

Broadcast communication arts

**BROADCAST COMMUNICATION ARTS –
BCA**

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Applied and Fine Arts Division
Business and Foreign Language Building, Room 204

Possible career opportunities

Students majoring in broadcast communication arts (BCA) enter broadcasting, cable, online media, and related industries. They can pursue graduate degrees in the field of mass or electronic communication for work in audio and video production, web development, radio and television, cable television, and media departments of agencies, institutions, and businesses.

Program learning outcomes

Program learning outcomes have been developed for each of the three options for General Education and all college degree and certificate programs. A complete list of current program learning outcomes for each program is also available on the DVC website at www.dvc.edu/slo.

Associate in arts degree

Broadcast communication arts

Certificate of achievement

Broadcast communication arts

Certificates of accomplishment

Broadcast communication arts -
Basic digital field production

Broadcast communication arts -
Basic studio production

Broadcast communication arts -
Basic writing for digital medium

Associate in arts degree -

Broadcast communication arts

The associate degree program in broadcast communication arts is designed as a two year curricular pathway that offers a broad general education while preparing students for entry-level positions in the broadcast communication industries such as: associate producer, assistant director, on-camera talent, camera operator, sound technician, video switcher, floor director, videotape editor, production assistant, radio board operator, radio producer, radio production engineer, and radio on-air talent.

Students must complete each of the required courses with a “C” grade or higher. Required courses can only be completed by attending a combination of day and evening classes. Certain courses may satisfy both major and general education requirements; however, the units are only counted once. Selected courses in the program may also meet some lower division requirements for bachelor of arts programs at certain California State University campuses. Students who intend to transfer are advised to consult with a counselor regarding specific requirements.

<i>major requirements</i>	<i>units</i>
ARTDM-105 Introduction to Digital Imaging	3
BCA-120 Introduction to TV Studio Production	3
BCA-130 Intermediate TV Studio Production	3
BCA-140 History of Broadcasting and Electronic Media.....	3
BCA-165 Digital Editing	3

plus at least 3 units from:

BCA-125 Introduction to Film Production	3
BCA-155 Introduction to Documentary Production.....	3

plus at least 3 units from:

BCA-290 Film and Electronic Scriptwriting.....	3
JRNAL-110 Mass Media of Communication.....	3

plus at least 3 units from:

BCA-126 Intermediate Film Production.....	3
BCA-132 Advanced TV Studio Production	3
BCA-166 Intermediate Digital Editing.....	3
BCA-190 Topics in Broadcast Communication Arts	0.3-4
FILM-293 Intermediate Film Production.....	3

plus at least 3 units from:

ARTDM-190 Digital Media Projects	3
ARTDM-195 Applied Production for Digital Media	3
COOP-170 Occupational Work Experience Education....	1-4
COOP-180 Internship in Occupational Work Experience Education	1-4

plus at least 6 units from:*

ARTDM-115 Digital Imaging Process and Technique III	3
ARTDM-149 Fundamentals of Digital Video.....	3
ARTDM-170 Animation and Interactivity	3
BCA-126 Intermediate Film Production.....	3
BCA-132 Advanced TV Studio Production	3
BCA-166 Intermediate Digital Editing.....	3
BCA-190 Topics in Broadcast Communication Arts	0.3-4
BCA-298 Independent Study.....	0.5-3
BUSMG-191 Small Business Management	3
BUSMG-192 Entrepreneurship and Venture Management	3
BUSMK-255 Advertising	3
COMM-148 Performance of Literature.....	3
DRAMA-122 Basic Principles of Acting.....	3
DRAMA-123 Intermediate Principles of Acting.....	3
DRAMA-124 Advanced Principles of Acting.....	6

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any updates to this document can be found in the addendum at www.dvc.edu/communication/catalog

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DRAMA-126	Auditioning and Preparation for the Camera....	3
ELTRN-116	Introduction to Electronics.....	2-4
ENGL-151	The Short Story	3
ENGL-152	The Short Film	3
FILM-180	Comparative Film Studies.....	3
FILM-280	Introduction to Film: American Cinema 1900-1950.....	3
FILM-281	Introduction to Film: World Cinema 1900-1960.....	3
FILM-282	Introduction to Film: American Cinema 1950 to the Present	3
FILM-283	Introduction to Film: World Cinema 1960 to the Present	3
FILM-290	Film and Electronic Scriptwriting.....	3
FILM-292	Introduction to Film Production	3
FILM-293	Intermediate Film Production.....	3
total minimum required units		33

*Note: There may be no duplication of course units between major requirements and elective courses.

