



Cambrian College
Douglas A. Smith Family School of
Business and Schools of Creative
Industries and Information Technology
Course Outline

We acknowledge and respect that we are gathered on the traditional lands of the Anishnaabe People of Turtle Island and proudly recognize our local host Atikameksheng Anishnawbek. We also recognize the contributions of Wahnapiatae First Nation and the Metis Nation of Ontario.

Course Title	Multimedia I				
Course Code:	COM1150	Credit Value:	3	Credit Hours:	42
Programs:	MCOM Media Communications MUDC Multimedia - Dual Credit				
Equivalencies		Prerequisites		Corequisites	

This course may be delivered in a variety of different formats: 100% in-class, 100% online (or a blend of both), videoconferencing, distributed learning or off-campus. Please confirm with your faculty member which format will be used for your section of this course.

General Education Course: Eligible for PLAR:

Degree Breadth Course: Experiential Learning:

Research Intensive Course Designation:

COURSE DESCRIPTION

In this course, students will discover the basics of multimedia production with a focus on broadcast writing, recording, and editing web-friendly audio.

Date: June 06, 2024

Approved by: 

PAMELA TEED
 Chair, Douglas A. Smith Family School
 Of Business And Schools Of Creative
 Industries And Information Technology

Effective: Fall 2024, Winter 2025, Spring 2025

RELATIONSHIP TO PROGRAM VOCATIONAL LEARNING OUTCOMES

PROGRAM LEVEL	
This course contributes to your program by allowing you to demonstrate the following vocational learning outcomes:	
Program(s)	Vocational Learning Outcomes
Media Communications	<p>College Standards</p> <ol style="list-style-type: none"> 1. Perform the duties, tasks and activities required of a digital communications specialist in business, government and the not-for-profit sectors. 2. Research and gather information in print, audio and visual formats for digital communications' products and strategies. 3. Create audio, visual and print communications according to the client's purpose and audience. 4. Produce corporate video and audio using current software applications. 5. Adhere to ethical and legal guidelines in digital communications practice. 6. Maintain professional relationships with business associates and clients. 7. Develop a portfolio of digital communications' products and strategies for a variety of projects and audiences.

COURSE CURRICULUM

Topics/Concepts Covered in This Course

- Effective audio recording using various devices / microphones
- File formats for audio
- Effective audio editing / sound mixing / production using Adobe Audition
- Effective script writing / storytelling
- Radio newscast / report production
- Podcast production and distribution

COURSE LEVEL: Learning Outcomes and Objectives	
To earn credit for this course, you must reliably demonstrate your ability to:	
Learning Outcome	Objectives
1. Design, produce, edit, and distribute effective audio for a variety of formats and purposes.	<ol style="list-style-type: none"> 1.1 Determine effective workflow for an audio project. 1.2 Write audio productions using concise and compelling copy, sound effects and music beds. 1.3 Record quality audio.

Learning Outcome	Objectives
	1.4 Edit high-quality audio using audio editing software. 1.5 Explain composition and movement and how they impact the sound of an audio production. 1.6 Record and edit radio news reports, commercials, and podcasts. 1.7 Describe how to effectively package, promote and distribute an audio production so that it reaches the most people possible in the target audience.
2. Tell audio stories that engage audiences and help meet organizational goals.	2.1 Write compelling copy that aligns with organizational goals and appeals to the target audience. 2.2 Use audio recording and editing software to capture the needed elements and highlight key aspects of the story.
3. Work and communicate effectively with others to produce compelling audio.	3.1 Maintain a high level of professionalism when interacting with colleagues and completing projects. 3.2 Problem solve effectively and meet all deadlines. 3.3 Respect others and their diverse points of view and creative ideas when completing projects.

Essential Employability Skills

Communication

- communicate clearly in written, spoken, and visual form that fulfills purpose/needs of audience.

Numeracy

- not applicable

Critical Thinking and Problem Solving

- apply a systematic approach to solve problems.
- use a variety of thinking skills to anticipate and solve problems.

Information Management

- locate, select, organize, and document information using appropriate technology and info systems.
- analyze, evaluate, and apply relevant information from a variety of sources.

Interpersonal

- show respect for the diverse opinions, values, belief systems, and contributions of others.
- interact with others in groups in ways that contribute to effective working relationships.

Personal

- manage the use of time and other resources to complete projects.
- take responsibility for one's own actions, decisions, and consequences.

Delivery Method

- Classroom: Course is delivered through scheduled synchronous teaching that may be face-to-face and/or virtual.

Learning Activities

- Lectures
- Class Discussions
- Labs
- Group Work
- Research
- Field Work
- Presentations
- In-Class Exercises
- Small Group Instruction
- One-to-One Instruction

Resources Required

Additional Supplies

DSLR Camera Package:

DSLR camera / battery / SD card / USB drive / tripod. Please see professor for exact requirements.

Evaluation Plan

Grading Scheme

A	80% - 100%
B	70% - 79%
C	60% - 69%
D	50% - 59%
F	0% - 49%

Evaluation Method	Value (%)
Applied Activities (G)	55%
Seven audio assignments throughout the semester.	
Assignments	25%
One final audio assignment (podcast).	
Test/Exam	10%
One final written test.	
Quizzes	10%
Ten topical quizzes based on in-class content.	

