

Washtenaw Community College Comprehensive Report

COM 235 Broadcast Media Arts Portfolio Effective Term: Fall 2025

Course Cover

College: Humanities, Social and Behavioral Sciences

Division: Humanities, Social and Behavioral Sciences

Department: Communications, Media & Theatre Arts (new)

Discipline: Communication (new)

Course Number: 235

Org Number: 11500

Full Course Title: Broadcast Media Arts Portfolio

Transcript Title: Broadcast Media Arts Portfolio

Is Consultation with other department(s) required: No

Publish in the Following: College Catalog , Time Schedule , Web Page

Reason for Submission: Inactivation

Change Information:

Consultation with all departments affected by this course is required.

Rationale: Course has not been offered since 2020 and is no longer needed for the Broadcast Media Arts program. It should be deactivated.

Proposed Start Semester: Fall 2019

Course Description: In this course, students gain experience in the day-to-day duties of radio production professionals and spend scheduled production time in writing, editing, and announcing. Students will complete an electronic portfolio of their best work as part of an audition package to submit to potential employers and/or internships.

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

COM 155 minimum grade "C"

Prerequisite

COM 160 minimum grade "C"

and

Prerequisite

COM 170 minimum grade "C"

General Education

Request Course Transfer

Proposed For:

Eastern Michigan University
Ferris State University
Grand Valley State University
Michigan State University
Oakland University
Wayne State University
Western Michigan University

Student Learning Outcomes

1. Create the written portion of each radio production for industry portfolio.

Assessment 1

Assessment Tool: 30 or 60 second PSA, commercial or promo

Assessment Date: Spring/Summer 2020

Assessment Cycle: Every Three Years

Course section(s)/other population: All (using enrollment from prior semesters)

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 students will score 70% or higher

Who will score and analyze the data: Departmental faculty

2. Perform vocal delivery for each radio production for industry portfolio.

Assessment 1

Assessment Tool: 30 or 60 second PSA, commercial, promo or air-check

Assessment Date: Spring/Summer 2020

Assessment Cycle: Every Three Years

Course section(s)/other population: All (using enrollment from prior semesters)

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 students will score 70% or higher

Who will score and analyze the data: Departmental faculty

3. Perform editing techniques for each radio production for industry portfolio.

Assessment 1

Assessment Tool: 30 or 60 second PSA, commercial or promo

Assessment Date: Spring/Summer 2020

Assessment Cycle: Every Three Years

Course section(s)/other population: All (using enrollment from prior semesters)

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 students will score 70% or higher

Who will score and analyze the data: Departmental faculty

Course Objectives

1. Write broadcast quality scripts utilizing proper script writing format.
2. Write broadcast quality scripts utilizing techniques such as word choice and timing.
3. Write broadcast quality scripts utilizing techniques such as mood and message.

4. Vocally perform broadcast quality scripts and/or ad-libs using vocal delivery techniques such as pacing.
5. Perform scripts and/or ad-libs using vocal delivery techniques such as pitch, resonance and inflection.
6. Perform broadcast quality scripts and/or ad-libs using techniques such as articulation and pronunciation.
7. Edit production elements for each radio production including but not limited to music, sound effects and voice overs.
8. Apply editing elements, such as mixing, segues and fades to each radio production.
9. Mix down various production elements for each radio production with a focus on overall sound quality.

New Resources for Course

Course Textbooks/Resources

Textbooks
Manuals
Periodicals
Software

Equipment/Facilities

Level III classroom
Other: TI 127

<u>Reviewer</u>	<u>Action</u>	<u>Date</u>
Faculty Preparer: <i>Dena Blair</i>	<i>Faculty Preparer</i>	<i>Apr 18, 2024</i>
Department Chair/Area Director: <i>Allison Fournier</i>	<i>Recommend Approval</i>	<i>Apr 19, 2024</i>
Dean: <i>Anne Nichols</i>	<i>Recommend Approval</i>	<i>Apr 22, 2024</i>
Curriculum Committee Chair: <i>Randy Van Wagnen</i>	<i>Reviewed</i>	<i>Sep 12, 2024</i>
Assessment Committee Chair:		
Vice President for Instruction: <i>Brandon Tucker</i>	<i>Approve</i>	<i>Sep 13, 2024</i>

Washtenaw Community College Comprehensive Report

COM 235 Broadcast Media Arts Portfolio Effective Term: Winter 2019

Course Cover

Division: Humanities, Social and Behavioral Sciences
Department: Humanities
Discipline: Communications
Course Number: 235
Org Number: 11520
Full Course Title: Broadcast Media Arts Portfolio
Transcript Title: Broadcast Media Arts Portfolio
Is Consultation with other department(s) required: No
Publish in the Following: College Catalog , Time Schedule , Web Page
Reason for Submission: Three Year Review / Assessment Report
Change Information:
 Consultation with all departments affected by this course is required.
 Course title
 Course description
 Pre-requisite, co-requisite, or enrollment restrictions
 Outcomes/Assessment
 Objectives/Evaluation

Rationale: The assessment report for COM 235 was completed. A few updates to the course description and outcomes needs to be made.

Proposed Start Semester: Winter 2019

Course Description: In this course, students gain experience in the day-to-day duties of radio production professionals and spend scheduled production time in writing, editing, and announcing. Students will complete an electronic portfolio of their best work as part of an audition package to submit to potential employers and/or internships.

Course Credit Hours

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Student Learning Outcomes

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<u>Reviewer</u>	<u>Action</u>	<u>Date</u>
Faculty Preparer: <i>Dena Blair</i>	<i>Faculty Preparer</i>	<i>Jul 09, 2018</i>
Department Chair/Area Director: <i>Allison Fournier</i>	<i>Recommend Approval</i>	<i>Jul 19, 2018</i>
Dean: <i>Kristin Good</i>	<i>Recommend Approval</i>	<i>Jul 20, 2018</i>
Curriculum Committee Chair: <i>Lisa Veasey</i>	<i>Recommend Approval</i>	<i>Aug 29, 2018</i>
Assessment Committee Chair: <i>Shawn Deron</i>	<i>Recommend Approval</i>	<i>Aug 29, 2018</i>
Vice President for Instruction: <i>Kimberly Hurns</i>	<i>Approve</i>	<i>Sep 03, 2018</i>