Certificate of achievement - Broadcast communication arts

This program prepares students for entry-level positions in the broadcast communication industries such as: associate producer, assistant director, on-camera talent, camera operator, sound technician, video switcher, floor director, videotape editor, production assistant, radio board operator, radio producer, radio production engineer, and radio on-air talent.

Selected courses in the program may meet some lower division requirements for the bachelor of arts program at certain California State University campuses. Consult with department faculty or a college counselor for more information.

To earn a certificate of achievement, students must complete each of the required courses with a "C" grade or higher. Required courses can only be completed by attending a combination of day and evening classes.

<i>required courses</i>	<i>units</i>	
ARTDM-105	Introduction to Digital Imaging	3
BCA-120	Introduction to TV Studio Production	3
BCA-130	Intermediate TV Studio Production	3
BCA-140	History of Broadcasting and Electronic Media.....	3
BCA-165	Digital Editing	3

plus at least 3 units from:

BCA-125	Introduction to Film Production	3
BCA-155	Introduction to Documentary Production.....	3

plus at least 3 units from:

BCA-290	Film and Electronic Scriptwriting.....	3
JRNAL-110	Mass Media of Communication.....	3

plus at least 3 units from:

BCA-126	Intermediate Film Production.....	3
BCA-132	Advanced TV Studio Production	3
BCA-166	Intermediate Digital Editing.....	3
BCA-190	Topics in Broadcast Communication Arts	0.3-4
FILM-293	Intermediate Film Production.....	3

plus at least 3 units from:

ARTDM-190	Digital Media Projects	3
ARTDM-195	Applied Production for Digital Media	3
COOP-170	Occupational Work Experience Education....	1-4
COOP-180	Internship in Occupational Work Experience Education	1-4

plus at least 6 units from:*

ARTDM-115	Digital Imaging Process and Technique III	3
ARTDM-149	Fundamentals of Digital Video.....	3
ARTDM-170	Animation and Interactivity	3
BCA-126	Intermediate Film Production.....	3
BCA-132	Advanced TV Studio Production	3
BCA-166	Intermediate Digital Editing.....	3
BCA-190	Topics in Broadcast Communication Arts	0.3-4
BCA-298	Independent Study.....	3
BUSMG-191	Small Business Management	3
BUSMG-192	Entrepreneurship and Venture Management	3
BUSMK-255	Advertising	3
COMM-148	Performance of Literature	3
DRAMA-122	Basic Principles of Acting	3
DRAMA-123	Intermediate Principles of Acting.....	3
DRAMA-124	Advanced Principles of Acting.....	6
DRAMA-126	Auditioning and Preparation for the Camera....	3
ELTRN-116	Introduction to Electronics.....	2-4
ENGL-151	The Short Story	3
ENGL-152	The Short Film	3
FILM-180	Comparative Film Studies.....	3
FILM-280	Introduction to Film: American Cinema 1900-1950.....	3
FILM-281	Introduction to Film: World Cinema 1900-1960.....	3
FILM-282	Introduction to Film: American Cinema 1950 to the Present	3
FILM-283	Introduction to Film: World Cinema 1960 to the Present	3
FILM-290	Film and Electronic Scriptwriting.....	3
FILM-292	Introduction to Film Production	3
FILM-293	Intermediate Film Production.....	3
total minimum required units		33

*Note: There may be no duplication of course units between required courses and elective courses.

Certificate of accomplishment - Broadcast communication arts - Basic digital field production

The broadcast communication arts program prepares students for entry level in one of four specialty areas of broadcast industry; studio production, field production, post production and writing.

To earn a certificate of accomplishment, students must complete each of the required courses with a "C" grade or higher. Required courses can only be completed by attending a combination of day and evening classes.

