Washtenaw Community College Comprehensive Report

AUD 240 Audio Production Techniques I
Effective Term: Fall 2021

Course Cover
Division: Business and Computer Technologies
Department: Digital Media Arts (new)
Discipline: Audio
Course Number: 240
Org Number: 14500
Full Course Title: Audio Production Techniques I
Transcript Title: Audio Production Techniques I
Is Consultation with other department(s) required: No
Publish in the Following: College Catalog , Time Schedule , Web Page
Reason for Submission: New Course
Change Information:
Rationale: This course will replace AUD 245. More contact and credit hours are needed to cover the content of this course. The title of this course needs to align with the content. This is part of an overall review of the program.
Proposed Start Semester: Fall 2021
Course Description: In this project-based course, students will apply progressive sound design techniques to produce recordings for different industry scenarios. They will use acoustic recordings and virtual instrumentation to create industry-standard recordings appropriate for film and commercial broadcast radio. Essential communication and pre-production skills will be developed and assessed through student presentations. This course contains material previously taught in AUD 245.

Course Credit Hours
Variable hours: No
Credits: 3
Lecture Hours: Instructor: 45 **Student:** 45
Lab: Instructor: 0 **Student:** 0
Clinical: Instructor: 0 **Student:** 0

Total Contact Hours: Instructor: 45 **Student:** 45
Repeatable for Credit: NO
Grading Methods: Letter Grades
Audit
Are lectures, labs, or clinicals offered as separate sections?: NO (same sections)

College-Level Reading and Writing
College-level Reading & Writing

College-Level Math

Requisites
Prerequisite
AUD 175 minimum grade "C"
or

Prerequisite
AUD 180 minimum grade "C"; may enroll concurrently

General Education

Request Course Transfer
Proposed For:

Student Learning Outcomes

1. Create a multi-track production using a combination of acoustic recordings and Musical Instrument Digital Interface (MIDI)-based virtual instruments to be utilized for video-based media.
   Assessment 1
   Assessment Tool: Recording
   Assessment Date: Fall 2023
   Assessment Cycle: Every Three Years
   Course section(s)/other population: All
   Number students to be assessed: All
   How the assessment will be scored: Departmentally-developed rubric
   Standard of success to be used for this assessment: 70% of the students will score 70% or higher
   Who will score and analyze the data: Departmental faculty

2. Create a multi-track production using a combination of acoustic recordings and MIDI-based virtual instruments to be utilized for commercial broadcast media.
   Assessment 1
   Assessment Tool: Recording
   Assessment Date: Fall 2023
   Assessment Cycle: Every Three Years
   Course section(s)/other population: All
   Number students to be assessed: All
   How the assessment will be scored: Departmentally-developed rubric
   Standard of success to be used for this assessment: 70% of the students will score 70% or higher
   Who will score and analyze the data: Departmental faculty

3. Demonstrate communication skills related to student-based market research and showcasing recordings in a presentation.
   Assessment 1
   Assessment Tool: Presentation
   Assessment Date: Fall 2023
   Assessment Cycle: Every Three Years
   Course section(s)/other population: All
   Number students to be assessed: All
   How the assessment will be scored: Departmentally-developed rubric
   Standard of success to be used for this assessment: 50% of the students will score 70% or higher
   Who will score and analyze the data: Departmental faculty

Course Objectives
1. Create a multi-track recording to be used as a music bed.
2. Create a presentation that showcases a radio commercial for a product, event or public service announcement.
3. Present a radio commercial for a product, event or public service announcement.

4. Perform student-based market research that predicts a recording's message effectiveness to an assigned target audience.
5. Present the results of student-based market research.
6. Use effects processing such as equalization, compression and reverberation in a multi-track session in Pro Tools software.
7. Synchronize student-recorded foley audio clips with video tracks in Pro Tools.
8. Demonstrate the ability to create multi-track recordings that create an assigned ambience, feel or style.

9. Demonstrate the ability to create a project budget that includes figures for expenditures, overhead, depreciation and projected revenue.

New Resources for Course

Course Textbooks/Resources
Textbooks
Manuals
Periodicals
Software

Equipment/Facilities

Reviewer	Action	Date
Faculty Preparer:		
David Clipner	*Faculty Preparer*	*Feb 03, 2021*
Department Chair/Area Director:		
Jason Withrow	*Recommend Approval*	*Feb 04, 2021*
Dean:		
Eva Samulski	*Recommend Approval*	*Feb 08, 2021*
Curriculum Committee Chair:		
Lisa Veasey	*Recommend Approval*	*Mar 12, 2021*
Assessment Committee Chair:		
Shawn Deron	*Recommend Approval*	*Mar 19, 2021*
Vice President for Instruction:		
Kimberly Hurns	*Approve*	*Mar 22, 2021*