

Audio/Video Production III – SYLLABUS
SPC Dual Credit FLMC-2444-296 BMATC

Instructor: Ben Lawson
Office Phone: (806) 219-2840
Email: ben.lawson@lubbockisd.org

Course Overview

This is an advanced course for students who have completed Audio/Video Production II and are committed to learning advanced writing, videography, and editing skills. Students should be able to follow guidelines and meet deadlines with the ability to work individually and as part of a team. This course will examine professional writing, broadcast/streaming trends, and social media.

Student Responsibilities

- 1.) Weekly studio production crew for Lubbock ISD Communication & Community Relations show *Highlights*.
- 2.) Production of a half-hour, bi-weekly show to air on Lubbock ISD-TV.
 - a.) *Stories produced for this show will require students to work outside of regular class time.*
- 3.) Completion of required crew credits for Lubbock ISD-TV productions including sports, fine arts, instructional, and other events.
 - a.) *Completion of these credits will require students to work outside of regular class time.*
- 4.) Production of Public Service Announcements, promotional videos, and other special projects as assigned by Lubbock ISD-TV staff.
- 5.) Students will train to pass the Adobe Certified Professional exam for Visual Effects and Motion Graphics using Adobe After Effects

Required Materials

1 SD card; (to be left in classroom for use as needed)

Team Work

Teamwork is a huge part of this class. Students will be expected to work well with a variety of individuals, respect others, share ideas, and be able to provide and receive constructive criticism.

Use of Equipment/Studio

We will work with professional grade equipment and in a state of the art studio. You will be expected to take care of the equipment and treat our facility with care. ***Misuse or abuse of equipment will result in losing the privilege to use it.***

Project Guidelines

All projects must be school appropriate. Projects may **NOT** include: graphic violence, sex, drugs, guns, gangs, vulgarity, racism, suicide or any other material deemed inappropriate by the teacher. All projects should reflect positively on yourself, your school, and the school district.

Use of Artificial Intelligence (AI)

All projects must follow the District's AI Policy. We will use the accompanying *Generative AI Assignment Protocol* for guidance.

Grading/Crew Credits

This is an advanced class; you will be expected to work independently and efficiently. Distracting others or wasting time will cause your grade to drop. Project grades will be based on an assessment of your work. Students will earn at least 4 crew credits per 9 weeks as assigned by your instructor.

We will use the accompanying *Video Project Scoring Rubric* for project grading. Modifications may be made depending on the project goals.

We will use the accompanying *Participation Rubric* for assessing participation in class, studio, and group work.

We will use the accompanying *Crew Credit Rubric* for assessing the awarding for Crew Credits.

The Lubbock Independent School District offers career and technical education programs in 13 career clusters. It is the policy of the Lubbock Independent School District not to discriminate on the basis of race, color, national origin, sex, handicap, or age in its employment practices. [Política de no discriminación](#)

2025-2026 South Plains College Course Syllabi Statements: southplainscollege.edu/syllabusstatements