Eastern Illinois University
Revised Course Proposal

SPC 4500, Topics in Electronic Media Production

1. Catalog Description
   a) SPC 4500
   b) Topics in Electronic Media Production
   c) 2-2-3
   d) Terms Offered: On demand
   e) Short Title: Topics in EMP
   f) Catalog Description: A detailed examination of specific theories and practices related to electronic media production. Specific topics will vary according to student demand, availability, and interest of faculty. May be repeated with a change in course content. Prerequisites: SPC 2525 and SPC 3520 or SPC 3540 or permission of instructor.
   g) Fall 2003

2. Objectives and Evaluation of the Course
   a) Course objectives: After completing this course, students will have
      1. an understanding of the variety of production techniques that are appropriate for the context being studied.
      2. experience using the production techniques for the context being studied.
      3. criteria for evaluation of production in the context being studied.
   b) The proposed course format is a rotating topics course. Students will be assessed utilizing formats most appropriate for the course. Knowledge of theoretical concepts will be assessed using exams and critical papers and application skills will be assessed using production projects appropriate for the course content. Please see attached example for the type of assignments for this course.
   Technology Delivered -- NA
   Course numbered 4750 to 4999 -- NA
   Writing Intensive -- NA

3. Outline of the Course
   Specific course title, course outline and content will change with topic and instructor. See attached sample.

4. Rationale
   a) Purpose and need: This course is an important addition to the curriculum in the Department of Speech Communication. Currently the department offers several general audio and video production courses. However, the opportunity to do advanced production work in a specific context is limited by the general nature of those courses. By context, we mean different formats (e.g., documentary, short feature, animation), techniques (e.g., lighting, graphics, editing) and situations (e.g., sports, performance, PSAs, commercials). This course will allow the student to do advanced production projects in different contexts. The student will have an opportunity to focus on a specific type of production, learn the theories that apply to that context, and apply the appropriate production techniques for that context.

11/8/07 - CAA, Effective Fall 2007: Prerequisites changed to: "Completion of CMN 2010, 2020, 2030, 2040 with a grade of "C" or better, and CMN 2525 and CMN 3520 or CMN 3540 or permission of instructor."

3/1/12 - CAA, Effective Fall 2012: Prerequisites changed to: "Completion of CMN 2010, 2020, 2030, 2040 with a grade of "C" or better, and CMN 2525 and CMN 3520 and CMN 2575 or CMN 2525, 2575 and CMN 3540 or permission of instructor."

11/15/12 - CAA, Effective Fall 2013: Prerequisites changed to: "CMN 2550 or CMN 2575 or permission of instructor."
b) Justification of course level and prerequisites: SPC 4500 requires the student to complete advanced production projects in a specific context. The prerequisites are SPC 2525 (Electronic Production I) and SPC 2575 (Electronic Production II). These are both introductory production courses that give the student the basic audio and video production skills that are necessary to move on to the advanced course. The complexity of the projects in SPC 4500 makes the course appropriate for the 4000 level.

c) Similarity to existing courses: There are no existing courses that are similar.

d) Impact on program: This course will be an elective for Speech Communication majors.

5. Implementation
a) Professors Bradd, Hoerschelmann, Heumann, and Semati are qualified to teach this course
b) There is no additional cost to students
c) Texts and readings as assigned by the faculty member

6. Community College Transfer
A community college course will not be judged as equivalent to this course.

Date approved by the Department: December 6, 2002

Date approved by the College of Arts and Humanities Curriculum Committee:

Date approved by CAA:

Example Course for SPC 4500 -- SPORTSCASTING

Course Objectives
Upon completion of this course, you should be able to:
Demonstrate knowledge of the history and development of sports programming.
2. Understand how sports broadcasts are produced and transmitted.
Perform basic radio play-by-play in football and basketball.
Write and produce sports news segments for radio and television.
Identify the opportunities and challenges that face students who want to make sportscasting a career.

Recording Capability
As part of this course, you will learn the basics of radio play-by-play announcing. In order to practice and be evaluated for your work, you must have the ability to record your play-by-play broadcasts on cassette tape. You need to either buy or borrow a portable cassette recorder and microphone and buy at least two 90-minute cassette tapes to record your work.

Assignments and Grading

EXAMINATIONS (300 points)
Mid-Term Exam 100
Comprehensive Final Exam 200
PAPERS (300 points)
   Football Telecast Analysis   75
   Baseball Telecast Analysis   75
   Basketball Telecast Analysis 75
   ESPN SportsCenter Analysis   75

PLAY-BY-PLAY TAPES (300 points)
   Two Football Games (50 pts & 100 pts) 150
   Two Basketball Games (50 pts & 100 pts) 150

OTHER ASSIGNMENTS (200 points)
   Taped Interview with Sports Figure   50
   Sports News Writing                 50
   2 Afternoons at WEIU-TV Sports      50
   WEIU-TV Reaction Paper              50

TOTAL POINTS FOR SEMESTER            1100

Grading Scale:
   90 - 100% = A
   80 - 89%  = B
   70 - 79%  = C
   60 - 69%  = D
   0 - 59%   = F

Course Outline
15 weeks of two 100 minute sessions

Class Session
Class Topic

1 Introduction
2 History of Sports Broadcasting
3 History of Sports Broadcasting
4 History of Sports Broadcasting
5 Writing for Broadcast Sports
6 Radio Sports Production
7 Radio Sports Production
8 Television Sports Production
9 Television Sports Production
10 Television Sports Production
11 Interviewing
12 Interviewing
13 Midterm Exam
14 Football Play-by-Play
15 Football Play-by-Play
16 Football Play-by-Play
17 Baseball Play-by-Play
18 Baseball Play-by-Play
19 Baseball Play-by-Play
20 Play-by-Play of Other Sports
21 Play-by-Play of Other Sports
22 Student Project Reviews
23 Basketball Play-by-Play
24 Basketball Play-by-Play
25 Basketball Play-by-Play
26 Student Project Reviews
27 Impact of Sports on Broadcasting
28 Impact of Broadcasting on Sports
29 Career Opportunities in Sports Broadcasting
30 Student Project Reviews