1. **COURSE ID:** DGME 253   **TITLE:** Broadcasting Practicum
   Semester Units/Hours: 3.0 units; a minimum of 48.0 lecture hours/semester; a minimum of 16.0 lab hours/semester
   Method of Grading: Grade Option (Letter Grade or P/NP)
   Prerequisite: No Prerequisites

2. **COURSE DESIGNATION:**
   Degree Credit
   Transfer credit: CSU

3. **COURSE DESCRIPTIONS:**
   Catalog Description:
   This is the practicum course to the Broadcast and Electronic Media AA Degree in Digital Audio. Students will either participate in an internship with a media production company or work with a CSM client to create a digital media project that meets their needs.

4. **STUDENT LEARNING OUTCOME(S) (SLO'S):**
   Upon successful completion of this course, a student will meet the following outcomes:
   1. Collaborate effectively with project team members and industry professionals
   2. Synthesize production concepts into a succinct proposal that addresses client's needs
   3. Produce and edit a rough draft of project and gather client feedback for revisions
   4. Deliver final production to client along with all related documentation

5. **SPECIFIC INSTRUCTIONAL OBJECTIVES:**
   Upon successful completion of this course, a student will be able to:
   1. Collaborate effectively with project team members and industry professionals
   2. Serve as an intern or create digital media projects with actual clients
   3. Present draft of project to client for feedback and revisions
   4. Deliver final production to client along with all related documentation

6. **COURSE CONTENT:**
   Lecture Content:
   1. Getting the Job
        A. Finding Potential Clients
        B. Finding an Internship
   2. Working with Clients/Employers
        A. Presenting yourself and your portfolio
        B. Effective Communication
        C. Surveying Client Satisfaction
   3. Estimating Jobs
        A. Pricing & Ethical Guidelines
        B. Preparing Proposals
        C. Letters of Agreement
        D. Standard Legal Contracts
        E. Scheduling and Timelines
        F. Educating the Client
   4. Collaborating & Problem Solving with Teams
        A. Assigning Tasks
        B. Research, Gathering and Preparing Source Materials
        C. Concept Development
        D. Storyboarding
        E. Copywriting
        F. Copyright Issues
        G. Creating Draft Edits
        H. Creative Direction
   5. Creating Drafts

A. Creative Direction
6. Review Cycle
    A. Client Response
    B. Revision Timelines
    C. Presenting Revisions
7. Final Client Presentations
    A. Final Presentation: Web / Print / Broadcast / Journalism
    B. Signing off on the job
    C. Product Delivery
8. Invoicing / Completion Letter
9. Ongoing Client Communication

Lab Content:
Lab time will be used for recording, mixing, shooting, editing, scriptwriting, or other production activities. Lab time will also be used for the student to meet with the client or employer.

7. **REPRESENTATIVE METHODS OF INSTRUCTION:**
Typical methods of instruction may include:
    A. Lecture
    B. Lab
    C. Activity
    D. Critique
    E. Work Experience
    F. Other (Specify): Lectures use supporting visuals and audio. Lectures will emphasize professional practice in the broadcasting industry. Readings and practical textbook assignments will be applied to actual "real world" projects that will be completed and turned in to the instructor and the client. Client projects to be designed, revised and produced in final form to be turned into the client.

8. **REPRESENTATIVE ASSIGNMENTS**
Representative assignments in this course may include, but are not limited to the following:
Writing Assignments:
Students write a proposal for their project that they will share in class and submit to their client. Students also write letters to their client and write a self-evaluation at the end of the term.
Reading Assignments:
Reading and practical textbook assignments to be applied to actual "real" projects to be completed and turned in.

9. **REPRESENTATIVE METHODS OF EVALUATION**
Representative methods of evaluation may include:
    A. Class Work
    B. Homework
    C. Lab Activities
    D. Papers
    E. Projects
    F. Letter grades are determined by analyzing the quality of execution, attention to detail, ability to follow directions, ability to collaborate effectively in teams and evidence of software competency in relation to "real world" client projects. Client evaluations will be submitted and reviewed.

10. **REPRESENTATIVE TEXT(S):**
Possible textbooks include:
    A. Foote, Cameron. *The Business Side of Creativity: The Complete Guide to Running a Small Graphics Design or Communications Business* , 4th ed. -W.W. Norton, 2014

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Course Originator: Michelle Brown