

Washtenaw Community College Comprehensive Report

AUD 250 Audio Production Techniques II Effective Term: Fall 2021

Course Cover

Division: Business and Computer Technologies

Department: Digital Media Arts (new)

Discipline: Audio

Course Number: 250

Org Number: 14500

Full Course Title: Audio Production Techniques II

Transcript Title: Audio Production Techniques II

Is Consultation with other department(s) required: No

Publish in the Following:

Reason for Submission: New Course

Change Information:

Rationale: This course's curriculum will reflect changes in current industry demands and allow flexibility for future adjustments to curriculum based on fluctuations in said demands.

Proposed Start Semester: Fall 2021

Course Description: In this project-based course, students build upon their audio production skills to create multi-track productions. Students will apply progressive sound design techniques to produce recordings for different industry scenarios. They will use acoustic recordings and virtual instrumentation to create industry-standard recordings appropriate for podcasts via web streaming or radio distribution. Essential communication and pre-production skills will be developed and assessed through student presentations. This course contains material previously taught in AUD 245.

Course Credit Hours

Variable hours: No

Credits: 3

Lecture Hours: Instructor: 45 **Student:** 45

Lab: Instructor: 0 **Student:** 0

Clinical: Instructor: 0 **Student:** 0

Total Contact Hours: Instructor: 45 **Student:** 45

Repeatable for Credit: NO

Grading Methods: Letter Grades

Audit

Are lectures, labs, or clinicals offered as separate sections?: NO (same sections)

College-Level Reading and Writing

College-level Reading & Writing

College-Level Math

No Level Required

Requisites

Prerequisite

AUD 175 minimum grade "C"

or

Prerequisite

AUD 180 minimum grade "C"

and

Prerequisite

AUD 181 minimum grade "C"; may enroll concurrently

and

Prerequisite

AUD 240 minimum grade "C"

General Education**Request Course Transfer**

Proposed For:

Student Learning Outcomes

1. Create a multi-track production using a combination of acoustic voice recordings and Musical Instrument Digital Interface (MIDI)-based virtual instruments to be utilized for podcasts via web streaming or radio distribution.

Assessment 1

Assessment Tool: Audio Recordings

Assessment Date: Fall 2023

Assessment Cycle: Each Semester

Course section(s)/other population: All

Number students to be assessed: All

How the assessment will be scored: Departmentally-developed rubric

Standard of success to be used for this assessment: 70% of the students will score 70% or higher

Who will score and analyze the data: Departmental faculty

2. Create object-oriented audio clips and sound effects using a combination of acoustic recordings and MIDI-based virtual instruments to be utilized in animated or virtual media.

Assessment 1

Assessment Tool: Audio Recordings

Assessment Date: Fall 2023

Assessment Cycle: Each Semester

Course section(s)/other population: All

Number students to be assessed: All

How the assessment will be scored: Departmentally-developed rubric

Standard of success to be used for this assessment: 70% of the students will score 70% or higher

Who will score and analyze the data: Departmental faculty

3. Demonstrate communication skills related to student-based market research and showcasing recordings in a presentation.

Assessment 1

Assessment Tool: Presentation

Assessment Date: Fall 2023

Assessment Cycle: Every Three Years

Course section(s)/other population: All

Number students to be assessed: All

How the assessment will be scored: Departmentally-developed rubric

Standard of success to be used for this assessment: 70% of the students will score 70% or higher

Who will score and analyze the data: Departmental faculty

Course Objectives

1. Use MIDI synthesis software to sequence and generate original musical compositions to be used as an introduction, an outro and a transition in a podcast.
2. Generate an original musical composition using only MIDI synthesis and virtual instruments.
3. Apply industry standard collaborative workflows in a group-based project.
4. Create multi-track recordings that demonstrate the use of both virtual instruments and sample-based audio clips.
5. Create sound effects from scratch using MIDI synthesis and effects processing in Pro Tools software.
6. Create sound effects using original student recordings and effects processing in Pro Tools software.
7. Demonstrate the ability to create multi-track recordings that create an assigned ambience, feel or style.
8. Create a budget for a hypothetical project that includes figures for expenditures, overhead, depreciation and projected revenue.
9. Design an invoice and an M.O.U. or contract for a hypothetical client/project.
10. Deliver a multi-media presentation that highlights a recording designed to serve the needs of an assigned, hypothetical client.

New Resources for Course

Course Textbooks/Resources

Textbooks
Manuals
Periodicals
Software

Equipment/Facilities

Level III classroom

<u>Reviewer</u>	<u>Action</u>	<u>Date</u>
Faculty Preparer: <i>David Clipner</i>	<i>Faculty Preparer</i>	<i>Feb 03, 2021</i>
Department Chair/Area Director: <i>Jason Withrow</i>	<i>Recommend Approval</i>	<i>Feb 04, 2021</i>
Dean: <i>Eva Samulski</i>	<i>Recommend Approval</i>	<i>Feb 08, 2021</i>
Curriculum Committee Chair: <i>Lisa Veasey</i>	<i>Recommend Approval</i>	<i>Mar 12, 2021</i>
Assessment Committee Chair: <i>Shawn Deron</i>	<i>Recommend Approval</i>	<i>Mar 19, 2021</i>
Vice President for Instruction: <i>Kimberly Hurns</i>	<i>Approve</i>	<i>Mar 22, 2021</i>