

Syllabus

Course Code: COMM 228

Title: Multimedia Production Capstone

Institute: Educational Access & Innovation

Department: Communication Media

Course Description: The purpose of this course is to teach students how to produce and deliver multimedia content commissioned by the clientele. Students will obtain practical and occupational experience working as content creators for 90.5 the Night, the College Radio Station. In this environment, and under the guidance of the professional radio staff, students will work to create web-based audio, video, and social media content for the station. With 90.5 the Night as the “client for the class,” this real- world setting will provide students a unique experience as they build a portfolio of work, utilizing skills previously acquired in the program. Students will attend cultural and social events around the county and create engaging, quality multimedia content that may be used on the station website or on the air. One-on-one and whole-class supervision will be provided

Prerequisites: ENGL 121, ENGL 122, DGMD 101, PHTY 120, TELV 122, RDIO 101

Corequisites:

Prerequisites or corequisites: ENGL 121, ENGL 122, DGMD 101, PHTY 120, TELV 122, RDIO 101

Credits: 3

Lecture Hours: 3

Lab/Studio Hours: None

Required Textbook/Materials: If you are using the Brookdale Video Editing lab, you are REQUIRED to have a 500GB or larger external USB hard drive. This is not a Thumb Drive. 5400rpm is a minimum. 7200pm or SSD will give you better performance.

Students who already own an external hard drive may need to reformat it. Please do not use a hard drive that has important/sensitive data already on it.

If you are editing at home, you are REQUIRED to have the latest version of Adobe Creative Cloud. Student Education rate is \$19.99 / month.

Additional Time Requirements: Some weeks students will spend 1-2 hours outside of the classroom conducting field interviews.

Additional Support/Labs:

See <https://www.brookdalecc.edu/academic-tutoring/>

Course Learning Outcomes:

Upon completion of this course, students will be able to:

- Demonstrate proficiency as content creators independently and for the College Radio Station.
- Design and develop content that follows specific principles in each medium.
- Collaborate or work independently to in all three phases of pre-production, production, and post-production,
- Adhere to industry standards of ethics and aesthetics.

Course Content:

- **Project 1:** 90.5 the Night: Branding Proposal / “Community” Podcast (30%)
- **Project 2:** 90.5 the Night: “Find Your (new) Favorite Song on 90.5 the Night” (30%)
- **Project 3:** 90.5 the Night: Seasonal 60 Second Promotional Video & 30 Second Audio Promo (30%)
- **Project 4:** 90.5 the Night” Social Media Account (10%)

Projects: The goal of these projects for 90.5 the Night is to draw new listeners to the station. The goal for students is to gain real world experience. A new listener’s exposure to the station should be pleasing so they continue listening and ultimately become supporters. The programming must be relevant, informative, and entertaining. For the student, these campaigns offer opportunities to create branding materials, podcasts, videos, copywriting, research, and reporting. This continues the key lesson from DGMD 101, PHTY 120, TELV 122, and RDIO 101.

For radio, or any medium, to ensure success it must first create great programming which results in attracting a loyal audience. The payoff for these mediums is generating revenue through ads, subscriptions, or sponsorships. Programming > Audience > Revenue

Project 1: 90.5 the Night Branding Proposal / “Community” Podcast (30%)

Goal: Students select a topic themed around “Community.” Community can mean happenings at Brookdale Community College or Monmouth County (arts, music, sports, education, philanthropy, news or public affairs). Students can be grouped into categories, 5 working on music, 5 on education, 5 public affairs, etc. Final project is a three-episode podcast series that can air on 90.5 The Night.

- Branding of 90.5 The Night to student’s demographic
 - Identifying Brand, Mission, Target Audience
 - Logo, Promotional Material
 - Proposal, Costs, Invoice
- “Community” Theme Podcast
 - Student will identify an aspect of “Community” they will target for a multi-episode podcast highlighting a specific aspect of life in Monmouth County or at Brookdale Community College
 - 3 Episode Podcast Series

Project 2: 90.5 the Night - “Find Your (New) Favorite Song on 90.5 the Night” (30%)

Goal: Introduce new listeners to 90.5 the Night by matching their favorite songs with similar songs that air on 90.5. This would appear on Instagram in stories or reels. A promotional campaign on-air would direct people to “new music” by referencing the campaign.

- Social Media Outreach
- Can be a “Person on the street” type format, asking people in line for a show “what are you listening to” or attend a station event to do the same.
- Introduce new listeners to 90.5 the Night by matching their favorite songs with similar songs that air on 90.5.
 - This would appear on Instagram in stories or reels.