Broadcast communication arts

<i>required courses</i>	<i>units</i>
BCA-126 Intermediate Film Production.....	3
BCA-140 History of Broadcasting and Electronic Media.....	3
BCA-165 Digital Editing	3

plus at least 3 units from:

BCA-125 Introduction to Film Production	3
BCA-155 Introduction to Documentary Production.....	3

plus at least 3 units from:

ARTDM-105 Introduction to Digital Imaging	3
ARTDM-190 Digital Media Projects	3
ARTDM-195 Applied Production for Digital Media	3
BCA-190 Topics in Broadcast Communication Arts	0.3-4
BCA-298 Independent Study.....	0.5-3
COOP-170 Occupational Work Experience Education....	1-4
COOP-180 Internship for Occupational Work Experience Education	1-4
total minimum required units	15

**Certificate of accomplishment -
Broadcast communication arts - Basic
studio production**

The broadcast communication arts program prepares students for entry level in one of four specialty areas of broadcasting industry: studio production, field production, post production and writing.

To earn a certificate of accomplishment, students must complete each of the required courses with a "C" grade or higher. Required courses can only be completed by attending a combination of day and evening classes.

<i>required courses</i>	<i>units</i>
BCA-120 Introduction to TV Studio Production	3
BCA-130 Intermediate TV Studio Production	3
BCA-132 Advanced TV Studio Production	3
BCA-140 History of Broadcasting and Electronic Media.....	3

plus at least 3 units from:

ARTDM-105 Introduction to Digital Imaging	3
ARTDM-190 Digital Media Projects	3
ARTDM-195 Applied Production for Digital Media	3
BCA-155 Introduction to Documentary Production.....	3
BCA-190 Topics in Broadcast Communication Arts	0.3-4
BCA-298 Independent Study.....	0.5-3
COOP-170 Occupational Work Experience Education....	1-4
COOP-180 Internship for Occupational Work Experience Education	1-4
total minimum required units	15

**Certificate of accomplishment -
Broadcast communication arts - Basic
writing for digital medium**

The broadcast communication arts program prepares students for entry level in one of four specialty areas of broadcasting industry: studio production, field production, post production and writing.

To earn a certificate of accomplishment, students must complete each of the required courses with a "C" grade or higher. Required courses can only be completed by attending a combination of day and evening classes.

<i>required courses</i>	<i>units</i>
BCA-140 History of Broadcasting and Electronic Media.....	3
BCA-290 Film and Electronic Scriptwriting.....	3
FILM-291 Film and TV Scriptwriting-Intermediate.....	3
FILM-294 Film and TV Scriptwriting-Advanced.....	3

plus at least 3 units from:

BCA-190 Topics in Broadcast Communication Arts	0.3-4
BCA-298 Independent Study.....	0.5-3
COMM-148 Performance of Literature	3
COOP-170 Occupational Work Experience Education....	1-4
COOP-180 Internship for Occupational Work Experience Education	1-4
ENGL-151 The Short Story	3
JRNAL-110 Mass Media of Communication.....	3
total minimum required units	15

BCA-120 Introduction to TV Studio Production

3 units SC

- 36 hours lecture/54 hours laboratory per term
- Recommended: Eligibility for ENGL-122 or equivalent

This course is an introduction to multi-camera studio television production. Students will gain experience in switching, camera operation, audio and video cues, floor managing, directing, teleprompting, writing and producing. CSU

BCA-125 Introduction to Film Production

3 units SC

- 36 hours lecture/54 hours laboratory per term
- Recommended: Eligibility for ENGL-122 or equivalent
- Note: Same as FILM-292

In this course, students produce short, single-camera digital videos by applying introductory techniques such as camera operation and lens selection, audio recording, script development and visual concepts, lighting setup, and basic digital editing. CSU, UC (credit limits may apply to UC - see counselor)

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BCA-126 Intermediate Film Production

- 3 units SC
- 36 hours lecture/54 hours laboratory per term
 - Prerequisite: BCA-125 or equivalent
 - Recommended: Eligibility for ENGL-122 or equivalent
 - Note: Same as FILM-293

In this course, students produce intermediate level, single-camera digital videos that utilize mixed soundtracks, sophisticated lighting schemes, sync sound, polished editing and the use of visual metaphors. CSU, UC (credit limits may apply to UC - see counselor)

BCA-130 Intermediate TV Studio Production

- 3 units SC
- 36 hours lecture/54 hours laboratory per term
 - Prerequisite: BCA-120 or equivalent
 - Recommended: Eligibility for ENGL-122 or equivalent

