

## COURSE SPECIFICATION DOCUMENT

<b>Academic School/Department:</b>	Communications & The Arts
<b>Programme:</b>	Communications: Advertising & PR Communications: Media Studies Digital Communication and Social Media Film & Photography Film Studies
<b>FHEQ Level:</b>	3
<b>Course Title:</b>	Foundations of Media Production: Sonic Media
<b>Course Code:</b>	COM 3101
<b>Student Engagement Hours:</b>	120
Lectures:	22.5
Seminar / Tutorials:	22.5
Independent / Guided Learning:	75
<b>Semester:</b>	Fall
<b>Credits:</b>	12 UK CATS credits 6 ECTS credits 3 US credits

### **Course Description:**

Radio has been called the first democratic medium, and the internet has enabled a new generation to share their message with a wide audience. This practical course introduces students to key aspects of contemporary audio production through the creation of their own podcasts and sound design for filmmaking. It focuses on the key skills of audio recording and digital audio editing using industry standard hardware and software, while also introducing students to the history of the medium and contemporary examples of professional work.

### **Prerequisites:**

None

**Aims and Objectives:**

This course seeks to:

- Introduce the key skills of audio production in both recording and editing processes
- Introduce pre-production work such as the writing of scripts and delivery of vocal performances
- Introduce industry standard professional software
- Evaluate the effectiveness of sonic media production methods in conveying meaning
- Develop presentation and pitching techniques.
- Compare and contrast the practices of media production within radio and beyond.

**Programme Outcomes:**

Communications: Advertising & PR: B3 (i), C3(i)

Communications: Media Studies: B3 (i), C3(i)

Digital Communication and Social Media: B3 (i), C3(i)

Film & Photography: B3 (i), C3(i)

Film Studies: B3 (i), C3(i)

A detailed list of the programme outcomes is found in the Programme Specification.

This is located at the archive maintained by Registry and found at:

<https://www.richmond.ac.uk/programme-and-course-specifications/>

**Learning Outcomes:**

By the end of this course, successful students should be able to:

- Consider how introductory media theories and concepts, contextualise sonic media production
- Critically reflect on one's own consumption of media artefacts.
- Demonstrate the ability to integrate concepts with the appropriate media production methodology.
- Exhibit the ability to articulate complex concepts verbally

**Indicative Content:**

- Scriptwriting and other writing modalities
- Persuasion, Propaganda and Psychographics
- Podcasting and the Prod-User
- Workflow and self/group management
- Performance (practice and theory)
- Sound recording and audio mixing practice
- Commercial media (history and practice)
- Practical lab-based workshops

**Assessment:**

This course conforms to the University Assessment Norms approved at Academic Board and located at: <https://www.richmond.ac.uk/university-policies/>

**Teaching Methodology:**

This class is taught via a combination of lab-based practice and contextualising theory sessions.

**Indicative Texts:**

Beaman, J. (2011) *Interviewing for Radio*. London: Routledge.

Caves, R. (2002) *Creative Industries*. Cambridge, Mass. : Harvard University Press

McLeish, R. (2015) *Radio Production*. 6<sup>th</sup> edition, Waltham, Mass.: Focal Press

Shuker, R. (2016) *Understanding Popular Music*, 5th Edition. London: Routledge.

**Journals:**

Volume!

The Musical Quarterly

Journal of New Music Research

Music Week

Sound and Vision

Spin

**Web Sites:**

Apogee: <http://record.apogeedigital.com/>

Pro Audio: <http://theproaudiofiles.com/>

Soundcloud: <http://www.soundcloud.com>

Incompetech: <http://incompetech.com/>

Please Note: The core and the reference texts will be reviewed at the time of designing the semester syllabus

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**Change Log for this CSD:**

Major or Minor Change?	Nature of Change	Date Approved & Approval Body (School or LTPC)	Change Actioned by Academic Registry
	Various updates as part of the UG programme review	AB Jan 2022	