Media Production Technology
Mississippi Curriculum Framework

CIP 10.0202 Radio and Television Broadcasting Technology / Technician

2020

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The Office of Curriculum and Instruction (OCI) was founded in 2013 under the Division of Workforce, Career, and Technical Education at the Mississippi Community College Board (MCCB). The office is funded through a partnership with The Mississippi Department of Education (MDE), who serves as Mississippi's fiscal agent for state and federal Career and Technical Education (CTE) Funds. The OCI is tasked with developing statewide CTE curriculum, programming, and professional development designed to meet the local and statewide economic demand.

For information, please contact curriculum@mccb.edu

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ADOPTION OF NATIONAL CERTIFICATION STANDARDS

Upon further research, there are no national certification standards that are available for adoption at this time. The Office of Curriculum and Instruction will continue working with industry members to ensure the curriculum document is rigorous enough for industry standards

INDUSTRY JOB PROJECTION DATA

The Media Production Technology-Radio and Television Broadcasting Technology/Technician (CIP: 10.0202) require Associate Degree, Bachelor's Degree and Moderate-term on-the-job training. There is expected to be 1.60% increase at the state level. Median annual income for this occupation is $40,105.60 at the state level. A summary of occupational data from the State Workforce Investment Board Data Center is displayed below:

Table 1: Education Level

Program Occupations	Education Level
Broadcast Technicians	Associate Degree
Camera Operations, Television, Video, and Motion Picture	Moderate-term on the –job training
Film and Video Editors	Bachelor's Degree

Table 2: Occupational Overview

	Region	State	United States
2018 Occupational Jobs	374	374	79,761
2028 Occupational Jobs	380	380	86,448
Total Change	6	6	6,687
Total % Change	1.60%	1.60%	8.38%
2018 Median Hourly Earnings	$19.28	$19.28	$25.73
2018 Median Annual Earnings	$40, 105.60	$40,105.60	$53,528.15
Annual Openings			

Table 3: Occupational Breakdown

Description	2018 Jobs	2028 Jobs	Annual Openings	2010 Hourly Earnings	2010 Annual Earnings 2,080 Work Hours
Broadcast Technicians	213	219	1	$14.06	$29,244.00
Camera Operators, Television, Video, and Motion Picture	81	81	0	$18.00	$37,440.00
Film and Video Editors	80	80	0	$30.12	$62,649.60

Table 4: Occupational Change

Description	Regional Change	Regional % Change	State % Change	National % Change
Broadcast Technicians	6	2.82%	2.82%	0.20%
Camera Operations, Television, Video and Motion Picture	0	0.00%	0.00%	8.82%
Film and Video Editors	0	0.00%	0.00%	16.97%

ARTICULATION

SEC Program	PS Program	PS Courses
S Audio & Television Broadcasting (CIP 10.0202)	PS Media Technology (CIP 10.0202) PS Digital Arts and Design Technology (CIP 50.0409) Graphic Design Technology (CIP 11.0801) Web Development Technology	MDT 1314 - Fundamentals of Television Production

ASSESSMENT

Colleges should report the following for students who complete the program with a career certificate, technical certificate, or an Associate of Applied Science Degrees for technical skills attainment. To use the approved Alternate Assessment for the following programs of study, colleges should provide a Letter of Notification to the Director of Career Technical Education at the MS Community College Board. Please see the following link for further instructions: http://www.mccb.edu/wkfEdu/CTDefault.aspx.

CIP Code	**Program of Study**	
10.0202	Radio and Television Broadcasting Technology/ Technician	
Level	**Standard Assessment**	**Alternate Assessment**
Accelerated /15 Hour		
Level	**Standard Assessment**	**Alternate Assessment**
Career	MS CPAS 3	
Level	**Standard Assessment**	**Alternate Assessment**
Technical/AAS	MS CPAS 3	

Research Abstract

In the spring of 2020, the Office of Curriculum and Instruction (OCI) met with the different industry members who made up the advisory committees the Media Production Technology program. An industry questionnaire was used to gather feedback concerning the trends and needs, both current and future, of their field. Program faculty, administrators, and industry members were consulted regarding industry workforce needs and trends. Industry advisory team members from the college involved with this program were asked to give input related to changes to be made to the curriculum framework. The Media Technology writing team updated the name of the program to Media Production Technology to meet current trends in the industry.

Revision History:

2011 Research and Curriculum Unit, Mississippi State University
2021 Mississippi Community College Board

PROGRAM DESCRIPTION

Media Production Technology is a postsecondary instructional program that prepares individuals to work in various broadcasting media as announcing, broadcasting control room, editing, and other various technician positions. The content includes communication skills, leadership skills, human relations, employability skills, safe and efficient work practices, announcing and moderating programs, preparing copy, programming, and operation of radio/television broadcasting equipment to support broadcast managers in the production of materials and production and broadcasting of materials or programs in radio/television format.

Industry standards referenced are from the *Audio and Video Technology and Film Knowledge and Skill Statements* published by the National Association of State Directors of Career Technical Education Consortium. Additional research data used in the development of this publication was collected from a review of related literature and from surveys of local experts in business, industry, and education.

