

**Max credits per semester:** 3

**Max credits per degree:** 3

**Grading Option:** Graded

### BRDC 454 Broadcast Management

**Crosslisted with:** BRDC 854

**Prerequisites:** JOMC 101, JOMC 130-134, JOUR 200A with a C or higher; ADPR 151, ADPR 221, ADPR 283 or BRDC 227, BRDC 269, BRDC 260 or SPMC 150, 250 or JOUR 200B with a C or higher; junior standing

**Description:** Organizational and management procedures as they relate to the telecommunications media.

**Credit Hours:** 3

**Max credits per semester:** 3

**Max credits per degree:** 3

**Grading Option:** Graded

### BRDC 473 Broadcast Documentary

**Crosslisted with:** BRDC 873

**Prerequisites:** JOMC 101, JOMC 130-134, JOUR 200A with a C or higher; ADPR 151, ADPR 221, ADPR 283 or BRDC 227, BRDC 269, BRDC 260 or SPMC 150, 250 or JOUR 200B with a C or higher; junior standing

**Description:** Depth reporting and advanced production techniques necessary for the preparation of a broadcast documentary program.

**Credit Hours:** 3

**Max credits per semester:** 3

**Max credits per degree:** 3

**Grading Option:** Graded

### BRDC 477 Broadcast Performance

**Prerequisites:** JOMC 101, JOMC 130-134, JOUR 200A with a C or higher; ADPR 151, ADPR 221, ADPR 283 or BRDC 227, BRDC 269, BRDC 260 or SPMC 150, 250 or JOUR 200B with a C or higher; junior standing

**Description:** Improve communications skills by gaining experience performing in front of live camera. Learn how to control nerves, voice, mannerisms. Daily tapings and critiques.

**Credit Hours:** 3

**Max credits per semester:** 3

**Max credits per degree:** 3

**Grading Option:** Graded

### BRDC 491 Special Topics

**Crosslisted with:** BRDC 891

**Notes:** 12 hours max special topics hours at all levels (100, 200, 300, 400) per degree. May be repeated up to three times so long as the topics are different.

**Description:** Topics vary each term.

**Credit Hours:** 1-4

**Min credits per semester:** 1

**Max credits per semester:** 4

**Max credits per degree:** 12

**Grading Option:** Graded

### BRDC 495 Broadcasting Internship

**Prerequisites:** Permission

**Description:** Broadcasting-related internships, paid or unpaid, will provide students with an opportunity to enhance their professional skills while contributing meaningful work and expanding their career networks.

**Credit Hours:** 1-3

**Min credits per semester:** 1

**Max credits per semester:** 3

**Max credits per degree:** 3

**Grading Option:** Pass No Pass

**BRDC 496 Independent Study**

**Prerequisites:** Permission

**Description:** Independent study; topic and assignments to be arranged between a student and supervising faculty member.

**Credit Hours:** 1-24

**Min credits per semester:** 1

**Max credits per semester:** 24

**Max credits per degree:** 24

**Grading Option:** Graded with Option

**BRDC 499H Honors Course**

**Prerequisites:** Participation in the honors program.

**Description:** Students negotiate an independent study honors contract with an adviser.

**Credit Hours:** 1-4

**Min credits per semester:** 1

**Max credits per semester:** 4

**Max credits per degree:** 4

**Grading Option:** Graded