1. NAME OF PROPOSED COURSE OR CURRICULUM:

Revision of AVT Curriculum: drop CMS 66 (Beginning Television Production) as prerequisite for AVT 12 (Small Studio Color Television). (A new course, AVT 10 - Introduction to Audiovisual Technology (3), is to be substituted, and is presented in a separate proposal.)

2. RATIONALE:

A. In the present structure of the AVT curriculum, students are not exposed to AVT courses and faculty until at least the second semester. In a number of instances, the gap has stretched to three semesters. Almost invariably, as a result of this lack of contact, the student does not gain early insight into the nature and scope of the AV field, the specific skills required, and how the curriculum is oriented to teach these skills.

B. Students coming to AVT 12 from CMS 66 do not have sufficient technical orientation to the medium. The majority of CMS 66 is devoted to student participation in television productions; little time is devoted to such aspects as cabling, connectors, various input and output configurations, alignment procedures, and the like. While the approach taken by CMS 66 may be a legitimate one, it does not meet the needs of a curriculum primarily oriented to a technology. CMS 66 is oriented to the teaching of the more aesthetic aspects of television production leading to the "above the line" functions of writer, producer, director, lighting director, actor. While the technical elements of the medium are not shunned in CMS 66 (it is impossible to teach about the medium without some reference to them), they are certainly not the primary concern.

C. The majority of the students entering the AVT program are, in spite of what they have been told prior to registration, greatly desirous of a career in the broadcast field. They aspire to be newscasters, directors, camerapersons, "stars." CMS 66, through its emphasis upon production---and this early on in the students' learning experience---tends to reinforce these unrealistic aspirations.

D. AVT 12 does treat production, very thoroughly. The course description states:

Theory and practice of typical small studio color television systems, including color alignment, lighting, electronic editing in various tape formats, and switching. Considerable emphasis will be placed upon production techniques (staging, setting, etc.) commonly employed in training and other instructional program formats.

Thus, it must be apparent that the essential difference between AVT 12 and CMS 66 is not so much the general subject matter of television production but the approach taken to teaching the specifics of the medium. There is no real need for teaching the aesthetic aspects of
the medium, certainly not at this early stage when the student should be so carefully oriented to the kind of job he will be expected to perform as an AV technician. If, on the other hand, after the student has completed the core requirements of his/her curriculum, should he/she still desire further study in video production, it is perfectly reasonable that the advanced CMS 67 could be taken as an elective.

3. DUPLICATION:

Borough of Manhattan C.C. has recently begun a curriculum called Corporate and Cable TV Communications. The curriculum, however, is more oriented toward production and not toward the technology of the medium. Moreover, B.C.C.'s program has been in operation for nearly two years.

4. IS CURRICULUM OR COURSE WITHIN SCOPE OF COLLEGE?

(a) Can present faculty and staff conduct program? yes

(b) List additional equipment needed. NA

(c) Space:
   If additional space is required, describe in detail. NA

5. IS A GRANT INVOLVED?

Yes. VEA, 2nd year.

6. COURSE BREAKDOWN OF CURRICULUM OR COURSE CATALOGUE DESCRIPTION:

See attached pattern sheet.