

experience makes it possible for students to experience their career choice first-hand. The on-the-job practicum further enhances their marketability and career entry options upon graduation, since the co-op internship may facilitate entrée to a full-time position.

A. Course Transferability: This course transfers selectively as Communication Studies elective.

IV. Place of Course in College Curriculum

- A. Free Elective
- B. This course meets a program requirement for the Digital Video Production Certificate and Digital Media/Film Studies (AS).
- C. To see course transferability: a) for New Jersey schools, go to the NJ Transfer website, www.njtransfer.org; b) for all other colleges and universities, go to the individual websites.

V. Outline of Course Content

- A. In this practicum, the student works in a real world setting (internship) or produces a capstone video production project (independent study). Goals and objectives for the course are set jointly by the student, on-the-job Co-Op supervisor and/or faculty Co-Op Coordinator. Students meet regularly with the faculty Co-Op coordinator, face-to-face and/or online, for routine updates toward the completion of stated goals and objectives.

VI. General Education and Course Learning Outcomes

A. General Education Learning Outcomes:

At the completion of the course, students will be able to:

1. Present a fully-developed proposal for a video, ad, audio segment, or interactive communication or entertainment package (GE 1,4)
2. Communicate clearly, coherently and convincingly, both orally in writing (GE 1)
3. Write a media presentation that reflects critical and creative thought (GE 1)
4. Demonstrate effective interpersonal communication skills (GE 1)
5. Recognize ethical issues in ideation, scripting and producing a video, audio and/or interactive package (GE *)

B. Course Learning Outcomes:

At the completion of the course, students will be able to:

1. Apply skills and knowledge learned in the Digital Video Production certificate program to a real-world setting.
2. Demonstrate technological proficiency in the use of digital video production equipment including computers, recording devices, lights, microphones and editing software.
3. Demonstrate master of media industry language and terminology.
4. Write effective scripts for digital video productions.
5. Work independently and as a member of a team.
6. Demonstrate excellence in work ethic.

C. Assessment Instruments

- A. Final video production for portfolio (independent study)
- B. Essay on work experience and ability to meet Co-Op or independent study objectives.
- C. Work samples
- D. Progress reports
- E. Interviews/meetings with Co-Op Supervisor or Faculty

VII. Grade Determinants

- A. Final video production (independent study)
- B. Essay on work experience (Co-Op and independent study)

Given the goals and outcomes described above, the primary formats, modes, and methods for teaching and learning that may be used in the course include:

- A. Independent study or work experience (Co-Op)
- B. Reflect essay on the experience
- C. Digital video production

VIII. Texts and Materials

Suggested text: None

(Please Note: The course outline is intended only as a guide to course content and resources. Do not purchase textbooks based on this outline. The RVCC Bookstore is the sole resource for the most up-to-date information about textbooks.)

IX. Resources

For Independent Study:

- A. Camcorder, light kit, microphone(s)
- B. Digital audio recorder
- C. PC with audio and video editing capabilities
- D. Guest speakers

X. Honors Options [if relevant]

N/A