



**COURSE OUTLINE : MEDIA 105**  
**D Credit – Degree Applicable**  
**COURSE ID 001167**  
**Cyclical Review: September 2020**

**COURSE DISCIPLINE :** MEDIA  
**COURSE NUMBER :** 105  
**COURSE TITLE (FULL) :** Mobile Media Streaming and Production  
**COURSE TITLE (SHORT) :** Mobile Media Stream & Prod

**CATALOG DESCRIPTION**

MEDIA 105 provides students with a basic overview of the aesthetics and techniques required in the production of video and audio program material intended for distribution over the internet, tablets, cellular phones and other mobile media and data devices. Topics include webcasting, podcasting, production formats, internet and wireless distribution channels, aesthetic limitations, developing industry practices and professional opportunities. Projects consist of hands-on experiences in the creation of video and audio content specifically designed for these emerging media formats.

Total Lecture Units: 1.50

Total Laboratory Units: 1.50

**Total Course Units: 3.00**

Total Lecture Hours: 27.00

Total Laboratory Hours: 81.00

Total Laboratory Hours To Be Arranged: 0.00

**Total Contact Hours: 108.00**

**Total Out-of-Class Hours: 54.00**

Prerequisite: None.



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**EXIT STANDARDS**

- 1 Encode full-resolution video sequences into a variety of internet and mobile formats;
- 2 create video and audio media content optimized for internet and mobile delivery;
- 3 recognize a variety of standard formats specific to internet and mobile media;
- 4 webcast and podcast video and audio media content.

**STUDENT LEARNING OUTCOMES**

- 1 define basic terminology used in the video production industry;
- 2 operate video cameras video recorders, audio recorders, microphones, lighting equipment, and video control console
- 3 perform the functions of a variety of video studio production crew responsibilities

**COURSE CONTENT WITH INSTRUCTIONAL HOURS**

	Description	Lecture	Lab	Total Hours
1	Video Standards on the Internet 4 lecture hours <ul style="list-style-type: none"> <li>• h.264 video compression</li> <li>• QuickTime</li> <li>• Windows Media Player</li> <li>• Motion Picture Experts Group (MPEG) -4</li> <li>• Flash video</li> </ul>	3	9	12
2	Video and Audio Streaming <ul style="list-style-type: none"> <li>• Definitions and applications</li> <li>• Streaming servers</li> <li>• Unicasting, broadcasting and multicasting</li> <li>• Streaming pros &amp; cons</li> <li>• Current streaming software</li> <li>• Streaming vs. fast-start video</li> <li>• Podcasting</li> <li>• Setting up and managing a webcast</li> <li>• Combining streamed video with other media</li> </ul>	6	18	24
3	Digital Video Compression Techniques <ul style="list-style-type: none"> <li>• MPEG family</li> <li>• RealVideo encoding</li> <li>• Sorenson encoding</li> <li>• Variable bit rate encoding</li> <li>• Laboratory</li> </ul>	4	11	15
4	Digital Audio Compression Techniques <ul style="list-style-type: none"> <li>• MPEG audio layer 3 (MP3) encoding</li> <li>• Q-Design music encoding</li> <li>• RealAudio encoding</li> <li>• QuickTime encoding</li> </ul>	4	11	15



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5	Personal Media Players and Data Assistants • iPads, iPods • Sony Playstation®Portable (PSP™), Universal Media Disc (UMD) format • Sidekick media • Archos	6	21	27
6	Mobile Content for Cell Phones • Resolution standards • Digital format standards • 3rd Generation Partnership Project (3GPP) and 3GPP2 standards	4	11	15
				<b>108</b>

**OUT OF CLASS ASSIGNMENTS**

- 1 shooting and digital compression of video footage;
- 2 creation of video blog;

**METHODS OF EVALUATION**

- 1 students are expected to attend and participate in lecture/discussions;
- 2 work in-progress;
- 3 instructor and peer review of production assignments;
- 4 final exam.

**METHODS OF INSTRUCTION**

- Lecture
- Laboratory
- Studio
- Discussion
- Multimedia
- Tutorial
- Independent Study
- Collaboratory Learning
- Demonstration
- Field Activities (Trips)
- Guest Speakers
- Presentations



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**TEXTBOOKS**

<b>Title</b>	<b>Type</b>	<b>Publisher</b>	<b>Edition</b>	<b>Medium</b>	<b>Author</b>	<b>ISBN</b>	<b>Date</b>
The Complete Guide to Film and Digital Production	Required	Routledge	3	Print	Wales, Lorene	9781138239821	2017