

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 with Option

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 357; ADPR 358; ADPR 360; ADPR 361; ADPR 362; ADPR 429; ADPR 439; ADPR 481; ADPR 484; BRDC 328; BRDC 329; BRDC 359; BRDC 372; BRDC 375; BRDC 376; BRDC 429; BRDC 477; JOMC 352; JOUR 302; JOUR 303; JOUR 304; JOUR 305; JOUR 307; JOUR 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 357; ADPR 358; ADPR 360; ADPR 361; ADPR 362; ADPR 429; ADPR 439; ADPR 481; ADPR 484; BRDC 328; BRDC 329; BRDC 359; BRDC 372; BRDC 375; BRDC 376; BRDC 429; BRDC 477; JOMC 352; JOUR 302; JOUR 303; JOUR 304; JOUR 305; JOUR 307; JOUR 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 429; ADPR 439; ADPR 481; ADPR 484; BRDC 328; BRDC 329; BRDC 359; BRDC 372; BRDC 375; BRDC 376; BRDC 429; BRDC 477; JOMC 352; JOUR 302; JOUR 303; JOUR 304; JOUR 305; JOUR 307; JOUR 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 with Option

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 372 Broadcast News Writing, Audio and Video

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 and 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

Offered: FALL/SPR

Prerequisite for: JOUR 400, BRDC 400

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 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 with Option

BRDC 400 The News Lab

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 content for publication with depth, exploration, and substance across multiple platforms by applying journalistic skills in a semester-long project.

Credit Hours: 3

Max credits per semester: 3

Max credits per degree: 3

Grading Option: Graded

Offered: FALL/SPR

ACE: ACE 10 Integrated Product

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

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 462 Advanced Production**Crosslisted with:** BRDC 862**Prerequisites:** BRDC 328, BRDC 359 and BRDC 360**Notes:** Capstone course in the production track.**Description:** Produce multiple long-form, edited television programs to be distributed to a mass audience. Directing a weekly, live, thirty-minute television studio newscast. Advanced operation of studio equipment, graphics software and non-linear editing equipment. Prepare demo materials for a professional portfolio.**Credit Hours:** 6**Max credits per semester:** 6**Max credits per degree:** 6**Grading Option:** Graded**ACE:** ACE 10 Integrated Product**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 with Option**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