

# Broadcasting and Production Technology

An Associate in Applied Science degree in Broadcasting & Production Technology at Central Piedmont gives skilled, competent media students opportunities to work in various media-related venues and services. The BPT curriculum is designed to provide competency-based knowledge, scientific/artistic principles, and hands-on fundamentals associated with the digital journalism and media industry.

The curriculum prepares students for entry-level employment in production support and selected technical areas of film, video, broadcasting, and digital media content creation. Technical electives provide options for students, depending upon their goals and interests within media production, such as creating, manipulating, and animating digital images. Those who are entrepreneurially inclined create their own media business. To graduate with the Broadcasting & Production Technology degree, students must complete all BPT program courses with a grade of "C" or higher. Students in the Broadcasting & Production Technology program also follow professional standards that include a positive collaborative approach when working with classmates, faculty and staff, and community members on tasks and projects, including punctuality, meeting deadlines and courteous interactions as well as academic integrity (see Central Piedmont's *Student Code of Conduct* policy).

For specific information about potential positions and wages in broadcast and production employment, visit the Central Piedmont Career Coach website.

**BPT 110. Introduction to Broadcasting. 3.0 Credits.** Class-3.0. Clinical-0.0. Lab-0.0. Work-0.0

This course introduces the field of broadcasting and other electronic media. Emphasis is placed on the history, development, and current status of radio, television, and related industries. Upon completion, students should be able to demonstrate knowledge of regulations, organizational structure, revenue sources, historical development, and on-going operation of broadcasting and related industries.

**BPT 111. Broadcast Law & Ethics. 3.0 Credits.** Class-3.0. Clinical-0.0. Lab-0.0. Work-0.0

This course covers judicial, legislative, and administrative policies pertinent to the ethical and legal operation of broadcast and other electronic media organizations. Emphasis is placed on legal and ethical issues including First Amendment protection, FCC regulations, copyright, and libel laws. Upon completion, students should be able to demonstrate an understanding of the historical significance and modern-day application of important broadcast laws and policies.

Prerequisites: Take ENG 111, minimum grade of C

**BPT 112. Broadcast Writing. 4.0 Credits.** Class-3.0. Clinical-0.0. Lab-2.0. Work-0.0

This course introduces proper copy and script writing techniques and formats for radio, television, and other electronic media. Emphasis is placed on creating effective scripts for programs and promotional materials, including commercial and public radio service announcements for a specific target audience. Upon completion, students should be able to understand and write copy and scripts according to standard industry formats.

Prerequisites: Take ENG 111, minimum grade of C

**BPT 113. Broadcast Sales. 3.0 Credits.** Class-3.0. Clinical-0.0. Lab-0.0. Work-0.0

This course covers sales principles applicable to radio, television, cable, and other electronic media. Emphasis is placed on prospecting and servicing accounts, developing clients, and preparing sales presentations. Upon completion, students should be able to create a sales presentation based upon standard ratings reports, prospect for new customers, and understand account management.

**BPT 121. Broadcast Speech I. 3.0 Credits.** Class-2.0. Clinical-0.0. Lab-3.0. Work-0.0

This course covers basic preparation and performance of on-air talents' speaking quality. Emphasis is placed on developing a pleasant and efficient voice with techniques applied to taped news, features, commercial copy, and announcing. Upon completion, students should be able to show improvement and aptitude in proper articulation, pronunciation, rate of delivery, pitch, breathing techniques, inflection, projection, and phrasing. Prerequisites: Take ENG 111, minimum grade of C

**BPT 231. Video/TV Production I. 4.0 Credits.** Class-2.0. Clinical-0.0. Lab-6.0. Work-0.0

This course covers the language of film/video, shot composition, set design, lighting, production planning, scripting, editing, and operation of video and television production equipment. Emphasis is placed on mastering the body of knowledge and techniques followed in producing all forms of video and television production. Upon completion, students should be able to produce basic video and television productions in a team environment.

Prerequisites: Take BPT 112, minimum grade of C

**FVP 114. Camera & Lighting I. 3.0 Credits.** Class-2.0. Clinical-0.0. Lab-3.0. Work-0.0

This course covers the basic principles of video camera and recorder operations in professional formats, crew protocol and safety, and basic lighting theory and application. Emphasis is placed on terminology, the characteristics of light, basic lighting procedures, and proper procedures of field recording with video equipment. Upon completion, students should be able to demonstrate an understanding of the basic technical terms of camera operation, video recording and lighting equipment.

