

## Departmental Course Syllabus

Department: Radio-Television-Film

Revision Date: Spring 2006

San Antonio College \* 1300 San Pedro\* San Antonio, TX\* 78212-4299

Course Number and Title: RTVB 2440 (Formerly RTVB 2373)

PORTFOLIO DEVELOPMENT

Credit Hours: 4 CREDIT HOURS/3 LECTURE HOURS/2 LAB HOURS

Instructor:

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I. Catalog Description:

This course emphasizes the preparation of a portfolio suitable for employment in the broadcast industry. The course includes evaluation and demonstration of portfolio presentation methods based on specific area of study. The course covers interview techniques and develops job-seeking skills to assist in securing a position within the field. This is the capstone course for the RTVB degree.

II. Pre-requisites, co-requisites and other requirements:

Successful completion of all courses towards the AAS degree or concurrent enrollment during the student's final semester.

III. Text:

"Knock 'Em Dead," by Martin Yate, Adam Media Corporation.

IV. Instruction will consist of:

Methods may include, lectures, demonstrations, class exercises, research reports, class critiques, analysis and critique of previous work, guest lecturers, workplace simulations and role-playing, and presentations.

V. Course Content:

**Resume:**

- Ability to tailor resumes for specific target jobs.
- Adherence to proper format.
- Freedom from spelling, punctuation, and grammatical mistakes.
- Use of active verbs to describe relevant work experience.
- Aesthetic considerations in its presentation.

**Interview:**

- Use of appropriate body language.
- Preparation for frequently asked questions.
- Ability to clearly articulate goals.

**Portfolio:**

- Technical proficiency in the operation of equipment as reflected in final projects meeting acceptable technical standards.
- Execution of projects reflecting current professional standards.
- Aesthetic excellence of completed projects.
- Self assessment of previous work and willingness to redo and improve projects for inclusion in the portfolio.

**Presentation:**

- Evidence of professionalism in attitude, appearance, and articulation as shown in the semester-end portfolio review.
- Ability to explain their roles in various productions on their reels and to articulate the aims and purposes of their production work.
- Evidence of the ability to be self critical of their work and make decisions regarding the need to redo or improve work for inclusion in their portfolio.
- Ability to highlight their strengths within the field.

**Attitude:**

- Student's ability to meet deadlines
- Student's ability to follow directions.
- Student's ability to work independently.
- Student's ability to respond with a positive attitude toward constructive criticism.
- Participation in individual and class critiques.
- Student's attendance, punctuality, concentration, and adherence to classroom standards.

VI. Learning Outcomes and Performance Objectives with their methods of measurement as used to determine the students' mastery of those outcomes.

**Learning Outcome 1:** The student will demonstrate mastery of basic audio production techniques.

**Performance Objectives:**

- The student will compile an audio production demo tape appropriate for securing employment in an audio position at a radio or television station or a related media outlet. The audio production demo CD will include an audio slate intro, a radio air-check and a minimum of two examples of audio productions. The demo will be clearly labeled on the CD and the case.

**Examples of audio productions which are suitable for inclusion on the demo reel are:**

- Radio Air Check
- Recorded Commercials
- PSA's
- Audio Autobiography
- Final Group Audio Projects
- Multitrack Recording Projects

**Methods of Measurement:**

- Peer evaluation, instructor evaluation and revision, and group consensus of all department faculty.

**Learning Outcome 2:** The student will demonstrate mastery of basic digital video recording, editing and production techniques.

**Performance Objectives:**

- The student will compile a video production demo suitable for securing employment at a television station or related media outlet. The DVD will be clearly labeled on the disc and the case and will begin with a computer graphic of the student's name and telephone number. The DVD will contain a minimum of three clips of television productions. Each production will be preceded by a slate showing what role the student played in the production.

**Examples of television productions which are suitable for inclusion in the tape are:**

- Commercials
- PSA's
- Promos
- Music Videos
- Interviews
- News packages

Examples may be drawn from work in TV Production, Newswriting and Production, Video Field Production, and Film Production classes.

**Methods of Measurement:**

- Peer evaluation, instructor evaluation and revision, and group consensus of all department faculty.

**Learning Outcome 3:** The student will demonstrate the ability to work within the various written styles and formats used in media production.

**Performance Objectives:**

- All work will be written in broadcast style and be in the proper formats. All work will be free from spelling, punctuation and grammatical errors. The portfolio will contain two audio scripts, following proper script formats, one of a PSA and one of a commercial. The portfolio will contain one example of a two-column video script of either a PSA or commercial. The portfolio will contain two scripts in storyboard format, one of a PSA and one of a commercial. The portfolio will contain an example of a Media Campaign employing at least three media. The student will identify the role they played on the creative team.

**The campaign will include:**

- An analysis of the product
- An analysis of the market
- A target audience analysis
- All creative, including copy and storyboards

The portfolio will contain an example of either:

**A Sales Project including:**

- Product analysis
- Target audience analysis
- Buying plan for 3 or more media

**OR**

**A Management Project including:**

- A station coverage map
- Rate Card
- Station Promotion
- Advertising Promotion
- Staff Schedule

**Methods of Measurement:**

- Peer evaluation, instructor evaluation and revision, and group consensus of all department faculty.

