



Course Description

RTV3810C | Broadcast Design & On-Air Promotions | 3.00 credits

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.

Course Competencies

Competency 1: The student will understand business and product branding by:

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:

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:

1. Developing industry standard pre-visualization techniques
2. Producing an on-air promotion
3. Incorporating an on-air promotion to various media outlets

Learning Outcomes:

- Solve problems using critical and creative thinking and scientific reasoning
- Demonstrate knowledge of ethical thinking and its application to issues in society
- Demonstrate knowledge of diverse cultures, including global and historical perspectives
- Demonstrate an appreciation for aesthetics and creative activities