Project 3: Season 90.5 the Night 60 second Promotional Video & 30 Second Audio Promo (30%)

Goal: Create a seasonal promotional package for 90.5 The Night. For the Fall semester New Year’s Eve specialty programming. For Spring, Songwriters on the beach. Students interview local musicians, sponsors, past event attendees, and community members to talk about the importance of free arts in the community. This should be turnkey for the client to use immediately. Students can also pitch a promotional video for another event or department at the College that is in need of promotional material.

- Create a Promo for use on social media. Video (60 seconds)
- Create a Promo for use on-air. Audio (30 seconds)

Project 4: 90.5 the Night Social Media Account (10%)

Week	Class Itinerary	Assignments
1	<ul style="list-style-type: none">• Introduction• Canvas Overview• Lecture: What is Content Creation?	<ul style="list-style-type: none">• Acquire Hard Drive• Adobe Creative Cloud
2	<ul style="list-style-type: none">• Lecture: Branding<ul style="list-style-type: none">○ Identifying Brand, Mission, Target Audience / Demographic, Production Timelines, Costs• Lecture: Freelancing Basics<ul style="list-style-type: none">○ Pricing, Clients, Proposals○ Drafting a Project Quote / Contract	<ul style="list-style-type: none">• Assigned: Project 1: 90.5 the Night Branding Topic / Theme

	<ul style="list-style-type: none"> ○ Project Proposal Template ○ Contract Template 	
3	<ul style="list-style-type: none"> • Guest Speaker: Michele McBride, 90.5 The Night <ul style="list-style-type: none"> ○ Lecture: Understanding Podcasting 	<ul style="list-style-type: none"> • Assigned: 90.5 the Night Branding Project Proposal / Contract
4	<ul style="list-style-type: none"> • Assignment Due: 90.5 the Night-Proposal / Contract 1 Documents Due • Adobe Audition Review <ul style="list-style-type: none"> ○ Setting Up a Project ○ Importing Assets ○ Media Management ○ Basic Editing ○ Exporting 	<ul style="list-style-type: none"> • Assigned: Project 1: 90.5 the Night Audio Podcast Episode 1
5	<ul style="list-style-type: none"> • Project 1 90.5 the Night Audio Podcast Episode 1 Due • Lecture: Marketing and Promotional Material • In Class Assignment: 90.5 the Night Audio Podcast Episode 2 	<ul style="list-style-type: none"> • Assigned: Project 1: 90.5 the Night Audio Podcast Episode 2
6	<ul style="list-style-type: none"> • Project 1 90.5 the Night Audio Podcast Episode 2 Due • Lecture: Freelancing Basics <ul style="list-style-type: none"> ○ How to Create an Invoice ○ Understanding Taxes / Obligations ○ Tracking Business Expenses • In Class Assignment: 90.5 the Night Audio Podcast Episode 3 	<ul style="list-style-type: none"> • Assigned: Project 1: 90.5 the Night Audio Podcast Episode 3

7	<ul style="list-style-type: none"> • Project 1 Due: 90.5 the Night– Branding / Community Podcast Series <ul style="list-style-type: none"> ○ Logo / Branding ○ 3 Audio Episodes ○ Promotional Material ○ Invoice 1 – Services Completed ○ Expense Report 1 • Class Critique 	<ul style="list-style-type: none"> • Assigned: Project 2 90.5 the Night Social Media Campaign - “Find your (new) favorite song on 90.5 the Night”
8	<ul style="list-style-type: none"> • Assignment Due: 90.5 the Night- Proposal / Contract 2 Documents Due • Guest Speaker: Tom Brennan, Manager 90.5 The Night <ul style="list-style-type: none"> ○ Lecture: Content Creation 	<ul style="list-style-type: none"> • Work On: Project 2 - 90.5 the Night Social Media Campaign - “Find your (new) favorite song on 90.5 the Night”
9	<ul style="list-style-type: none"> • Adobe Premiere Review <ul style="list-style-type: none"> ○ Setting Up a Project ○ Importing Assets ○ Media Management ○ Basic Editing ○ Exporting 	<ul style="list-style-type: none"> • Work On: Project 2 - 90.5 the Night Social Media Campaign - “Find your (new) favorite song on 90.5 the Night”
10	<ul style="list-style-type: none"> • Project 2 Due: 90.5 the Night– Social Media Campaign <ul style="list-style-type: none"> ○ Promotional Material / Video ○ Invoice 2 – Services Completed ○ Expense Report 2 • Class Critique 	<ul style="list-style-type: none"> • Assigned: Project 3 90.5 Seasonal Promotional Video and Radio Spot
11	<ul style="list-style-type: none"> • Guest Speaker: Rich Robinson <ul style="list-style-type: none"> ○ Lecture: Interview Techniques 	<ul style="list-style-type: none"> • Work On: Project 3 - 90.5 Seasonal Promotional Video and Radio Spot
12	<ul style="list-style-type: none"> • Guest Speaker: Anthony Fox <ul style="list-style-type: none"> ○ Lecture: Creating Specialty Programming • In Class Assignment: Work on Project 3 	<ul style="list-style-type: none"> • Work On: Project 3 - 90.5 Seasonal Promotional Video and Radio Spot