**Learning Outcome 4:** The student will be able to prepare a resume appropriate for the media industry.

**Performance Objectives:**

- The student will prepare a current resume appropriate for submission to a media outlet.
- The resume will be free of all spelling, punctuation, and grammatical mistakes.

**Methods of Measurement:**

- Peer evaluation, instructor evaluation and revision, and group consensus of all department faculty.

**Learning Outcome 5:** The student will demonstrate the familiarity and experience with job interviews.

**Performance Objectives:**

- The student will prepare written answers to the “ten most frequently asked questions” at a job interview. In a role play exercise, the student will demonstrate three strategies to redirect inappropriate questions posed by an interviewer.

**Methods of Measurement:**

- Written homework. Videotape and playback of role playing exercise.

**SCANS Competencies:** The following is a list of competencies related to the workplace as outlined by the Texas Higher Education Coordinating Board.

The following SCANS Skills will be included in this course: Allocation of time (C1), Materials and Facilities (C3), Acquires and evaluates information (C5), Organizes and maintains information (C6), Interprets and communicates information (C7), Uses computers to process information (C8), Understands Systems (C15), Selects Technology (C18), and Applies Technology to Task (C19).

Foundations Skills included are: Reading (F1), Writing (F2), Listening (F5), Speaking (F6), Creative Thinking (F7), Decision Making (F8), Problem Solving (F9), Seeing Things in the Mind’s Eye (F10), Knowing How to Learn (F11), Responsibility (F13), Self-Esteem (F14), Sociability (F15), and Self-Management (F16).

VII. Course requirements and grade computation:

A. College Requirements:

A written, comprehensive final examination, not to exceed two and one-half hours in length, shall be given at the end of each semester for each course at the regularly scheduled time. Any exceptions to these requirements must be approved by the appropriate dean. Other examinations are given at the discretion of the instructor.

A student who must be absent from a final examination should petition that instructor for permission to postpone the examination. **A student absent without permission from a final examination is graded “F.”** Postponed examinations result in a grade of “I.” The final exam must be taken within 120 calendar days from the end of the semester or the grade automatically becomes an “F.” (San Antonio College Bulletin, Faculty Handbook - January 1995)

B. Departmental Requirements:

C. Instructor Requirements:

Grades are computed on a 100 points system:

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

Student Resumes . . . . .	10%
Resume Cover Letter(s) .. . . .	5%
Preparation and Performance in Interview Simulations . . . . .	10%
Performance in Role Play/Simulation Exercises . . . . .	10%
Preparation and Submission of Successive Portions of the Portfolio by Due Dates . . . . .	15%
Final Portfolio Review to be Graded by a Consensus of the Entire RTVF Faculty . . . . .	20%
Student Professionalism in the Presentation and Defense of Their Portfolio . . . . .	20%
Student Attitude (effort, progress, independence, and attendance)... . . . .	10%

VIII. College Policies:

- A. San Antonio College does not discriminate on the basis of race, religion, color, national origin, sex, age, or disability with respect to access, employment programs or services.
- B. Students are urged not to bring children to either a class or a lab. Minors under the age of twelve (12) must not be left unattended on campus. College Academic Council - April, 1998

- C. ADA Statement: “As per Section 504 of the Vocational Rehabilitation Act of 1973 and the Americans with Disabilities Act of 1990, if accommodation is needed contact the Office of DisABILITY Support Services, CAC 124C, Phone: (210) 733-2347.
- D. A Rapid Response Team exists for the purpose of responding to emergencies. If you have a disability that will require assistance in the event of a building evacuation, notify Disability Support Services, Chance Academic Center 124C, Phone: (210) 733-2347.
- E. Academic Dishonesty: Students may be subject to disciplinary proceedings resulting in an academic penalty or disciplinary penalty for academic dishonesty. Academic Dishonesty includes, but is not limited to, cheating on a test, plagiarism and collusion. For additional information refer to the “Student Code of Conduct” in the San Antonio College Bulletin.
- F. **Students are required to silence all electronic devices (e.g., pagers, cellular phones, etc.) when in classrooms, laboratories and the library. College Academic Council, 01/ 2000.**
- G. San Antonio College Attendance Policy: Regular and punctual attendance at all classes and laboratories, day and/or evening, is required. A student absent for any reason is responsible for all work missed. Both tardiness and early departure from class are forms of absenteeism. The instructor establishes the policy with regard to each. Absences of each student are recorded without exception. The counting of absences begins on the first day of class. A student absent the equivalent of two weeks of instruction in a 16-week semester may be dropped by the instructor. If a student is dropped from a class for excessive absences, the instructor will record a grade of “W” (withdraw). It is the student’s responsibility to ensure that the withdrawals have been submitted.
- H. San Antonio College is a smoke free campus.
- I. ACCD DPS Emergency Phone Numbers:
  - ACCD DPS Emergency Phone (210) 222-0911
  - ACCD DPS General Phone (210) 208-8099
  - ACCD DPS Weather Phone (210) 208-8189 (For information on college closures)
- J. Students must also abide by the policies, procedures, and rules set forth in the “Student Code of Conduct” and all other policies set forth in the San Antonio College Bulletin.  
[http://www.accd.edu/sac/sacmain/schedule/SAC\\_Bulletin\\_05-06.pdf](http://www.accd.edu/sac/sacmain/schedule/SAC_Bulletin_05-06.pdf)