SUGGESTED COURSE SEQUENCE

Career Certificate

			SCH Breakdown			Certification Information
Course Number	Course Name	Semester Credit Hours	Lecture	Lab/ Clinical	Total Contact Hours	Certification Name
MDT 1243	Principles of Mass Communication	3	2	2	60	MS-CPAS 3
MDT 1214	Media Writing (name change)	4	3	2	75	
MDT 1513	Social Media Production	3	2	2	60	
MDT 2113	Broadcast Announcing	3	2	2	60	
MDT 2314	Multimedia Production	4	3	2	75	
MDT 2414	Basic Editing	4	3	2	75	
	Electives	9				
	TOTAL	**30**				

Technical Certificate

			SCH Breakdown			Certification Information
Course Number	Course Name	Semester Credit Hours	Lecture	Lab/ Clinical	Total Contact Hours	Certification Name
MDT 2324	Advanced Multimedia Production	4	3	2	75	MS-CPAS 3
MDT 2424	Advanced Editing	4	3	2	75	
	Electives	7				
	TOTAL	**15**				

General Education Core Courses

To receive the Associate of Applied Science degree, a student must complete all of the required coursework found in the Career Certificate option, Technical certificate option, and a minimum of 15 semester hours of General Education core. The courses in the General Education Core may be spaced out over the entire length of the program so that students complete some academic and Career Technical courses each semester or provided primarily within the last semester. Each community college will specify the actual courses that are required to meet the General Education Core Requirements for the Associate of Applied Science degree at their college. The Southern Association of Colleges and Schools Commission on Colleges (SACSCOC) Section 9 Standard 3 of the *Principles of Accreditation: Foundations for Quality Enhancement*[1] describes the general education core.

Section 9 Standard 3:

3. The institution requires the successful completion of a general education component at the undergraduate level that

   a) is based on a coherent rationale.

   b) is a substantial component of each undergraduate degree program. For degree completion in associate programs, the component constitutes a minimum of 15 semester hours of the equivalent; for baccalaureate programs, a minimum of 30 semester hours or the equivalent.

   c) ensures breadth of knowledge. These credit hours include at least one course from each of the following areas: humanities/fine arts, social/behavioral sciences, and natural science/mathematics. These courses do not narrowly focus on those skills, techniques, and procedures specific to a particular occupation or profession.

<<<Add any additional general education standards as required for programmatic accreditation here and footnote below.>>>

General Education Courses

			SCH Breakdown			Contact Hour Breakdown		Certification Information
Course Number	Course Name	Semester Credit Hours	Lecture	Lab	Total Contact Hours	Lecture	Lab	Certification Name
	Humanities/Fine Arts	3						
	Social/Behavioral Sciences	3						
	Math/Science	3						
	Academic electives	6						
	TOTAL	**15**						

[1] Southern Association of Colleges and Schools Commission on Colleges. (2017). *The Principles of Accreditation: Foundations for Quality Enhancement*. Retrieved from http://www.sacscoc.org/2017ProposedPrinc/Proposed%20Principles%20Adopted%20by%20BOT.pdf

Electives

			SCH Breakdown			
Course Number	Course Name	Semester Credit Hours	Lecture	Lab	Externship	Total Contact Hours
SSP 1002	Smart Start Pathway 101	2				
MDT 2513	Digital Photography	3				
MDT 1413	Audio Production I	3				
MDT 1423	Audio Production II	3				
WBL 191(1-3)192 (1-3) 291 (1-3)292 (1-3) 293 (1-3)	Work-Based Learning	1-3				
MDT 291 (1-3)	Special Project in Media	1-3				
MDT 2213	Station Administration	3				
ANT 1613	Drone Media Technology	3				
MDT 1813	Broadcast Assistantship I	3				
MDT 1823	Broadcast Assistantship II	3				
MDT 2614	Backpack Journalism	4				
MDT 2624	Sports Journalism	4				
MDT 2813	Broadcast Assistantship III	3				
MDT 2823	Broadcast Assistantship IV	3				
CAT 1113	Graphic Design & Production I	3				
CAT 1123	Graphic Design and Production II	3				
MMT 1113	Principles of Marketing	3				
MMT 1323	Advertising	3				
	All Elective approved per local community College					

MEDIA PRODUCTION TECHNOLOGY COURSES

Course Number and Name: MDT 1214 Media Writing

Description: Principles of media writing to include scripts for television and radio and new emerging media news, commercials, and programs.

Hour Breakdown:

Semester Credit Hours	Lecture	Lab	Contact Hours
4	3	2	75

Prerequisite: Instructor approved

Student Learning Outcomes:

1. Create media news scripts. (AV1, AV2, AV3)
    a. Identify terms associated with media news scripts.
    b. Discuss the procedures (steps) in developing scripts.
    c. Research the elements that constitute news materials and evaluate them.
    d. Write news stories in AP broadcast style.

2. Create commercial scripts. (AV1, AV2, AV3)
    a. Identify terms associated with commercial scripts.
    b. Discuss the job of a copy writer.
    c. Develop commercial continuity in various forms.
    d. Select and utilize music and sound effects.

3. Create program scripts. (AV6)
    a. Identify terms associated with program scripts.
    b. Formulate the procedures for clearing copyright.
    c. Research the formats for developing a program script.
    d. Create a partial scripted program.
    e. Create a full scripted program.

Course Number and Name: MDT 1243 Principles of Mass Communication

Description: Introduction to the field of radio/television and new emerging media broadcasting and the history of mass media. Emphasis is placed on the role of communication systems in our society. Job characteristics and opportunities are also emphasized.