ADDITIONAL INFORMATION

A course outline is the College's commitment to the students. It supports educators, students, employers and other external stakeholders in determining the depth of knowledge and level of performance that a student will be able to demonstrate upon successful completion of a course. Both instructor and student are obligated to follow the content of the course outline. It is your responsibility to meet these outcomes as assigned.

Note: You should maintain a copy of this course outline for your records. You may require this course outline if you seek transfer credits or further studies at other institutions.

Cambrian Email Addresses

All email correspondence with currently registered students must be via the students' College-issued email, as per the College's [IT Acceptable Use Policy](#). Students must familiarize themselves with the IT Acceptable Use Policy, as it outlines the acceptable use of College information systems and technology, and mitigates risks to the College's IT infrastructure.

Bring Your Own Device (BYOD) and Apps Anywhere

Cambrian College is a BYOD institution, which means that students bring the device of their choice that meets program-specific minimum requirements. Program-specific requirements can be viewed in the "Plan Your Future" section on program web pages. AppsAnywhere is an easy-to-use app store-like platform providing students a way to access their College apps and software on demand, anywhere, anytime both on and off campus.

These both enrich the student learning experience in and out of the classroom, while providing maximum flexibility.

Policies

It is the student's responsibility to be aware of the College's [Academic Policies](#). The Academic Policies apply to all applicants to Cambrian and all current students enrolled in any program or course offered by Cambrian, in any location. Academic policies, procedures, and forms can be found on the Cambrian website.

Academic and Student Services

Cambrian has a variety of student and academic services to support students during their academic journey at the College.

- [Academic Success Centre](#)
- [Bookstore and Campus Store](#)
- [International Student Support Services](#)
- [KPMG Pride Centre](#)
- [Career Centre](#)
- [Registrar's Office \(Enrolment Centre\)](#)
- [First Step Centre](#)
- [Accessibility Services](#)
- [Library](#)
- [Pathways](#)
- [Available Scholarships and Bursaries](#)
- [Cambrian Student Council \(CSC\)](#)
- [Cambrian Indigenous Student Circle \(CISC\)](#)
- [Cambrian Athletic Association \(CAA\)](#)
- [Student Life Centre](#)
- [Test Centre](#)
- [The Learning Centre \[Tutoring Services\]](#)
- [Wabnode Centre for Indigenous Services](#)
- [Women's Resource Centre](#)

Copyright

Copyright is the exclusive legal right given to a creator to reproduce, publish, sell, or distribute his/her work. All members of the Cambrian community are required to comply with Canadian copyright law, which governs the reproduction, use and distribution of copyrighted materials. This means that the copying, use and distribution of copyright-protected materials, regardless of format, are subject to

certain limits and restrictions. For example, photocopying or scanning an entire textbook is prohibited, nor is uploading class materials to course sharing sites.

See the [Cambrian Library website](#) for additional information regarding copyright and for details on allowable limits.

Audio/Visual Capture

Sounds and images from this class, and contributions made by a participant, virtually or in-person, are recorded under the authority of the Ontario Colleges of Applied Arts and Technology Act, 2002. The main purpose of these recordings is to allow students enrolled in the course to review content and engage in activities, whether they attend any given class in person, virtually, or at all. Class recordings are for personal use only and shall not be shared or transferred. Faculty may also review these recordings to prepare for future classes, evaluate students, collaborate in program reviews, or provide feedback to faculty and/or students. Any questions about the use of multimedia recordings may be addressed to your respective Dean.

Equity, Diversity, and Inclusivity

Cambrian is committed to building and preserving an equitable, diverse, and inclusive learning community where students, faculty, and staff may achieve their full potential in an environment characterized by equality of respect and opportunity. All students and employees have the right to live and work in an environment that is free from discrimination and harassment. Therefore, Cambrian College will not tolerate any form of discrimination or harassment in its employment, education, accommodation, or business dealings. For more information, please visit: [Equity, Human Rights, and Accessibility](#).

Prior Learning Assessment and Recognition (PLAR)

Students wishing to have work or life experience that meets course learning outcomes considered for credit through Prior Learning Assessment and Recognition should contact the [Pathways Office](#).

Transfer Credit

Students wishing to have courses from other programs or institutions assessed for equivalency and/or transfer credit should visit the [Transfer Credits page](#) on the Cambrian website. The student should maintain a copy of this course outline for their records. Students may require this course outline if seeking transfer credits or further studies at other institutions.

Test Proctoring at Cambrian

Many courses include major tests and/or final exams. The practice at Cambrian requires that these types of test situations involve proctoring to ensure academic integrity. Online tests/exams may employ a proctoring services to enable you to take your exam from a location of your choosing within a period specified by your instructor. When you are taking an online test/exam, the proctoring service may capture your video, screen, audio, and web surfing data to protect academic integrity. Cambrian College collects, uses, discloses, and retains personal information in compliance with the Freedom of Information and Protection of Privacy Act (FIPPA). Your personal information is being collected under the authority of the Ontario Colleges of Applied Arts and Technology Act S.O. 2002, c.8, Sched. F. This information will be used for the purpose of administering a test/exam through an online proctoring service acting as an authorized agent of the College. Please refer to Cambrian's [Official Student Records Policy](#) for more details. If you have any questions regarding the collection of your personal information, please contact Vice President Academic, Cambrian College, 1400 Barry Downe Rd., Sudbury ON P3A 3V8, 1-705-566-8101 ext. 6245.