Course unit title:	Digital Audio Production
Course unit code:	AMDM300
Type of course unit:	Required
Level of course unit:	Bachelor (1st cycle)
Year of study:	3
Semester when the unit is delivered:	5 (Fall)
Number of ECTS credits allocated :	6
Learning outcomes of the course unit:	1. Understand basic principles of sound theory 2. Understand audio production for digital marketing purposes employed in typical equipment setups and environments 3. Identify types of microphones and loudspeakers 4. Operate basic audio production equipment 5. Perform basic audio editing of recorded material 6. Apply various filter/EQ types, dynamic and effects processors 7. Perform basic mixing and mastering 8. Produce and publish audio content for online promotional marketing
Mode of delivery:	Face-to-face
Prerequisites:	AMDM100 Co-requisites: None
Recommended optional program components:	None

Course contents:	**Basic principles of sound theory**
	    Sound waves, frequency and amplitude
	    The decibel scale and loudness
	
	Audio production for digital marketing purposes
	    Audio is the next big thing in digital marketing
	    Typical equipment setups and environments
	
	Microphones and loudspeakers
	    Types of microphones
	    Microphone selection
	    Loudspeakers and listening environments
	
	Audio production equipment
	    Basic operation
	    Tips and tricks for high quality sound recordings
	
	Digital audio editing of recorded material
	    Basic audio editing procedures
	
	Advanced editing
	    Filter/EQ types, dynamic and effects processors
	
	Mixing and mastering
	    Mixing speech with music
	    Mastering for broadcast and online publishing
	
	Project
	    Produce and publish audio content for online promotional marketing

Recommended and/or required reading:	

	Fries, B., & Fries, M. (2005). Digital audio essentials. Sebastopol, CA: O'Reilly.
Textbooks:	
References:	Fries, B., & Fries, M. (2005). Digital audio essentials. Sebastopol, CA: O'Reilly. Pohlmann, K. (2011). Principles of digital audio (6th ed.). New York: McGraw-Hill.
Planned learning activities and teaching methods:	Lectures supported by power point presentations, audio examples and class discussions. Use of lab equipment to demonstrate audio production techniques. Provide students with hands on experience to carry out the lab exercises as well as elaborate and implement their final project.
Assessment methods and criteria:	▪ Midterm: 15% ▪ Lab exercise 1: 15% ▪ Lab exercise 2: 15% ▪ Final project: 55%
Language of instruction:	English
Work placement(s):	Not applicable