Hour Breakdown:

Semester Credit Hours	Lecture	Lab	Contact Hours
3	2	2	60

Prerequisite: Instructor approved

Student Learning Outcomes:

1. Demonstrate the ability to identify/discuss the rules and regulations governing radio/television broadcasts and mass media. (AV1)
   a. Research terms associated with rules and regulations.
   b. Discuss the rules and regulations governing licenses, measurement and records, political broadcasts, and lottery laws.
   c. Explore the legal aspects of radio/television and new emerging media station operations.
   d. Research the historical aspects of mass media.

2. Demonstrate the ability to explain the procedures of radio/television and new emerging media production, structure, and safety procedures. (AV1)
   a. Explain the structure of the broadcast industry, the radio/television station, and the various roles in the operation.
   b. State and apply general safety rules for operation of equipment and activities in the lab.
   c. Research the trade terminology in the radio/television and new emerging media lab.
   d. Identify the trade abbreviations and acronyms used in the radio/television and new emerging media industry.
   e. Explain the safety of transporting and storing equipment.

3. Demonstrate the ability to identify/discuss employability skills and opportunities in the radio/television, emerging media and mass media industries. (AV1)
   a. Create documents which may be required when applying for a job interview.
   b. Complete a job application form.
   c. Appraise responses to criticism from employer, supervisor, or other employees.
   d. Identify acceptable work habits.
   e. Explain the procedures of making job changes.

Course Number and Name: MDT 1513 Social Media Production

Description: The course explores production standards in emerging forms of digital media. Students will work individually and in teams to produce new media content. Areas of interest will include social media as well as mobile media.

Hour Breakdown:

Semester Credit Hours	Lecture	Lab	Contact Hours
3	2	2	60

Prerequisite: Instructor approved

Student Learning Outcomes:

1. Social media strategy
    a. Understand the fundamentals of creating content for social media
    b. Understand the fundamentals of curating content for social media

2. Social media formatting
    a. Understand standard style formatting by social media platform

3. Social media advertising
    a. Identify key terms and vocabulary
    b. Develop setting campaign goals
    c. Research targeting audience segments
    d. Develop compelling copy and visuals
    e. Develop knowledge of social media analytics.

4. Social media monitoring
    a. Identify and understand keyword filtering
    b. Understanding the fundamentals of search engine optimization
    c. Identify influencers and content curation possibilities
    d. Monitor strategies for social media platforms

5. Social media ethics
    a. Identify best practice when using social media for work
    b. Identify what constitutes ethical behavior on social media

Course Number and Name: MDT 1413 Audio Production I

Description: Operations of audio recording as well as actual production. A discussion of the different types of equipment used in audio production will also be emphasized.

Hour Breakdown:

Semester Credit Hours	Lecture	Lab	Contact Hours
3	2	2	60

Prerequisite: Instructor approved

Student Learning Outcomes:

1. Identify various components of an audio control/production system. (AV2, AV4, AV5)
   a. Research terms associated with the audio control/production system.
   b. Identify and select microphones for production.
   c. Describe the operation of an audio mixing console.
   d. Compare and contrast analog and digital sound recordings.

2. Operate the various components of an audio control/production system. (AV2, AV4, AV5)
   a. Arrange microphones for maximum effects.
   b. Operate an audio mixing console.
   c. Edit, dub, overlap sound, or otherwise utilize various production techniques.

3. Identify various components and operations of podcast productions.
   a. Research terms associated with podcast production.
   b. Describe operation of podcast technical set up.
   d. Edit, dub, overlap sound, or otherwise utilize various production techniques.
   e. Identify and select equipment needed for podcast production and distribution. .

Course Number and Name: MDT 1423 Audio Production II

Description: Continuation of Audio Production I with further study in the development of and the use of equipment in audio production with emphasis placed on actual projects.

Hour Breakdown:

Semester Credit Hours	Lecture	Lab	Contact Hours
3	2	2	60

Prerequisite: Instructor approved

Student Learning Outcomes:

1. Operate control room equipment. (AV2, AV4)
   a. Research the functions of a control console.
   b. Discuss the use and placement of various microphones.
   c. Perform various functions of the audio console.
   d. Create the audio production of various live shows.
   e. Perform the duties of an audio control operator during various functions.

2. Incorporate advanced techniques of control room operations. (AV5, AV6)
   a. Define the responsibilities of the control room operator during various broadcasts.
   b. Identify and explain the various cables and plugs used in the audio control room.
   c. Develop a project which requires the use of audio equipment.
   d. Determine which equipment will meet the requirements of the project.
   e. Perform the requirements of the project.

3. Identify various components and operations of podcast productions.
   a. Produce operation of podcast technical set up.
   b. Edit, dub, overlap sound, or otherwise utilize various production techniques.
   c. Distribute podcast production.

Course Number and Name: MDT 2113 Broadcast Announcing

Description: Introduction to the basic principles of broadcast announcing.

Hour Breakdown:

Semester Credit Hours	Lecture	Lab	Contact Hours
3	2	2	60

Prerequisite: Instructor approved

Student Learning Outcomes:

1. Develop the ability to apply basic communication skills. (AV1, AV2)
    a. Identify and read graphs, charts, diagrams, and tables commonly used in broadcasting.
    b. Interpret and follow written and oral instructions.
    c. Ask questions coherently and concisely.
    d. Read critically by recognizing assumptions and implications and by evaluating ideas.
    e. Apply communication skills.

