

SUBJECT DESCRIPTION

50213 Audio Workshop

Course Name:	Bachelor of Arts in Communication (Media Arts and Production)
Level:	300
Number of Credit points:	8
Prerequisites:	50153 Audio Production OR 50151 Radio Journalism 1 OR 50194 Radio Journalism 2 or 57096 Introducing Audio Production
Grading:	graded

HANDBOOK DESCRIPTION

This project based subject will develop advanced skills in audio production. It will enable students to make full use of UTS sound facilities for a performance. It will explore experimental features and soundscapes, such as live broadcasts on 2SER from UTS sound studios or other performance venues or media outlets. The projects will involve preparation and broadcast of promotional material, live music/sound and pre-produced feature material. Each project will be around a particular theme, to be decided in the first week. In some years, some groups of students will have the Internet options eg, a webcast. Students will work in groups and the subject will be taught in lecture and self directed learning mode. The skills that students will develop will include working to a delivery deadline, advanced audio studio recording and production skills; live broadcast skills, teamwork skills, production organisation and management skills.

CONTRIBUTION TO GRADUATE PROFILE

Students who successfully complete this subject will

- develop the ability to be able to take up industrial and artisan roles in the media arts and production industries of radio broadcasting; the convergent media industry; independent media and audio arts; online environments and services, education and community sectors and the entertainment industries
- consolidate skills to work as sound artists, independent producers and directors or in a specialist role as part of a creative team
- have the ability to work as professionals using a combination of technical, critical and creative skills.
- have knowledge and skills of a broad range of media arts practices and have specialist skills in at least one media production area
- have a conceptual and practical production experience of different forms, approaches, styles and genres in their particular media specialization
- develop skills in problem solving, communication and teamwork necessary for the collaborative nature of media production work
- be adaptable, flexible and innovative as they cope with and contribute to continuous change within existing professional industries
- be self-reliant as well as being able to collaborate on media arts projects throughout all stages of conception, project development, production, postproduction and presentation and work effectively to deadlines
- be able to present to a portfolio, showreel or samples of creative work suitable for presentation to prospective employers, funding bodies, postgraduate programs, and for scholarships and awards
- be prepared for advanced professional skill development or further postgraduate level study
- have the ability to engage in constructive criticism and analysis of media production work

OBJECTIVES

At the completion of this subject students are expected to have developed:

- a) the ability to take up industrial and artisan roles in the media arts and production industries of radio broadcasting; the convergent media industry; independent media and audio arts; online environments and services, education and community sectors and the entertainment industries
- b) specialist professional audio production (for broadcast) skills to an advanced creative and technical level
- c) professional audio production skills, such as studio recording and advanced microphone techniques
- d) skills of self reliance and problem solving to a professional level and working effectively to deadlines
- e) skills in collaboration, communication and teamwork necessary for the collaborative nature of media production work in the audio/sound area.

TEACHING AND LEARNING ACTIVITIES

- Lectures plus workshop/workgroups meetings; flexible delivery mode
- Practical workshops and activities held in class

- Working in production teams: Researching, organising, managing, producing, and broadcasting live or disseminating on the Internet
- Production and dissemination of promotional material either by broadcast or webcast
- Analysis of broadcasts

CONTENT

- Work in teams to research, plan, produce promotional and broadcast material, including assigning specific roles to various team members, meeting regularly in smaller and full work groups
- Produce promotional material for webcast or broadcast
- Learn studio recording and advanced microphone techniques to record actors and live music
- When broadcasting, work in liaison with 2SER to plan, rehearse, and broadcast live
- Write scripts, record actors
- Do preparation, planning, rundowns for live broadcast
- When working for web distribution, preparation of 'broadcast' material for web
- Assess promotional and broadcast material and activities

ASSESSMENT

Assessment item 1: Participation in work team activity

Objectives: a, d, e

Value: 20%

Due: First 1/3 of subject and continuing through the semester, as detailed below in Tasks.

Task: Participation in work team activity, such as to research and plan a broadcast. Maximum of 9 per group. Conduct regular production meetings throughout the semester. Keep logs of the meetings, including attendance sheets and tasks accomplished. Produce an initial schedule of meetings ready for week 2.

(i) The team will choose 1-3 members to draft the 300-500 proposal for the broadcast, for week 3

(ii) The team will choose 1-3 members to draft the research plan for week 3

(iii) The team will choose 1-3 members to liaise with 2SER

(iv) The team will assign particular roles for the broadcast and rehearsals, including, producer, studio liaison, 2SER liaison, paneller, assistant paneller, technical setup in the studio, executive producer. To be decided before first break.

Individual produce research reports due approx week 4.

Assessment Criteria:

- Each student must attend 90% of the meetings to pass
- Each student will participate in at least one of the tasks described in (i), (ii), and/or (iii)
- Participation in all group activities of scheduling, research plan, broadcast proposal, plan/liaise with 2SER evidenced by signed statement of input on each document
- Each student will undertake one of the roles set out in (iv)

Assessment item 2: Produce promotional type material

Objectives: a, b, c, d

Value: 20%

Due: Second 1/3 of subject

Task: Produce promotional type material for webcast or broadcast, starting 3 weeks before final broadcast date. Length 30" to 2 minutes each. Minimum of 3 items. Webcast: 2-5 minutes.

Assessment Criteria:

- Production of complex material, containing music, voice and sound elements

Assessment item 3: A Major Group Project

Objectives: a, b, c, d, e

Value: 60%

Due: Week 11 or 12

Task: A Major Group Project, such as a live broadcast, including production of pre-produced and live material and participation in the broadcast

Pre-produce material for broadcast

Participate in rehearsals with live music

Participate in live broadcast

Assessment Criteria:

- Presentation of pre-produced material to professional broadcast standard for workshopping in class 3-4 weeks prior to broadcast
- Signed evidence of attendance at all rehearsals

- Participation in live broadcast by undertaking a set role as determined in Assessment item 1
- Participation in class discussion of all broadcasts from the class in week 13, by writing 50-100 words of analysis, to present in class.
- Ability to schedule and work effectively to deadline

MINIMUM REQUIREMENTS

Attendance is particularly important in this subject because it is based on a collaborative approach which involves essential workshopping of student work and interchange of ideas. Students who attend fewer than 75% of classes and team meetings are advised that their final work will not be assessed and that they are likely to fail the subject.

TEXTS AND REFERENCES

- Gareth Branwyn, *Jamming the media : a citizen's guide : reclaiming the tools of communication*, San Francisco : Chronicle Books, 1997. CITY CAMPUS, [302.23 BRAS](#).
- Steve Ahern (ed), *Making radio: a practical guide to working in radio*, North Ryde, N.S.W. : Australian Film Television & Radio School ; St. Leonards, N.S.W. ; Allen & Unwin, 2000. CITY CAMPUS, [791.447 AHER](#).
- Martin Shingler and Cindy Wieringa, *On air: methods and meanings of radio*, New York : Arnold, 1998, CITY CAMPUS, [791.4409 SHIN](#).
- Neil Strauss (ed.) and Dave Mandl (assoc. ed.) *Radiotext(e)*, New York, N.Y. : Semiotext(e), 1993. CITY CAMPUS, [302.2344 RADI](#).
- Australian Film, Television & Radio School, *The Radio studio* [videorecording], North Ryde, N.S.W. : Australian Film Television & Radio School, 1991, CITY AUDIOVISUAL BLUE, [791.44/19](#).
- Chris Priestman, *Web radio : radio production for Internet streaming*, Oxford : Focal, 2002, ordered for CC on 26-04-2002.