Media Production and Design (MPAD) Courses

MPAD 1001 [0.5 credit]
Introduction to Storytelling: The Context
Theories, origins and evolution of story within society as the digital age shapes the way we construct and consume narratives. How stories are conceived through words, sound and images, and how they resonate with and influence audiences.
Lectures three hours a week.

MPAD 2001 [0.5 credit]
Basics of Visual Communication I
Introduction to visual storytelling through video. Students develop editorial and technical skills to produce video stories that include scripting to images. Students will also learn the basics of video shooting on a range of equipment as well as basic video editing skills.
Workshop three hours a week.

MPAD 2002 [0.5 credit]
Basics of Visual Communication II
This course expands from video theory and practice to still photography and multimedia projects, with emphasis on hands-on work with a theoretical underpinning, giving students the practical and technical skills to tell stories in multiple formats.
Workshop three hours a week.

MPAD 2003 [0.5 credit]
Introductory Data Storytelling
Governments use data for tracking. Numbers guide public policy and can become powerful and important stories. Students will gain a theoretical understanding of the promise and pitfalls of data availability alongside the practical skills needed for powerful data-based storytelling.
Workshop three hours a week.

MPAD 2004 [0.5 credit]
Writing for Media
This course tests student baseline skills, then develops writing capabilities tailored to specific media formats. Coursework is based on the principle that the best way to improve technique is through regular writing and timely constructive critiques.
Workshop three hours a week.

MPAD 2501 [0.5 credit]
Media Law
A survey of laws that affect the Canadian media. Specific areas include the development of freedom of expression, the Charter of Rights and Freedoms, and statutory and common law limitations on freedoms of the press, including publication bans, libel and contempt of court.
Also listed as JOUR 2501.
Lectures three hours a week.

MPAD 3300 [0.5 credit]
Media Ethics in a Digital World
An examination of ethical issues relating to production of news and other forms of information content, particularly as they relate to digital environments. Discussion of various approaches to ethical decision-making, application in contemporary settings.
Also listed as JOUR 3300.
Lectures three hours a week.

MPAD 3501 [0.5 credit]
Internet and Big Data Law
The legal use of big data to create content and analyze information. Who owns data; privacy and security implications within a legal landscape fraught with legal concerns and policy challenges.
Lectures three hours a week.

MPAD 4000 [1.0 credit]
Capstone Project
Student groups develop a capstone project beginning with story development and planning, completion of a story design document including project description, research, key vistas and sketches or storyboards. Group presentations leading to final media project at the end of second term.

MPAD 4200 [0.5 credit]
Freelance Media Survival Skills
Preparation for freelancing to publications and production houses. Resumes, finding potential buyers, interviews, establishing and marketing an individual as a business, accounting and management and dealing with taxes and benefits. Pitching stories, ideas and services.
Lectures three hours a week.

MPAD 4300 [0.5 credit]
Special Topic
Students will choose a topic from a list of journalism options, to be announced each year.

Summer session: some of the courses listed in this Calendar are offered during the summer. Hours and scheduling for summer session courses will differ significantly from those reported in the fall/winter Calendar. To determine the scheduling and hours for summer session classes, consult the class schedule at central.carleton.ca

Not all courses listed are offered in a given year. For an up-to-date statement of course offerings for the current session and to determine the term of offering, consult the class schedule at central.carleton.ca