COURSE INFORMATION

COURSE PREFIX/NO: **CGC 213**
COURSE TITLE: **Audio-Visual I**
LEC HRS/WEEK: 2.0
LAB HRS/WEEK: 3.0
CREDIT HRS/SEMESTER: 5.0

DL ATTENDANCE/VA STATEMENT
TEXTBOOK INFORMATION

**COURSE DESCRIPTION:**
A course introducing the student to audio-visual techniques and operations.

**COURSE COMPETENCIES:**

Upon successful completion of this course, the student should be competent to perform the following tasks:
- Identify formats and standards common to current AV presentation technologies - Produce title art
- Use a 35mm copy stand
- Produce multi-projector slide-tape programs
- Operate and perform basic maintenance on conventional AV equipment

**MINIMAL STANDARDS:**

Given examples, the student will identify to an acceptable level (to criteria provided by instructor):
- film formats used in conventional AV presentation.
- characteristics of various films for photographic production.
- audio formats and standards used in AV presentation technologies.
- - typical slide-tape programming options.

Given suitable equipment and materials, the student will produce title art to instructor-provided typographic standards.

Given suitable equipment and materials, the student will produce high-contrast title slides to instructor provided graphic and photographic standards.

Given suitable equipment and materials, the student will produce a two-projector slide-tape program to instructor-provided standards.

Given a variety of conventional AV playback equipment, the student will demonstrate operation, maintenance, and basic troubleshooting to instructor-provided standards.

**COURSE REQUIREMENTS:**

Students are responsible for demonstrating acceptable performance of competencies. Supporting this goal are the following requirements:

ATTENDANCE
Students will be bound by the policies stated in the York Technical College Student Handbook. Students must attend 80% of the hours assigned the class for a semester to receive credit for the course.

ACADEMIC HONESTY
"York Technical College adheres to the South Carolina TECH Student Code, approved by the State Board for Technical and Comprehensive Education on March 13, 1974 (revised last April 25, 1984). Copies of this code are available in the Library and from Student Services. ...Any student caught cheating or involved in any other academic dishonesty will be given a grade of zero and will be subject to further disciplinary action."

DEPARTMENTAL EXPECTATIONS
As in the work place, the student should call the instructor (or designee) in advance of an absence or tardy, if at all possible.

If a student misses a test because of illness or emergency, the student will be expected to make up the test at the earliest possible date. Students with unexcused absences during tests will be allowed to make up the test at the discretion of the instructor.

Regular participation in class activities. Completing assignments as specified.

**EVALUATION STRATEGIES/GRADING:**

Student proficiency consists of both knowledge and application. Evaluation is based on a combination of objective testing, project development, and specific performance demonstration. The grading scale will be the standard for York Technical College:

Grade Points
A 90 - 100
B 80 - 89
C 70 - 79
D 60 - 69
F 0 - 59

Student performance demonstrations will typically be evaluated by one of two methods:

- The process or product under evaluation will be divided into component parts for observational purposes. Each component is then graded on a checksheet by an observer. Performance grading will be an average of the individual component grades, weighted where appropriate.
- Where the process or product cannot be reasonably divided into components for observation, it will be evaluated as a whole, often in real time. In such cases, the professional judgment of multiple observers will be used whenever possible. The performance grade would then be an average of grades from all observers.

Evaluation will use current professional expectations for entry-level positions as standards. General guidelines for grading performance demonstrations will be:

A = Fully competent; highly consistent performance with little or no supervision; has command of the process.

B = Generally competent; slight supervision required; generally consistent results.

C = Generally functional; moderate supervision and/or correction required; inconsistent performance.

D = Barely workable; needing practice and/or major supervision for acceptable results; exhibits minimal skill development for job function.

F = Unworkable; needs unreasonable time or additional instruction for acceptable results; dangerous to persons, equipment, or production process.

For the purposes of averaging performance demonstration results, letter grades will be converted to numerical grades as follows:

| | | | |
|---|---|---|---|
| A+ = 98 | B+ = 88 | C+ = 78 | D+ = 68 |
| A = 95 | B = 85 | C = 75 | D = 65 |
| A- = 92 | B- = 82 | C = 72 | D- = 62 |
| A-/B+= 90 | B-/C+= 80 | C-/D+ = 70 | F = ** |

** Actual performance in job-related functions is the basis of the Teleproduction Program. Accordingly, in all courses with specific performance demonstrations, a passing grade in the demonstration is necessary to pass the course. In the event a student fails such a demonstration, at least one make-up opportunity will be provided.

**ENTRY LEVEL SKILLS:**
Minimum program entry requirements, 35mm camera operation and basic composition; ability to transcribe audio source material to cassette.

**PREREQUISITES:**
Basic Photography (CGC-105) and Audio Techniques (RTV-101) or permission of instructor.

**CO-REQUISITES:** None.

**TOPIC/CONTENT OUTLINE:**

A. Introduction to Audio-Visual Media
- Visual formats and applications
- Audio reproduction and sound reinforcement
- Multi-media presentation
- The audience: objectives and reactions
- Emerging trends

B. Equipment operation, maintenance, and selection
- General principles
- Overhead projection
- Opaque projection
- 16mm film projection
- 35mm slide projection
- Filmstrip projection
- Video projection
- Combination media (slide-tape, DuKane, etc.)

C. Graphic/Photographic production techniques
- Basic typography and lettering techniques
- Basic layout and design
- The photographic copy stand
- 35mm film selection and use

D. Multi-media production techniques
- The dissolver
- The programmer: synchronizing with sound
- Principles of programming
- Equipment configurations and setup
- Introduction to computer-based techniques

**Disability Statement: Any student who feels s/he may need an accommodation based on the impact of a disability should contact the Special Resources Office (SRO) at 803-327-8007 in the 300 area of Student Services. The SRO coordinates reasonable accommodations for students with documented disabilities.**