13	<ul style="list-style-type: none"> • Project 3 Due: 90.5 the Night Seasonal Radio spot Due <ul style="list-style-type: none"> ○ Invoice 3 – Services Completed ○ Expense Report 3 • In Class Assignment: Work on Project 3 	<ul style="list-style-type: none"> • Work On: Project 3 - 90.5 Seasonal Promotional Video • Assigned: Project 4 90.5 the Night Social Media Account
14	<ul style="list-style-type: none"> • Project 3 Due: 90.5 the Night Seasonal Promotional Video Spot Due <ul style="list-style-type: none"> ○ Invoice 3 – Services Completed ○ Expense Report 3 • Class Critique 	<ul style="list-style-type: none"> • Work On: Project 4 - 90.5 the Night Social Media Account
15	<ul style="list-style-type: none"> • Final 90.5 the Night Social Media Account <ul style="list-style-type: none"> • Compiled Content Created • Invoice – Services Completed • Expense Report • Class Critique 	

Department Policies

1. Attendance is required at all class meetings. Attendance in class means being in class for the entire class meeting.
2. More than three absences may prevent a student from achieving a satisfactory grade.
3. Standards of student behavior are the same as those described in the College's Code of Conduct. <https://www.brookdalecc.edu/avp-student-affairs/conduct/>
4. **IMPORTANT NOTE** - This course requires the use of the **CANVAS** Learning System. Students who need further assistance with **CANVAS**, they must contact the **Teaching & Learning Center** (732-224-2089).
5. See Instructor Addendum for specific policies for this course and section.

Grading Standard:

94 – 100 %	A
90 – 93 %	A-
87 – 89 %	B+

84 – 86 %	B
80 – 83 %	B-
77 – 79 %	C+
73 – 76 %	C
70 – 73%	C-
67 – 69 %	D
66 % or Below	F

College Policies:

As an academic institution, Brookdale facilitates the free exchange of ideas, upholds the virtues of civil discourse, and honors diverse perspectives informed by credible sources. Our College values all students and strives for inclusion and safety regardless of a student's disability, age, sex, gender identity, sexual orientation, race, ethnicity, country of origin, immigration status, religious affiliation, political orientation, socioeconomic standing, and veteran status. For additional information, support services, and engagement opportunities, please visit www.brookdalecc.edu/support.

For information regarding:

- Academic Integrity Code
- Student Conduct Code
- Student Grade Appeal Process

Please refer to the [Student Handbook](#) and [Catalog](#).

Notification for Students with Disabilities:

Brookdale Community College offers reasonable accommodations and/or services to persons with disabilities. Students with disabilities who wish to self-identify must contact the Accessibility Services Office at 732-224-2730 (voice) or 732-842-4211 (TTY) to provide appropriate documentation of the disability and request specific accommodations or services. If a student qualifies, reasonable accommodations and/or services, which are appropriate for the college level and are recommended in the documentation, can be approved.

Mental Health:

24/7/365 Resources:

- Monmouth Medical Center Psychiatric Emergency Services at **(732) 923-6999**
- 2nd Floor Youth Helpline – Available to talk with you about any problem, distress, or hardship you are experiencing. Call or text at **888-222-2228** or visit the website at <https://www.2ndfloor.org/>

Faculty Counselors:

- Students who need to make an appointment with a faculty counselor can do so by calling 732-224-1822 (non-emergency line) during business hours. Faculty counselors are licensed mental health professionals who can assist students and refer them to other mental health resources.

Diversity Statement:

Brookdale Community College fosters an environment of inclusion and belonging. We promote a safe and open culture, encourage dialogue respecting diverse perspectives informed by credible sources, and uphold the virtues of civil discourse. We celebrate all identities with the understanding that ultimately, diversity, equity, and inclusion cultivate belonging and make us a stronger Brookdale community.

**The syllabus is intended to give student guidance in what may be covered during the semester and will be followed as closely as possible. However, the faculty member reserves the right to modify, supplement, and make changes as the need arise.*