2. Demonstrate the ability to apply broadcast speaking manner. (AV2, AV6)
    a. Identify and correct vocal deficiencies.
    b. Apply principles of breathing; projecting and controlling loudness; resonating the voice; and varying the tone, pitch, and pace.
    c. Read in the accepted broadcasting manner.
    d. Write and announce using various broadcast scripts.
    e. Explain employee health habits.

Course Number and Name: MDT 2213 Station Administration

Description: Study of radio, television, cable and digital subscription provider stations which include: organization, business operations, regulations, and the duties/responsibilities of station personnel.

Hour Breakdown:

Semester Credit Hours	Lecture	Lab	Contact Hours
3	3	0	45

Prerequisite: Instructor approved

Student Learning Outcomes:

1. Analyze the business aspects of broadcasting. (AV1, AV6)
    a. Research terms associated with the business operation of broadcasting.
    b. Explain the determination of cost and expense involved in station operation.
    c. Discuss the procedures and techniques of broadcast sales including rate cards contracts in accordance with industry standards.
    d. Explain the requirements and regulations of station ownership.
    e. Discuss the development of media advertising and the various forms utilized in the industry.
    f. Discuss laws and regulations required for broadcast licensing.

2. Formulate an entrepreneurship project. (AV1, AV6)
    a. Research terms associated with entrepreneurship.
    b. Appraise the importance of entrepreneurship to the American economy.
    c. Examine the advantages and disadvantages of a broadcasting business.
    d. Identify the risks involved in ownership.
    f. Identify the business skills needed to operate a broadcast station.
    g. Develop a business plan for a broadcast station and digital subscription provider.

Course Number and Name: MDT 2314 Multimedia Production

Description: This course is designed to introduce the operations of multimedia production and studio operations.

Hour Breakdown:

Semester Credit Hours	Lecture	Lab	Contact Hours
4	3	2	75

Prerequisite: Instructor approved

Student Learning Outcomes:

1. Demonstrate the ability to perform a media production. (AV2, AV3, AV4, AV6)
    a. Identify terms associated with a media production.
    b. Operate the digital switcher for live and studio production editing.
    c. Operate the routing switcher for production for recorded media or multimedia production.
    d. Set up the equipment according to technical standards for live streaming.

2. Demonstrate the ability to perform television, online or alternative programming activities . (AV2, AV5, AV6)
    a. Identify terms associated with programming activities.
    b. Develop a script for a program.
    c. Draw a storyboard for a planned production.
    d. Direct participants in the production of a program.
    e. Perform on camera.
    f. Perform the duties of a programmer to get a program from idea to air.
    g. Operate and set up teleprompter system.

Course Number and Name: MDT 2324 Advanced Multimedia Production

Description: This course is designed to introduce the operations of multimedia production and field operations. Directions, productions, layouts, and organization will be stressed.

Hour Breakdown:

Semester Credit Hours	Lecture	Lab	Contact Hours
4	3	2	75

Prerequisite: Instructor approved

Student Learning Outcomes:

1. Demonstrate the ability to produce multimedia production. (AV2, AV3, AV5, AV6)
    a. Identify terms associated with advanced media productions.
    b. Formulate a field production shoot.
    c. Develop a script for a field production shoot.
    d. Draw a storyboard for the production.
    e. Direct participants in the production of a field shoot.
    f. Perform on camera.
    g. Evaluate the production procedures.
    h. Write a critique of the production procedures.

2. Demonstrate the ability to direct multimedia programs. (AV2, AV3, AV5, AV6)
    a. Identify terms associated with directing a media program.
    b. Direct the production using field and/or remote site equipment.
    c. Analyze and mark the script.
    d. Plan the program to meet the time constraints.
    e. Direct blocking and camera rehearsals.
    f. Perform on camera.
    g. Direct recording and/or transmission of a program.
    h. Conduct an evaluation of the final program.
    i. Write a critique of the program.

Course Number and Name: MDT 2414 Basic Editing

Description: Student's basic projects are emphasized and include basic principles, procedures, and techniques of audio and video editing.

Hour Breakdown:

Semester Credit Hours	Lecture	Lab	Contact Hours
4	3	2	75

Prerequisite: Instructor approved

Student Learning Outcomes:

1. Demonstrate the ability to identify/discuss audio and video editing procedures. (AV2, AV3,AV3)
    a. Identify terms associated with linear and nonlinear editing.
    b. Identify the various editing equipment.
    c. Explain the basic procedures for editing.

2. Demonstrate the ability to perform editing operations. (AV2, AV3, AV4, AV5)
    a. Identify terms associated with the editing operations.
    b. Perform assemble edits.
    c. Perform insert edits.
    d. Edit for time slot.
    e. Set up edit suite for production.
    f. Identify various videotape and media recording formats.

Course Number and Name: MDT 2424 Advanced Editing

Description: Student's continuation of Basic Editing with emphasis placed on the development and use of the broadcasting industry editing standards. Student's projects are emphasized and include advanced principles, procedures, and techniques of audio and video editing.

