MUS 0016 - MEDIA CONTENT AND PUBLIC EVENT TECHNOLOGY

Catalog Description

Advisory: Completion of MUS 10 and MUS 40A with grades of "C" or better
Hours: 72 (54 lecture, 18 laboratory)
Description: Orientation to areas of professional activity in the fields of media content creation and public event technical support. Introduction to public and private-sector entities and areas of independent, entrepreneurial professional practice. Training in concepts including basic and essential audio theory, development of critical listening skills, and perception of audio in the form of acoustic and electrical energy. Discussion and exercises in signal flow, media production facility configuration, sound reinforcement system set-up and working within different acoustic environments. Introductory training in production equipment selection and configuration. (CSU)

Course Student Learning Outcomes

- CSLO #1: Assess the basic acoustic properties of varied production and performance environments.
- CSLO #2: Discern between types of electrical interference in audio signal paths.
- CSLO #3: Demonstrate ability to determine and correctly use varied microphone types in different recording in sound reinforcement scenarios.

Effective Term

Spring 2021

Course Type

Credit - Degree-applicable

Contact Hours

72

Outside of Class Hours

90

Total Student Learning Hours

162

Course Objectives

Lecture-Directed Study Objectives:
1. Develop awareness of industry conditions and job market status:
a. Areas of participation in industry
b. Skillsets that establish qualification for participation
c. Current personnel needs of industry entities
2. Convert acoustic energy to electrical energy
a. Manipulate signal
b. Amplification
c. Attenuation
3. Discern between types of interference
a. Electrostatic (power cables, fluorescent lights)
b. Electromagnetic (lighting ballast, transformers)
c. Radio frequency interference
4. Evaluate recording media options for application
Laboratory-Activity Objectives:
1. Evaluate varied acoustic spaces for sound properties
a. Bright/dark
b. Anomalies
2. Determine and recommend appropriate microphone (dynamic, ribbon, condenser) application
a. Dynamic (i.e., loud sources)
b. Condenser (i.e., quiet or high frequency sources)
c. Ribbon (i.e., when a "warm" quality is desired)
3. Differentiate between loudspeaker components (drivers, crossover components)
a. Select appropriate system for application (near-field, mid-field, and far-field monitoring)

General Education Information

- Approved College Associate Degree GE Applicability
  - AA/AS - Fine Arts
- CSU GE Applicability (Recommended-requires CSU approval)
- Cal-GETC Applicability (Recommended - Requires External Approval)
- IGETC Applicability (Recommended-requires CSU/UC approval)

Articulation Information

- CSU Transferable

Methods of Evaluation

- Objective Examinations
  - Example: Objective Examinations: 1) Sample based test will assess student's understanding and appropriate use of the microphone types studied. 2) Students will be given a minimum of two (2) spot quizzes at random intervals during the semester. Example: There are two types of electrical interference: List those types and examples of each. Answer: a. electrostatic (power cables, fluorescent lights) b. electromagnetic (lighting ballast, transformers 3) Students will be given a minimum of two (2) multiple-choice exams including a comprehensive final exam. Example: What converts acoustic energy to electrical energy? Answer: a piezoelectric transducer
- Projects
  - Example: 1) Students will submit brief written essays on public events attended during the semester where they will evaluate the acoustic properties of venues. 2) On a minimum of one event, students will be required to offer critique of any technical support being performed at the event (sound reinforcement, lighting, etc...)
- Skill Demonstrations
  - Example: 1) Students will create a comprehensive list of equipment to outfit a media content management or live public event production system based on a self-determined production task. 2) Students will participate in the assembly, test operation, and strike of a small-format public address system under the direction of the instructor.

Repeatable

No

Methods of Instruction

- Laboratory
- Lecture/Discussion
- Distance Learning

Lab:

1. 1) Instructor guides students in dismantling, describing and reassembling pieces of audio equipment, while questioning them on the function of the various components. 2) Instructor guides students in assembling, demonstrating and striking a small-format sound reinforcement system.

Lecture:

1. 1) Instructor guides interactive discussion of student observations of media management or event technical support tasks being performed by on-site personnel at recent events attended. 2) Instructor leads student discussion of observable media management or event technical support tasks being performed by on-site personnel at events attended during the semester.

Typical Out of Class Assignments
Reading Assignments

1) Read an article pertinent to a sound characteristic and report your finding to the class. 2) Read chapter in the text on output transducers and discuss your interpretation of the material.

Writing, Problem Solving or Performance

1) Students are given a budget and asked to create a comprehensive equipment list for either an independent home/project recording facility or a small-format sound reinforcement system. Students are to provide both a targeted area of professional activity within the industry and a rationale for equipment choices. 2) Write a critical review of three (3) live public events with special attention to the sound characteristics of the venue and sound reinforcement issues. 3) Report on ten (10) observable media management or event technical support tasks being performed by on-site personnel.

Other (Term projects, research papers, portfolios, etc.)
Required Materials

- Practical Recording Techniques
  - Author: Bartlett, Bruce, et.al
  - Publisher: Focal Press
  - Publication Date: 2009
  - Text Edition: 6th
  - Classic Textbook?: No
  - OER Link:
  - OER:
- Foundations of Music Technology
  - Author: V. J. Manzo
  - Publisher: Oxford University Press
  - Publication Date: 2015
  - Text Edition: 1st
  - Classic Textbook?: No
  - OER Link:
  - OER:

Other materials and-or supplies required of students that contribute to the cost of the course.