RTV3810C Broadcast Design & On Air Promotions

Course Description: In this upper division course in BAS in Film, Television & Digital Production students will learn about on-air promotions with specific emphasis on layout, color, and composition. (2 hr. lecture 2 hr. lab)

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<th>Course Competency</th>
<th>Learning Outcomes</th>
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| **Competency 1:** The student will understand business and product branding by: | 5. Cultural / Global Perspective  
9. Aesthetic / Creative Activities |
| 1. Developing brand recognition strategies for specific businesses or projects  
2. Presenting branding ideas to clients  
3. Incorporating branding ideas into various media outlets | |
| **Competency 2:** The student will develop a proposal and a budget for promotions by: | 7. Ethical Issues  
9. Aesthetic / Creative Activities |
| 1. Identify the elements of a successful promotional campaign  
2. Developing an idea for a promotional campaign  
3. Calculating production costs  
4. Writing a proposal and a budget for promotions | |
| **Competency 3:** The student will create an on-air promotion by: | 3. Critical thinking  
9. Aesthetic / Creative Activities |
| 1. Developing industry standard pre-visualization techniques  
2. Producing an on-air promotion  
3. Incorporating an on-air promotion to various media outlets | |