Hour Breakdown:

Semester Credit Hours	Lecture	Lab	Contact Hours
4	3	2	75

Prerequisite: Instructor approved

Student Learning Outcomes:

1. Develop postproduction editing skills. (AV2, AV3, AV4, AV5, AV6)
   a. Define terms associated with postproduction editing.
   b. Identify and utilize the equipment needed for postproduction editing.
   c. Explain control track, time code editing, and editing modes.

2. Develop nonlinear editing skills. (AV2, AV3, AV4, AV5, AV6)
   a. Define terms associated with nonlinear editing.
   b. Identify and utilize the equipment needed for nonlinear editing.

3. Demonstrate the ability to conduct visual effects editing. (AV3, AV4)
   a. Define terms associated with visual effects editing.
   b. Following accepted industry standards, edit various programs.

Course Number and Name: MDT 2513 Digital Photography

Description: Use of photography as a communication medium. Principles of digital imagery are emphasized

Hour Breakdown:

Semester Credit Hours	Lecture	Lab	Contact Hours
3	2	2	60

Prerequisite: Instructor approved

Student Learning Outcomes:

1. Demonstrate the ability to discuss a brief history of photography. (AV1, AV5)
    a. Define terms associated with photography.
    b. Discuss the invention of photography and its early development.
    c. Discuss the various techniques of early photography.
    d. Discuss time and motion in early photographs.
    e. Discuss the photograph as an art in the 19th century.
    f. Discuss the use of photography in the media industry.
2. Develop the ability to utilize the camera. (AV5)
    a. Describe the anatomy of a camera.
    b. Identify and explain the major types of cameras including the view camera, the range finder camera, and the reflex camera.
    c. Identify and explain the camera's controls.
    d. Explain how to keep the camera steady.
    e. Select an object and photograph it.
3. Demonstrate the ability to identify and select digital lenses. (AV5)
    a. Describe why various lenses are needed.
    b. Identify the types of lenses.
    c. Describe the impact of the depth of field.
    d. Describe the methods of getting the most from a lens.
    e. Describe the procedures for the choosing of lenses.
    f. Select the lens and photograph a subject.
4. Develop the ability to identify and select digital storage. (AV5)
    a. Identify and select the procedures to follow in selecting different lenses
    b. Identify the characteristics of the different types of lenses.
    c. Identify best practices for smartphone technology.
5. Demonstrate the ability to utilize the principles of lighting. (AV5)
    a. Discuss the importance of lighting in photography.
    b. Identify the various types of lighting used in photography.
    c. Discuss the use of outdoor and indoor lights.
    d. Discuss lighting for various objects.
    e. Identify the various ways of using a flash.
    f. Set up a subject and apply required lighting.

Course Number and Name: MDT 1813 Broadcast Assistantship I

Description: To smoothly integrate students into the field of broadcasting and media production. This course also gives the student a greater understanding of the overall production and planning of live and taped broadcasting and media production. 90 hours lab to be arranged.

Hour Breakdown:

Semester Credit Hours	Lecture	Lab	Contact Hours
3		2-6	

Prerequisite: Instructor approved

Student Learning Outcomes:

1. Full integration into campus media
    a. Basic working knowledge of campus media large scale field productions setup.
    b. Basic working knowledge of campus media large scale field productions teardown.

2. Full understanding of campus media policies and procedures
    a. Display working knowledge of campus media equipment checkout policies and procedures.
    b. Display working knowledge of campus media studio usage policies and procedures.

3. Apprenticeship as campus media production assistant
    a. Display expert understanding of campus media field productions.
    b. Display expert understanding of campus media studio productions.
    c. Serve as production assistant and assistant engineer for all required campus media productions.
    d. Demonstrate expert knowledge of campus media equipment.
    e. Demonstrate expert knowledge of campus media studio and control room.

Course Number and Name: MDT 1823 Broadcast Assistantship II

Description: To give the students a greater understanding of the overall production and planning of live and recording broadcasting. This course is meant to enhance the student's broadcast/media production education. This course is a continuation of MDT 1813. 90 hours lab to be arranged.

Hour Breakdown:

Semester Credit Hours	Lecture	Lab	Contact Hours
3	0	2-6	45-90

Prerequisite: Instructor approved

Student Learning Outcomes:

1. Full integration into campus media
    a. Basic working knowledge of campus media large scale field productions setup.
    b. Basic working knowledge of campus media large scale field productions teardown.

2. Full understanding of campus media policies and procedures
    a. Display working knowledge of campus media equipment checkout policies and procedures.
    b. Display working knowledge of campus media studio usage policies and procedures.

3. Apprenticeship as campus media production assistant
    a. Display expert understanding of campus media field productions.
    b. Display expert understanding of campus media studio productions.
    c. Serve as production assistant and assistant engineer for all required campus media productions.
    d. Demonstrate expert knowledge of campus media equipment.
    e. Demonstrate expert knowledge of campus media studio and control room.

Course Number and Name: MDT 2614 Backpack Journalism

Description: This course is designed to introduce multi-media story telling techniques in line with journalistic industry standards.