This is an intermediate class designed to advance the student's skills in producing and directing TV programs and operating television equipment. Students will produce and direct programs and prepare for positions in broadcast and cable TV as well as industrial television production facilities. CSU

BCA-132 Advanced TV Studio Production

- 3 units SC
- 36 hours lecture/54 hours laboratory per term
 - Prerequisite: BCA-130 or equivalent
 - Recommended: Eligibility for ENGL-122 or equivalent

This is an advanced class designed to increase the student's skills in producing and directing TV programs and operating television equipment. Students will produce and direct programs to prepare for positions in broadcast and cable TV as well as industrial television production facilities. CSU

BCA-140 History of Broadcasting and Electronic Media

- 3 units SC
- 54 hours lecture per term
 - Recommended: Eligibility for ENGL-122 or equivalent

This course introduces the history, structure, function, economics, content and evolution of radio, television, film, the Internet, and new media, including traditional and mature formats. The social, political, regulatory, ethical and occupational impact of the electronic media are also studied. CSU, UC

BCA-165 Digital Editing

- 3 units SC
- 36 hours lecture/72 hours laboratory per term
 - Note: Same as FILM-165 and ARTDM-145

This course is an introduction to the techniques, concepts and aesthetics of digital non-linear, computerized editing for film, television and digital media. The student will become familiar with various professional software programs and develop an understanding of organization, timelines and story as well as editing for visual and audio effect. CSU, UC

BCA-166 Intermediate Digital Editing

- 3 units SC
- 36 hours lecture/72 hours laboratory per term
 - Prerequisite: BCA-165 or equivalent
 - Recommended: Eligibility for ENGL-122 or equivalent
 - Note: Same as ARTDM-146 and FILM-166

This intermediate course is designed to advance the student's non-linear digital editing skills to a professional level. The emphasis will be on the utilization of software programs such as Adobe Premiere Pro. CSU, UC

BCA-190 Topics in Broadcast Communication Arts

- .3-4 units SC
- Variable hours

A supplemental course in broadcast communication arts to provide a study of current concepts and problems in broadcast communication arts. Specific topics will be announced in the schedule of classes. CSU

BCA-260 Ethnic Images in United States (U.S.) Television

- 3 units SC
- 54 hours lecture per term
 - Recommended: Eligibility for ENGL-122 or equivalent

This course will evaluate and explore various cultures represented in U.S. television: African American, American Indian, Asian American, Hispanic, and European American. It will examine the demographic, racial, political, and economic factors that determine the cultural diversity of programming and analyze similarities and differences in the way various cultures are portrayed. Issues specific to the world of television including broadcasting, cable, and streaming will be examined. The course will focus on how television communicates ideas and stimulates emotional responses, as well as the importance of Federal Communication Commission (FCC) regulations and marketing practices. CSU, UC

BCA-290 Film and Electronic Scriptwriting

- 3 units SC
- 54 hours lecture per term
 - Recommended: Eligibility for ENGL-122 or equivalent
 - Note: Same as FILM-290

This is a beginning film and digital media writing class. The course will focus on the planning, outlining and structuring of an original feature-length fiction screenplay as well as short-form digital formats such as commercials, news, product introductions, sports and reality programming. The student will study film and digital media terms and formats, work with treatments, scenarios and shooting scripts, analyze film and television clips, shorts, and full-length films with emphasis on understanding the writer's perspective. Numerous writing assignments and exercises will be assigned with the intent of developing a student's ability to write for a visual medium. CSU, UC

BCA-298 Independent Study

.5-3 units SC

- *Variable hours*
- *Note: Submission of acceptable educational contract to department and Instruction Office is required.*

This course is designed for advanced students who wish to conduct additional research, a special project, or learning activities in a specific discipline/subject area and is not intended to replace an existing course. The student and instructor develop a written contract that includes objectives to be achieved, activities and procedures to accomplish the study project, and the means by which the supervising instructor may assess accomplishment. CSU

BCA-299 Student Instructional Assistant

.5-3 units SC

- *Variable hours*
- *Note: Applications must be approved through the Instruction Office. Students must be supervised by a DVC instructor.*

Students work as instructional assistants, lab assistants and research assistants in this department. The instructional assistants function as group discussion leaders, meet and assist students with problems and projects, or help instructors by setting up laboratory or demonstration apparatus. Students may not assist in course sections in which they are currently enrolled. CSU