COM 328 Intermediate Audio Production

Credit Hours: 3
In Class Instructional Hours: 2  Labs: 2  Field Work: 0

Catalog Description:
Prerequisite. COM 312
Continuing study of theory, aesthetics and fundamentals of audio production; emphasis on commercial production for radio and other audio media; introduction to in-studio production setting.

Reasons for Revision:
(2008). This course, formerly called Radio Studio Production, was last revised in 1991 as part of a departmental program restructuring. This new proposal repositions the course as an Intermediate level course as an appropriate follow-up to the newly proposed COM 312, Principles of Production. It is also part of a general program review, through which Communication seeks to update its courses in light of departmental experience with the previous program version, evolving departmental needs, and expanding scholarship in the field. Additionally, the department is undertook this revision to position itself for accreditation by the Accrediting Council for Education in Journalism and Mass Communication, specifically addressing ACEJMC standards focused on history, technology, law and ethics.

<table>
<thead>
<tr>
<th>Student Learning Outcomes:</th>
<th>Course Content References:</th>
<th>Assessment:</th>
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<tbody>
<tr>
<td>At the completion of this course, students will be able to:</td>
<td>I, II, VI, VII</td>
<td>1. Applied projects, in-class exercises</td>
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<td>1. Apply the fundamental techniques of audio production at an intermediate level</td>
<td>II, III, IV, V</td>
<td>2. Exams, presentations</td>
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<td>2. Explain the function of various elements of the production process</td>
<td>III</td>
<td>3. Exams, papers, presentations</td>
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<td>3. Discuss the role of written communication in radio and digital audio broadcasting</td>
<td>II, III, IV</td>
<td>4. Applied projects; in-class exercises</td>
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<td>4. Execute studio audio productions</td>
<td>V</td>
<td>5. Applied projects; in-class exercises</td>
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<tr>
<td>5. Integrate learning about program content with recording and mixing techniques to plan for and solve problems associated with audio production</td>
<td>I, V</td>
<td>6. Exams, papers, applied projects, presentations</td>
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7. Explain and utilize various output formats and dissemination modes for audio production  

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<tr>
<th>Course Content:</th>
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| I. Audio fundamentals  
|   A. Acoustical theory  
|   B. Technology  
|   C. Radio history  
|   D. Contemporary practice  
|   E. Trends and projections  
| II. Regulation  
|   A. Ethical principles  
|   B. Legal principles  
|   C. Licensing  
|   D. Permits  
| III. Production process  
|   A. Research and planning  
|   B. Scripting  
|   C. Microphones  
|   D. Studio consoles  
|   E. Recording equipment  
|   F. Audio enhancement  
|   G. Multi-track production  
|   H. Audio editing  
|   I. Formatting audio for various output options  
| IV. Production roles  
|   A. Producer  
|   B. Director  
|   C. Audio engineer  
| V. Audio production in context  
|   A. Stand-alone audio production  
|   B. Audio in other media  
|   C. Voice over music  
|   D. Sound effects  
| VI. Production types  
|   A. News  
|   B. Event coverage  
|   C. Advertising  
|   D. Program/station promotion  
|   E. Public service promotion  
|   F. Entertainment  
|   G. Talk formats  
|   H. Film and television soundtracks  

| VII, VIII | 7. Exams, applied projects, presentations |
### VII. Dissemination venues

<table>
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<tr>
<th>A. Broadcast radio</th>
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<tr>
<td>B. Cable radio</td>
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<tr>
<td>C. Satellite radio</td>
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<tr>
<td>D. Digital audio and webcasting</td>
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<tr>
<td>E. Compact Disc (CD)</td>
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<tr>
<td>F. Digital Video Disc (DVD)</td>
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<tr>
<td>G. Personal Digital Assistant (PDA)</td>
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<tr>
<td>H. Podcasting</td>
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<tr>
<td>I. Television and film</td>
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### Resources:

**Scholarship:**


Periodicals:

*Audio Media Pro Audio Magazine*

*Broadcasting and Cable magazine*

*Broadcast Engineering*

*Journal of Broadcasting and Electronic Media*

*Mix Magazine: Professional Audio and Music Production*

Electronic and/or Audiovisual Resources:

*Audio Production Resource Site*  

*Audio Engineering Society*  
http://www.aes.org

*Broadcast Engineering Magazine*  
www.Broadcastengineering.com

*Mix Online*  
http://mixonline.com/about/

*MPEG Resource Page*  
www.mpeg.org

*National Association of Broadcasters*  
www.Nab.org

*National Public Radio*  
http://www.npr.org

*Radio Industry News*  
http://www.chicagotribune.com/topic/economy-business-finance/media/radio-industry/04010008.topic