Hour Breakdown:

Semester Credit Hours	Lecture	Lab	Contact Hours
4	2	4	60

Prerequisite: Instructor approved

Student Learning Outcomes:

1. Demonstrate advanced use of camera and audio recording.
   a. Creatively compose and shoot solo standups.
   b. Use music and natural sound to advance storytelling
   c. Effectively demonstrate use of handheld and lavalier microphones.
   d. Demonstrate advanced camera composition

2. Demonstrate the ability to tell factual stories, evaluate, and express them in a clear and concise manner for multiple media audiences.
   a. Demonstrate proper research on subject matter.
   b. Develop reliable news sources
   c. Develop interviewing skills

3. Demonstrate the proper use and storage of equipment
   a. Maintain and store equipment in a professional manner
   b. Properly store and maintain battery and electrical equipment
   c. Properly store and maintain camera and tripods.
   d. Identify acceptable work habits.

4. Demonstrate advanced editing techniques to further storytelling
   a. Create creative lower thirds accurately
   b. Demonstrate advanced post audio and video skills
   c. Demonstrate an understanding of various audio and video formats and delivering to desired formats

Course Number and Name: MDT 2624 Sports Journalism

Description: This class covers the history and essential skills used in the field of sports journalism**.**

Hour Breakdown:

Semester Credit Hours	Lecture	Lab	Contact Hours
4	2	4	60

Prerequisite: Instructor approved

Student Learning Outcomes:

1. Demonstrate knowledge on the history and development of sports journalism.
    a. Explore the history and development of print sports journalism.
    b. Explore the history and development of radio sports journalism.
    c. Explore the history and development of television sports journalism.

2. Understand and demonstrate shooting techniques unique to sports journalism.
    a. Demonstrate proper framing of in-game action.
    b. Demonstrate knowledge of sports game action and anticipating shots.
    c. Demonstrate effective collection and use of B-roll.

3. Demonstrate an understanding of proper editing techniques unique to sport journalism
    a. Demonstrate proper use of sports video elements to enhance storytelling.
    b. Demonstrate proper use of sports audio elements to enhance storytelling
    c. Understand and demonstrate editing sports highlights for projects.

4. Develop the skills necessary for on air or radio sports broadcasting.

    a. Develop proper interview skills essential to sports broadcasting.
    b. Develop a knowledge of sports lexicon.
    c. Develop play by play delivery skills.
    d. Research knowledge of the participating sports organizations.

Course Number and Name: MDT 2813 Broadcast Assistantship III

Description: To provide the student with practical application of skills and knowledge gained in other media production courses. 90 hours lab to be arranged.

Hour Breakdown:

Semester Credit Hours	Lecture	Lab	Contact Hours
3	0	2-6	45-90

Prerequisite: Instructor approved

Student Learning Outcomes:

1. Full integration into campus media
    a. Basic working knowledge of campus media large scale field productions setup.
    b. Basic working knowledge of campus media large scale field productions teardown.

2. Full understanding of campus media policies and procedures
    a. Display working knowledge of campus media equipment checkout policies and procedures.
    b. Display working knowledge of campus media studio usage policies and procedures.

3. Apprenticeship as industry media production assistant
    a. Display expert understanding of industry media field productions.
    b. Display expert understanding of industry media studio productions.
    c. Serve as production assistant and assistant engineer for all required campus media productions.
    d. Demonstrate expert knowledge of industry media equipment.
    e. Demonstrate expert knowledge of industry media studio and control room.

Course Number and Name: MDT 2823 Broadcast Assistantship III

Description: To provide the student with practical application of skills and knowledge gained in other media production courses. This course is a continuation of MDT 2813. 90 hours lab to be arranged.

Hour Breakdown:

Semester Credit Hours	Lecture	Lab	Contact Hours
3	0	2-6	45-90

Prerequisite: Instructor approved

Student Learning Outcomes:

1. Full integration into campus media
    a. Basic working knowledge of campus media large scale field productions setup.
    b. Basic working knowledge of campus media large scale field productions teardown.

2. Full understanding of campus media policies and procedures
    a. Display working knowledge of campus media equipment checkout policies and procedures.
    b. Display working knowledge of campus media studio usage policies and procedures.

3. Apprenticeship as industry media production assistant
    a. Display expert understanding of industry media field productions.
    b. Display expert understanding of industry media studio productions.
    c. Serve as production assistant and assistant engineer for all required campus media productions.
    d. Demonstrate expert knowledge of industry media equipment.
    e. Demonstrate expert knowledge of industry media studio and control room.

Course Number and Name: MDT 291 (1-3) Special Project in Media Technology

Description: A course designed to provide the student with practical application of skills and knowledge gained in the courses. The instructor works closely with the student to insure that the selection of a project will enhance the student's learning experience.

Hour Breakdown:

Semester Credit Hours	Lecture	Lab	Contact Hours
1-3	0	2-6	45-90

Prerequisite: Instructor approved

Student Learning Outcomes:

1. Develop a written plan which details the activities and projects to be completed.
    a. Utilize a written plan which details the activities and projects to be done.
    b. Perform written occupational objectives.

2. Assess accomplishment of objectives.
    a. Prepare daily written assessment of accomplishment of objectives.
    b. Present weekly written report to instructor on activities done.

3. Utilize a set of written guidelines for the special project.
    a. Develop and follow a set of written guidelines.

Course Number and Name: WBL I, II, III, III, IV, V, and VI
WBL 191(1-3), WBL 192(1-3), WBL 193(1-3), WBL 291(1-3), WBL 292(1-3), and WBL 293(1-3)

Description: A structured work-site learning experience in which the student, program area teacher, Work-Based Learning Coordinator, and worksite supervisor/mentor develop and implement an educational training agreement. Designed to integrate the student's academic and technical skills into a work environment. May include regular meetings and seminars with school personnel and employers for supplemental instruction and progress reviews.

