

PERFORMANCE AND PRODUCTION FOR VIDEO, BROADCAST AND DIGITAL CINEMATOGRAPHY

Laney College

Outcome	Institutional Outcomes	Assessment Method
Write and perform PSA's, commercials, news scripts and scenes for radio, television, web and film.		Evaluation of writing projects such as news scripts, commercials and radio shows, and of their performance.
Analyze scripts to develop a performance which integrates appropriate vocal technique, characterization and emotional interpretation.		Student will perform a scene for an audio recording, which will be assessed.
Apply appropriate critical and creative problem solving skills to analyze the aesthetic and production elements of television and other interactive media.		Evaluation of projects, class participation and focused test questions.
Develop industry awareness that demonstrates understanding of the importance of teamwork and collaboration, balancing creative skills with issues surrounding the medium, and the necessity to pursue lifelong learning.		Evaluation of projects, class participation, self evaluation surveys.
Create a coherent, industry relevant show reel of work and integrate studies toward professional aspirations.		Evaluation of reel.