

MASS COMMUNICATION: PRODUCTION (MCPD)

MCPD 3370. Media Programming. 3 Hours.

Students in this course analyze programming techniques and strategies for broadcast and cable television, radio, and the internet. Special focus is given to exploration of emerging trends, including multiplatform strategies, new and emerging media, wireless media, and pay-per-view structures. Students consider how programs are selected or rejected, arranged, evaluated, promoted, and regulated. Course Equivalents: MCOM 3370

Prerequisite: MCOM 1332, MCOM 1371, and MCOM 2371, and a score of 80 or higher on the Grammar Module.

MCPD 3373. Studio Production. 3 Hours.

This course covers fundamentals of video production in a studio environment, including pre-production, in-studio production, and in-studio direction. Students will become familiar with the functions and responsibilities of the production crew, studio environment, and studio equipment. Emphasis is given to multiple camera techniques in studio production. Students are expected to produce original content for broadcast on Cable Channel 7. Course Equivalents: MCOM 3373

Prerequisite: MCOM 1332, MCOM 1371, and MCOM 2371, and a score of 80 or higher on the Grammar Module.

MCPD 3374. Sports Media Production I. 3 Hours.

Students learn the basics of live sports broadcast production. Students learn proper setup and operation of field equipment, roles and responsibilities necessary for a live production, troubleshooting equipment in the field, and working with broadcast crews and sports organizations. The class may include lectures on broadcast policies and politics along with hands-on field experience. Course Equivalents: MCPD 2374, MCOM 2374

Prerequisite: MCOM 1332, MCOM 1371, MCOM 2371, and a score of 80 or higher on the Grammar Module.

MCPD 3375. Scriptwriting. 3 Hours.

This course emphasizes the study of style, format, principles, and techniques of writing for radio, TV, and feature film. The process of writing fiction and non-fiction will examine the development of the script from research to marketing. Students will learn techniques for writing promotional scripts, public service announcements, documentary scripts, film scripts, and television scripts. Course Equivalents: MCOM 3375

Prerequisite: MCOM 1332, MCOM 1371, MCOM 2371, and a score of 80 or higher on the Grammar Module.

MCPD 3377. Multi-Camera Studio Production. 3 Hours.

Students will learn television studio procedures and address studio program preparation as well as presentation as it applies to multi-camera production. Students will produce content for Cable Channel 7 and other digital affiliates.

Prerequisite: MCPD 3373 Course Equivalents: MCOM 3377 .

MCPD 3378. Production Management. 3 Hours.

This course emphasizes the study of legal clearances, budgeting, funding, resource management, and scheduling as these activities relate to radio and television production. Course Equivalents: MCOM 3378

Prerequisite: MCOM 1332, MCOM 1371, MCOM 2371, and a score of 80 or higher on the Grammar Module.

MCPD 3379. Multi-Camera Field Production. 3 Hours.

This course emphasizes the techniques and approaches to multi-camera directing and production. MCPD 3379 will train students in various remote production contexts, including sports, dance, music, and special events coverage. Students are expected to produce original content for broadcast on Cable Channel 7. Course Equivalents: MCOM 3379

Prerequisite: MCOM 1332, MCOM 1371, MCOM 2371, and a score of 80 or higher on the Grammar Module.

MCPD 4351. New Media Platforms. 3 Hours.

This course examines how ideas move from concepts and funding to distribution and profits in the new media frontiers. Students analyze case studies and apply entrepreneurial principles to create delivery models for new media content.

Prerequisite: MCPD 3370 or MCPD 3378 and 12 additional hours of MCPD, or MCFL, or MCJR.

MCPD 4373. Advanced Production. 3 Hours.

This course requires students to assume the primary responsibility, under faculty supervision, of creating and producing programming for Cable Channel 7. This course will also develop portfolio material for graduating students. Course Equivalents: MCOM 4373

Prerequisite: MCPD 3373, MCPD 3377, and MCPD 3379.

MCPD 4374. Sports Media Production II. 3 Hours.

Students learn advanced production techniques for live sports broadcast productions, as well as advanced broadcasting policies, ethics and standards. They learn crew management and organization, pre-production strategies, production techniques, and post-production skills; students will also get extensive field experience in directing live and recorded sports productions for a variety of distribution platforms. Course Equivalents: MCOM 4374

Prerequisite: MCPD 3374.

MCPD 4376. Advanced Audio Production. 3 Hours.

This course presents advanced concepts in audio and radio recording and editing. Students are expected to produce original content for broadcast on KSHU-FM. Course Equivalents: MCOM 3371, MCOM 4376

Prerequisite: MCOM 1371 and 12 additional hours of MCOM, or MCPD, or MCJR, or MCFL.

MCPD 4378. Multi-Camera Remotes. 3 Hours.

In this course students learn methods of multi-camera coverage of events, organizations, activities or people. Students are expected to produce content for Cable Channel 7 and other digital affiliates. Course Equivalents: MCOM 4378

Prerequisite: MCPD 3377 and MCPD 3379.

MCPD 4379. Directing Multicamera Productions. 3 Hours.

This course focuses on techniques students need to direct multi camera productions, including multiple camera operators, graphic packages, and video playback. Students are expected to produce content for Cable Channel 7 and other digital affiliates. Course Equivalents: MCOM 4379

Prerequisite: MCPD 3373, MCPD 3377, and MCPD 3379.