Hour Breakdown:

Semester Credit Hours	Lecture	Externship	Contact Hours
1-3	0	3-9	45-135

Prerequisite: Instructor approved

Student Learning Outcomes:

1. Apply technical skills and related academic knowledge needed to be a viable member of the workforce.
   a. Demonstrate technical skills necessary to complete job requirements.
   b. Demonstrate academic skills necessary to complete job requirements.
   c. Perform tasks detailed in an educational training agreement at the work setting.

2. Apply general workplace skills to include positive work habits necessary for successful employment.
   a. Demonstrate appropriate human relationship skills in the work setting to include conflict resolution, team participation, leadership, negotiation, and customer/client service.
   b. Utilize time, materials, and resource management skills.
   c. Use critical thinking skills such as problem solving, decision making, and reasoning.
   d. Acquire, evaluate, organize, maintain, interpret, and communicate information.

Course Number and Name: ANT 1613 Basic Flight Skill Development-UAS

Description: Introduce and prepare potential UAV pilots to the information necessary pass the FAA Part 107 Certificate examination. Also, introduce the student to basic flight training using flight simulators, small drones in a closed, hangar environment and outdoor flight training at a locally approve facility.

Hour Breakdown:

Semester Credit Hours	Lecture	Lab	Contact Hours
3	2	2	60

Prerequisite: Instructor approved

Student Learning Outcomes:

Please see the Aviation Technology Curriculum for student learning outcomes.

APPENDIX A: Recommended Tools and Equipment

CAPITALIZED ITEMS

1. Apprenticeship as industry media production assistant
    a. Display expert understanding of industry media field productions.
    b. Display expert understanding of industry media studio productions.
    c. Serve as production assistant and assistant engineer for all required campus media productions.
    d. Demonstrate expert knowledge of industry media equipment.
    e. Demonstrate expert knowledge of industry media studio and control room.
2. 12-channel video switcher/special effects generator (1)
3. Character generator computer control (1)
4. IBM compatible computer with printer (2)
5. Analog (linear) editing system for video post-production to include: (2)
    a. Controller - DV
    b. Video player unit - DV
    c. Edit record video unit - DV
6. Nonlinear editing system, (computerized) (1 per two students)
7. 24-channel audio/video routing switcher (1)
8. Waveform monitor (1)
9. Vectorscope (1)
10. Audio Waveform monitor (1)
11. Color sync and test signal generator (1)
12. 8-channel audio mixing board with amplifier (1)
13. Color TV camera (SD and HD)studio package to include: (1)
    a. Camera
    b. Viewfinder
    c. Lens with 13:1 zoom or better
    d. Manual focus control
    e. Manual zoom control
14. Camera tripod with fluid head, dolly, and handles (2)
15. Color camera, remote control unit, rack mountable (2)
16. Studio intercom system complete with headsets (1)
17. Lighting package for studio to include 7 lights, adapters, and stands (2)
18. Computer controlled teleprompter for camera to include an IBM compatible computer with super VGA monitor (3)
19. Field Digital camera (SD and HD) (2)
20. HD Monitor
21. 8-channel stereo audio console (1)
22. Digital Audio recorder (1)
23. Multi-channel microphone mixer (1)
24. Microphone mixer amplifier (1)
25. Digital Cameras minimum of Canon 5D mark IV (2)
26. Industry standard drone (3)
27. Specialized configured computer for sound editing with software (1)
28. Radio Scheduling Software (1)
29. Radio Automation Software (1)
30. Robotic studio camera
31. Interruptible Feedback (IFB)

Other equipment items can be added when deemed appropriate by the community college industry craft committee or by industry/business training requirements

NON-CAPITALIZED ITEMS

1. Audio monitor/speaker with wall mount (2)
2. Color video monitor rack mountable (8)
3. Video/audio equipment rack mountable console (1)
4. 25 ft. camera cable (2)
5. Color video monitor stand mountable (2)
6. Miniature lapel microphone (4)
1. Hand-held microphone (40
2. Wireless hand-held microphone (1)
3. Wireless lapel microphone (1)
4. Table microphone stand (4)
5. Floor microphone stand (4)
6. Portable tripod with dolly (2)
7. Portable HD camera power supply (2)
8. Portable DV camera battery (2)
9. Portable DV camera light with battery (1)
10. Portable DV camera condenser microphone (2)
11. Sound effects library (1)
12. Studio clock with second hand (5)
13. Digital Cart system
14. Audio monitor/speaker with wall mount (2)
15. Stereo headphones (2)
16. Directional microphone with windscreen (2)
17. Boom arm with adaptor for uni-directional microphone (2)
18. Light, photographic (1)

RECOMMENDED INSTRUCTIONAL AIDS

It is recommended that instructors have access to the following items:

1. Scientific calculator (1)
2. Smartboard (1)
3. Computer with operating software with multimedia kit (1)
4. TV1)
5. Video out (microcomputer to TV monitor) (1)
6. Video/audio data projector (1)
7. Laptop Computer (1)
8. DVD player (1)

Other equipment items can be added when deemed appropriate by the community college industry craft committee or by industry/business training requirements

APPENDIX B: Curriculum Definitions and Terms

- Course Name – A common name that will be used by all community colleges in reporting students

- Course Abbreviation – A common abbreviation that will be used by all community and junior colleges in reporting students

- Classification – Courses may be classified as the following:
    - Career Certificate Required Course – A required course for all students completing a career certificate.
    - Technical Certificate Required Course – A required course for all students completing a technical certificate.
    - Technical Elective – Elective courses that are available for colleges to offer to students.

