

Fanshawe College

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Advanced Live Digital Media Production

2022

FANS01387 Advanced Live Digital Media Production CVS

Description

Fanshawe College

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Advanced Live Digital Media Production

Validated

Description

Fanshawe College | APS # FANS01387 | MTCU # 79402
Ontario College Graduate Certificate | Full-time funding requested

Purpose

The Advanced Live Digital Media Production program builds upon the student's previous diploma or degree skills by providing opportunities to work in cross-functional teams to create both recorded and live television productions, and other media. All phases of live and recorded video production will be experienced, including pre-production, production, delivery, and repurposing. Students will collaborate with students in other college programs (broadcasting-television and film production, visual effects and editing, television news, acting, fashion, multimedia, music industry arts) in the creation of digital media products. Graduates will be able to work in many aspects of the TV, film, and video production industries with advanced understanding and experience in live production.

Activities will include:

- Planning and writing for live production.
- Advanced field production.
- Advanced networking and interconnectivity of production and streaming technologies.
- Live News production – in collaboration with TV News & VEE advanced programs.
- Mobile/location production - including sports, music and eSports
- Live delivery of event programming to local cable partners (Rogers).
- Image Magnification (IMAG) of production conference or concert events.

Admission Requirements

Ontario College Diploma, Ontario College Advanced Diploma, Degree or equivalent in a related field or related work experience in media studies or other related discipline.

Occupational Areas

Graduates will find employment in the following roles: television production coordinator, broadcast coordinator, graphics producer, director, production switcher, assistant director, video controller, television isolation director, television technical producer, master control room (MCR) director, television broadcasting equipment supervisor, transmission studio controller, production manager, production department head, business operator.

This program is aligned with the National Occupational Codes 5131 and 5224.

Producers, directors, choreographers, and related occupations (NOC 5131)

This unit group includes producers, directors and others who oversee and control the technical and artistic aspects of film, television, video game, radio, dance and theatre productions. They are employed by production companies, radio and television stations, video game companies, broadcast departments, advertising companies, sound recording studios and record production companies. They may also be self-employed.

According to the Ontario Ministry of Labour, Training and Skills Development's Job Outlook Report, the total projected number of job openings in Ontario from 2021 – 2025 is 3,001 to 4,000, with a projected change in employment levels from 2021 - 2025:

over 20%

Broadcast technicians - NOC 5224 configure operate production equipment to distribute live and television and events to produce audio and video distribute broadcasts for the Internet. They are employed by radio and television broadcasting networks and stations, by broadcast equipment companies and by Internet-based communication providers.

According to the Ontario Ministry of Labour, Training and Skills Development's Job Outlook Report, the total projected number of job openings in Ontario from 2021 – 2025 are 501 - 600. The projected change in employment levels from 2021 – 2025 over 20%

Members of an external focus group noted that there is an increased demand for graduates of a “Live” program due to the increase demand of video production and streaming of a host of small and large events such as esports, amateur sporting and entertainment events, and religious services to platforms such as Twitch, YouTube, Facebook, or Vimeo. Restructuring amongst large media companies comes as a response to the rapidly evolving digital landscape of media consumption and the availability of new digital platforms.

Laddering Opportunities

Graduates from a diploma or advanced diploma program in media studies or related disciplines could

ladder well into this program.

Graduates from this graduate certificate could gain admission into degree programs in media studies or related disciplines.

Program VLOs

1. Apply multi-camera production techniques to create content for multiple platforms.
2. Analyze issues and emerging trends affecting the evolution of content creation as artistic and entrepreneurial media to ensure productions meet the evolving needs of clients and audiences.
3. Develop co-productions in partnership with third parties with consideration of the varied operational and technical needs of clients for international distribution.
4. Direct and provide creative leadership for content creation projects to meet client needs.
5. Assess and develop scripts and rundowns for content creation to meet project requirements.
6. Manage a project to ensure compliance with international streaming or terrestrial distribution standards.
7. Select and configure advanced production hardware and software solutions used in content creation to guarantee distribution throughout the broadcast chain.
8. Plan, schedule, budget, and manage productions in accordance with safety, legal and professional standards.
9. Evaluate the effectiveness of one's own and others' creative and technical choices, in achieving the collaborative vision of the project.

Curriculum

- **BUSI-61X1 - The Business of Media: Entrepreneurship & Career Development**

> Semester 1 | 45 hours

Students will create promotional and pricing material to market their services. Students will participate in interviews with potential clients or employers. This course will instill entrepreneurship and professional business practises, including pricing for jobs, setting deadlines, and providing good customer service. This course will include a research component, services, and marketing strategies. Students will be required to attend and/or participate in industry trade shows.

- **EVOL-61X2 - Evolution of Media Broadcasting**

> Semester 1 | 45 hours

In this course, we will highlight the platforms that have developed and the power and influence that media have in our lives. By studying the media's revolutionary evolution throughout history, including the current digital revolution, students will develop their understanding of the platforms that surround us and influence our culture.

- **NTCH-61X3 - Networking Fundamentals & File Based workflows**

> Semester 1 | 45 hours

Students will learn about the infrastructure that makes up a local network. They will understand the importance that configuration and topology makes when interconnecting equipment. They will also engage in understanding how files move across a network and engage in basic editing to prepare files to transfer between machines. They will develop understanding on how the codec they choose for a project affects outcomes.

- **PROD-61X4 - Live Production Planning & Documentation 1**

> Semester 1 | 45 hours

This is a course designed to provide students with fundamental production theory and techniques commonly used in planning Live Productions. Emphasis will be placed on operational practices, documentation, and personnel responsibilities related to production.

- **SFTY-61X5 - Technical Fundamentals & safety**

> Semester 1 | 30 hours

Productions are not without risks; and safety is paramount. This course is designed to show students how to work safely to ensure that as many risks are mitigated and made redundant. Students will learn the fundamentals of power distribution, set safety in setting up, and cover the various tools and protective measures that one can take when working on-set.

- **PROD-61X6 - Introduction to Live Production**

> Semester 1 | 90 hours

The student will receive hands-on practical training in live production and operations, field camera integration, and operational techniques. Students will integrate industry policies and procedures with practical operational practices.

- **DIST-62X1 - Standards & Distribution**

> Semester 2 | 30 hours

This course will introduce students to advanced aspects of broadcast engineering to help students prepare their broadcasts for transmission. Routing, audio mapping, and accessibility standards are all paramount importance to the transmission of a show (regardless of platform) and students will gain experience in production situations to how best implement and conform their productions to these standards.

- **TECH-62X2 - Emerging Technology**

> Semester 2 | 30 hours

In this course the student will have the opportunity to explore new technology and techniques in

| | VLO 1 | VLO 2 | VLO 3 | VLO 4 | VLO 5 | VLO 6 | VLO 7 | VLO 8 | VLO 9 |
|-----------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| SFTY-61X5 | X | | | | | X | X | | X |
| PROD-61X6 | X | | | X | | X | X | X | X |
| DIST-62X1 | | X | | | | X | X | | X |
| TECH-62X2 | | X | X | | | | | X | |
| PROD-62X3 | X | X | X | X | X | X | X | | X |
| PROD-62X4 | X | | | X | | X | X | X | X |
| INTE-62X5 | X | X | X | X | X | X | X | X | X |

Certification/Accreditation

Certification type

None exist.

Contact Information

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