

**BRDCSTG 017** , Section 0426

FALL 2013

Class meetings: **Tuesdays & Thursdays, 1:00-2:35 PM, HLRC 103**

Welcome to the Broadcasting – Voice Over Class

**Course Syllabus Outline (Revised and Updated 8/22/2013)**  
**Voiceover Acting for Radio, TV and Multimedia**

**Instructor:** Kristof Konrad – please email with questions or if you will be absent from class.

**Required Text:**

*There's Money Where Your Mouth Is: Acomplete Insider's Guide to Earning Income and Building a Career in Voice-overs* (third edition)by Elaine Clark. ( online)  
**ISBN 978-1-58115-878-6 (alk.paper)**

WLAC Student Learning Outcomes:

- A. Critical Thinking:
- B. Communication:
- C. Quantitative Reasoning:
- D. Self-awareness/Interpersonal Skills:
- E. Civic Responsibility:
- F. Technical Competence:
- G. Cultural Diversity:
- H. Ethics:
- I. Aesthetics:

Divisional Student Learning Outcomes:

- 1. Secure Technique
- 2. Cultivate relationship to other disciplines
- 3. Develop individual creative process
- 4. Practice and develop creative routine
- 5. Discover inspiration and how to use it- relevance and value
- 6. Learn self-assessment for personal fulfillment and growth

Student Learning Outcome for this course:

- 1.** Introduction to voiceover acting techniques for radio and television commercials, multimedia, and other audio and video presentations.
- 2.** Extensive reading aloud and recording for critique.

3. Class will provide information on the industry, professional work and studio etiquette, and marketing techniques.

4. At completion of class, the student will understand where they might fit in the industry and will know what steps to take next.

### **Teaching Methods:**

Instructor lectures. Quizzes and other tests on standard industry practices. Student participation and critique. Study of actual programs, commercials, presentations. Writing, rewriting or transcribing of copy.

**Objectives:** For satisfactory completion of this course it is necessary to:

1. Participate in-class exercises, take quizzes/tests, and deliver homework on time
2. Demonstrate willingness to be directed and critiqued
3. Demonstrate self-awareness of current and potential abilities, as well as the ability to analyze current trends in the industry, by submitting assigned self-evaluations and selecting appropriate material for potential demo, including transcribing/collecting, rewriting and writing copy

**Academic and Vocational Goals:** Successful completion of this course should provide the student with:

1. A practical understanding of the voice over business and what it takes to succeed
2. Experience reading a large variety of copy
3. Sufficient knowledge and practice to be able to determine if further study is recommended

### **Scope and Content (Tentative – depending on individual class):**

Week 1	Introduction/Initial Self-evaluation
Week 2	Breathing, Articulation, Inflection
Weeks 3-6	Commercial copy — Straight, Real Person, Multi-voice
Weeks 7-10	Characters /Cartoons
Weeks 10-11	Narration/Industrial and other long form or specialized copy
Week 12	Begin final project/Review VO basics
Week 13	Agents/work on final project
Week 14	Marketing/work on final project
Week 15-16	Individual review of final projects and evaluation

### **Evaluation:**

Attendance and Class participation	20%
Quizzes/other tests/other Assignments	15%
Assignments	45%
Final Project (develop copy for potential demo tape)	20%

(Please note that these are suggested evaluation assignments and may change depending on the individual class.)

### **Class Attendance/Participation:**

20% of the final grade in this class will be affected by active participation, including attendance, as follows: Students will be permitted 3 unexcused absences per semester. Any absence above this number will lower the student's grade by one point for each additional unexcused absence. **It is the student's responsibility to drop all classes in which he/she is no longer attending.**

It is the instructor's discretion (choice) to withdraw a student after the add/drop deadline due to excessive absences. Students are required to attend class regularly and to complete all assignments in order to receive a grade. Students will be automatically dropped after three unexcused absences. Each event of tardiness will be counted as one-half of an absence. Promptness for class is required. Additionally, you will silence cell phones during class and will not read or answer email or text messages during class. You will receive a warning the first time. The next time, you will be assessed a point.

Students who remain enrolled in a class beyond the published withdrawal deadline as stated in the class schedule will receive an evaluative letter grade in this class.

### **Suggested Reading:**

Subscribe to [www.voiceoverxtra.com](http://www.voiceoverxtra.com). "*The Art of Voice Acting: The Craft and Business of Performing for Voice-Over*" by James R. Alburger

**Note:** At the discretion of the instructor, the organization and presentation of class materials, There will be no incompletes in this class.

**Questions/Concerns/Problems:** Please first address any questions, concerns or problems with me. If we are unable to come to an agreement, please contact the Chair of the Department before moving on to the Dean.

**Code of Conduct:** Students are expected to be honest and ethical at all times in their pursuit of academic goals. Any written work required will need to be original work created on your own. Students who are found in violation of above will receive an "F" grade (zero points) on the assignment in question.

**THERE WILL BE ABSOLUTELY NO TEXTING, MAKING AND RECEIVING PHONE CALLS IN THE CLASS. IF YOU MUST RECEIVE OR MAKE A CALL IN CASE OF EMERGENCY-PLEASE TAKE IT OUTSIDE OF THE CLASS.**

**Academic Freedom:** Academic institutions exist for the transmission of knowledge, the pursuit of truth, the development of students, and the general well being of society. Free inquiry and free expression in a mutually respectful environment are indispensable to the attainment of these goals. Such freedom shall be recognized as a right of all students, faculty, staff, and administrators.