- Description – A short narrative that includes the major purpose(s) of the course

- Prerequisites – A listing of any courses that must be taken prior to or on enrollment in the course

- Corequisites – A listing of courses that may be taken while enrolled in the course

- Student Learning Outcomes – A listing of the student outcomes (major concepts and performances) that will enable students to demonstrate mastery of these competencies

The following guidelines were used in developing the program(s) in this document and should be considered in compiling and revising course syllabi and daily lesson plans at the local level:

- The content of the courses in this document reflects approximately 75% of the time allocated to each course. The remaining 25% of each course should be developed at the local district level and may reflect the following:
    - Additional competencies and objectives within the course related to topics not found in the state framework, including activities related to specific needs of industries in the community college district
    - Activities that develop a higher level of mastery on the existing competencies and suggested objectives
    - Activities and instruction related to new technologies and concepts that were not prevalent at the time the current framework was developed or revised
    - Activities that include integration of academic and career–technical skills and course work, school-to-work transition activities, and articulation of secondary and postsecondary career–technical programs
    - Individualized learning activities, including work-site learning activities, to better prepare individuals in the courses for their chosen occupational areas

- Sequencing of the course within a program is left to the discretion of the local college. Naturally, foundation courses related to topics such as safety, tool and equipment usage, and other fundamental skills should be taught first. Other courses related to specific skill areas and related academics, however, may be sequenced to take advantage of seasonal and climatic conditions, resources located outside of the school, and other factors. Programs that offer an Associate of Applied Science Degree must include all of the required Career Certificate courses, Technical Certificate courses **AND** a minimum of 15 semester hours of General Education Core Courses. The courses in the General Education Core may be spaced out over the entire length of the program so that students complete some academic and Career Technical courses each semester. Each community college

specifies the actual courses that are required to meet the General Education Core Requirements for the Associate of Applied Science Degree at their college.

- In order to provide flexibility within the districts, individual courses within a framework may be customized by doing the following:

    - Adding new student learning outcomes to complement the existing competencies and suggested objectives in the program framework
    - Revising or extending the student learning outcomes
    - Adjusting the semester credit hours of a course to be up 1 hour or down 1 hour (after informing the Mississippi Community College Board [MCCB] of the change)

APPENDIX C: Course Crosswalk

Course Crosswalk
Media Production Technology
CIP 10.0202 – Radio and Television Broadcasting Technology/Technician

Note: Courses that have been added or changed in the 2021curriculum are highlighted.

Existing			Revised		
2011 MS Curriculum Framework			**2021 MS Curriculum Framework**		
Course Number	**Course Title**	**Hours**	**Course Number**	**Course Title**	**Hours**
			ANT 1613	Drone Media Technology	3
MDT 1244	Principles of Mass Communication	4	MDT 1243	Principles of Mass Communication	3
MDT 1314	Fundamentals of Television Production	4			
			MDT 1513	Social Media Production	3
MDT 1214	Broadcast Writing	4	MDT 1214	Media Writing	4
MDT 1413	Principles of Audio Production	3	MDT 1413	Audio Production I	3
MDT 1423	Advanced Audio Production	3	MDT 1423	Audio Production II	3
			MDT 1813	Broadcast Assistantship I	3
			MDT 1823	Broadcast Assistantship II	3
MDT 2213	Station Administration	3	MDT 2213	Station Administration	3
MDT 2314	Intermediate Television Production	4	MDT 2314	Multimedia Production	4
MDT 2113	Broadcast Announcing	3	MDT 2113	Broadcast Announcing	3
MDT 2324	Advanced Television Production	4	MDT 2324	Advanced Multimedia Production	4
MDT 2414	Basic Editing	4	MDT 2414	Basic Editing	4
MDT 2424	Advanced Editing	4	MDT 2424	Advanced Editing	4
MDT 2513	Basic Photography		MDT 2513	Digital Photography	3
			MDT 2614	Backpack Journalism	4
			MDT 2624	Sports Journalism	4
			MDT 2813	Broadcast Assistantship III	3
			MDT 2823	Broadcast Assistantship IV	3

Appendix D: Recommended Textbook List

RECOMMENDED MEDIA PRODUCTION TECHNOLOGY TEXTBOOK LISTS CIP: 10.0202 Radio and Television Broadcasting Technology/Technician		
Title	**Author**	**ISBN**
Television Production Handbook	Zettl	978-1-285-05267-0
Video Digital Communication & Production, fourth Edition	Jim Stinson	978-1-63126-295-1
Television Production & Broadcast journalism, Third edition,	Phillip l. Harris & Gil Garcia	978-1-63126-275-3
Audio Basics	Stanley R. Alten	10:0-495-91356-1
Digital Radio Production, third edition	Donald W. Connelly	10:1-4786-3418-9
Editing Digital video author	Robert M. Goodman and Patrick McGrath	978-0-07-140636-9
Audio in Media 10th edition	Stanley R. Alten	978-1-133-30723-5