

Western Technical College

10206120 Media Technologies

Course Outcome Summary

Course Information

Description	Students will receive exposure to equipment used in media production, including equipment set up, video, audio, lighting and other components of presentation and media production. The class will also explore digital file structure, digital file management, manipulation of digital media formats, media production software, and other elements used to create multimedia. This course is computer intensive and requires a strong understanding and ability to use the Internet.
Career Cluster	Arts, A/V Technology and Communications
Instructional Level	Associate Degree Courses
Total Credits	3.00

Textbooks

No textbook required.

Core Abilities

1. **Apply mathematical concepts.**
2. **Demonstrate ability to think critically.**
3. **Demonstrate ability to value self and work ethically with others in a diverse population.**
4. **Make decisions that incorporate the importance of sustainability.**
5. **Transfer social and natural science theories into practical applications.**
6. **Use technology effectively.**

Course Competencies

1. Set up two point and three point lighting in small office setting

Assessment Strategies

- 1.1. Performance

Learning Objectives

- 1.a. Determine best lighting scenario
- 1.b. Appraise lighting, and change if necessary for best quality
- 1.c. Set up and strike with care, putting materials back properly

2. Resolve various video/audio compression issues in content delivery

Assessment Strategies

- 2.1. Performance

Learning Objectives

- 2.a. Identify various video codecs and compatibility with different operating systems
- 2.b. Assign effect compression codecs for content delivery
- 2.c. Demonstrate systematic thinking
- 2.d. Troubleshoot problems with choppy or non-existent video files

3. Demonstrate proper use and critical evaluation of Internet sources

Assessment Strategies

- 3.1. Performance

Learning Objectives

- 3.a. Evaluate critically sites associated with products for inaccurate or biased reviews
- 3.b. Appraise non-peer reviewed sites, such as Wikipedia
- 3.c. Determine quality of content of Internet sources
- 3.d. Build personal reference library

4. Inspect and upgrade hard disk drives and memory

Learning Objectives

- 4.a. Demonstrate care when opening external enclosure or computer
- 4.b. Handle cables and components with care
- 4.c. Refrain from bending fragile pins when attaching ribbon cables

5. Utilize research techniques to complete a research paper

Learning Objectives

- 5.a. Demonstrate effective research methods
- 5.b. Complete research paper to specified standards

6. Utilize the Academic Resource Library effectively to research new technologies

Learning Objectives

- 6.a. Identify various mediums to assist in research
- 6.b. Identify strategies to gather information in a time-effect manner

7. Keep current with emerging technologies

Learning Objectives

- 7.a. Identify strategies to keep current with emerging technologies
- 7.b. Identify reliable sources to keep current with emerging technologies

8. Capture ambient audio sounds from field recorders

Assessment Strategies

- 8.1. Performance