**FVP 115. Camera & Lighting II. 3.0 Credits.** Class-2.0. Clinical-0.0. Lab-3.0. Work-0.0

This course offers advanced principles of video camera and recorder operations and introduces students to film formats and equipment as well as advanced lighting theory applications. Emphasis is placed on terminology, lighting for effect, and color correction. Upon completion, students should be able to demonstrate an understanding of camera terms and equipment, lighting theory and applications, and assist on studio and location shoots.

Prerequisites: Take FVP 114

**FVP 116. Sound Operations. 3.0 Credits.** Class-2.0. Clinical-0.0. Lab-3.0. Work-0.0

This course provides an overview of sound theory, methods, and technologies for location and studio recording, and hands-on work in location sound gathering. Emphasis is placed on terminology, protocol, cabling, trouble-shooting, mixing skills and safety aspects associated with hands-on work in sound gathering. Upon completion, students should be able to demonstrate an understanding of sound theory and terminology and assist professionals in sound gathering in both film and audio production.

**FVP 220. Editing I. 3.0 Credits.** Class-2.0. Clinical-0.0. Lab-3.0. Work-0.0  
This course covers film and video editing from traditional methods to digital non-linear systems and basic film lab and transfer facility procedures. Topics include terminology, technologies, aesthetics, basic picture-only editing skills; and the editor's role augmented by hands-on experience. Upon completion, students should be able to use editing equipment and basic digitizing, logging, and picture only editing skills.

**FVP 221. Editing II. 3.0 Credits.** Class-2.0. Clinical-0.0. Lab-3.0. Work-0.0  
This course covers editing in the digital environment, starting from the camera negative through the transfer, the non-linear digital edit and going back to negative matching. Topics include terminology, technologies, aesthetics, advanced sound and picture editing skills, and the editor's role augmented by hands-on experience.  
Prerequisites: Take FVP 220

**FVP 250. Production Specialties I. 3.0 Credits.** Class-1.0. Clinical-0.0. Lab-6.0. Work-0.0  
This course provides education and training through contextual learning in the film production areas of art department, camera, sound, grip, electric, locations, script, and continuity. Emphasis is placed on successful professional level interaction with other students and industry and professionals through pre-production and initial production of an actual film/video project. Upon completion, students should demonstrate an understanding of the film/video pre-production and initial production process, and the relationship among the departments in these areas.

**FVP 251. Production Specialties II. 3.0 Credits.** Class-1.0. Clinical-0.0. Lab-6.0. Work-0.0  
This course provides education and training through contextual learning in the film production area of concluding photography and post-production areas of sound and picture editing. Emphasis is placed on successful professional level interaction with other students and industry professionals through concluding production and post-production of an actual film/video project. Upon completion, student should demonstrate an understanding of film/video production from concluding photography to the post-production areas of sound and picture editing.

**JOU 110. Introduction to Journalism. 3.0 Credits.** Class-3.0. Clinical-0.0. Lab-0.0. Work-0.0  
This course presents a study of journalistic news, feature, and sports writing. Emphasis is placed on basic news writing techniques and on related legal and ethical issues. Upon completion, students should be able to gather, write, and edit news, feature, and sports articles. This course is a Writing Intensive elective for UNCC.  
Prerequisites: Take ENG 111, minimum grade of C

**JOU 216. Writing for Mass Media. 3.0 Credits.** Class-2.0. Clinical-0.0. Lab-2.0. Work-0.0  
This course is an introduction to news writing for newspapers and other print media including the techniques of news gathering, reporting, and interviewing. Emphasis is placed on basic methods of gathering information, conducting interviews, organizing a story, writing leads, writing clear, concise copy, and upon developing research skills. Upon completion, students should be able to write clear, concise, accurate, complete, balanced and readable news stories according to guidelines set by industry standards.  
Prerequisites: Take 1 group: Take DRE 097 or DRE 098; Take ENG 111, minimum grade of C; Take ENG 002

**JOU 217. Feature/Editorial Writing. 3.0 Credits.** Class-2.0. Clinical-0.0. Lab-2.0. Work-0.0  
This course covers the basics of persuasive writing for community newspapers and other print media. Emphasis is placed on writing features, reviews, and editorials including audience analysis, appropriate language, effective supporting details, completeness, and accuracy. Upon completion, students should be able to write effective feature stories, reviews, and editorials.  
Prerequisites: Take JOU 110. Take 1 group: Take DRE 097 or DRE 098; Take ENG 111, minimum grade of C; Take ENG 002