

# Media Production and Design (MPAD)

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## 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 1002 [0.5 credit]

#### Introduction to Storytelling: The Practice

Finding and telling stories in engaging ways using interactive digital mediums. Assignments build basic skills that may include research, interviewing, writing, storytelling, prototyping, editing, and ethics while focussing on how to structure and develop a fact-based digital media project for dissemination.

Includes: Experiential Learning Activity

Prerequisite(s): MPAD 1001.

Workshop three hours a week.

### MPAD 2001 [0.5 credit]

#### Basics of Visual Communication I

Introducing visual storytelling through an array of print, digital, and /or interactive media. Students will explore concepts such as visual literacy, rules of composition, and iconography while learning industry-standard software and tools.

Includes: Experiential Learning Activity

Prerequisite(s): MPAD 1002.

Workshop three hours a week.

### MPAD 2002 [0.5 credit]

#### Basics of Visual Communication II

This course expands on the concepts introduced in MPAD 2001 while introducing additional visual storytelling theories and skills. Students will explore how visual storytelling is incorporated within multimedia projects using a wide range of techniques and tools.

Includes: Experiential Learning Activity

Prerequisite(s): MPAD 2001.

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.

Includes: Experiential Learning Activity

Prerequisite(s): MPAD 1002.

Workshop three hours a week.

### MPAD 2004 [0.5 credit]

#### Writing for Media

Honing of essential writing skills while building on students' baseline capabilities. Coursework is based on the principle that the best way to improve technique is through regular writing and editing, supported by constructive critiques.

Includes: Experiential Learning Activity

Prerequisite(s): MPAD 1002.

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 COMS 2501, JOUR 2501.

Prerequisite(s): Second-year standing in the Bachelor of Media Production and Design program.

Lectures three hours a week.

### MPAD 3000 [0.5 credit]

#### Directed Studies

Directed Studies on select topics. Students interested in pursuing this course need to contact a faculty member to discuss a proposed directed study.

Prerequisite(s): Third year standing in Media Production and Design or permission from the School of Journalism and Communication.

Unscheduled.

### MPAD 3001 [0.5 credit]

#### Storytelling and Social Media

Exploring the different ways social media platforms can be used to tell stories. Through production and/or critiquing of social media content and trends students will learn about social media's impact and how they can be responsible digital citizens.

Includes: Experiential Learning Activity

Prerequisite(s): MPAD 2004.

Lecture three hours a week.

**MPAD 3002 [0.5 credit]****Civic Engagement and Public Institutions I**

Introduces the importance of civic engagement in Canada, and how communities make decisions about the economy, justice, environment, and/or security. How public policy is made, the role of the public and how the media analyze information, develop ideas, and produce stories. Prerequisite(s): third-year standing in the Bachelor of Media Production and Design or the Bachelor of Journalism, or third-year standing and enrollment in the Minor in News Media and Information. Lectures three hours a week.

**MPAD 3003 [0.5 credit]****Civic Engagement and Public Institutions II: Minor Design Project**

Drawing on the theory and case studies presented in the fall, students will create a multimedia project involving the various development stages that will be employed in the final-year capstone project, including research, project management and/or community engagement. Includes: Experiential Learning Activity Prerequisite(s): MPAD 2004 and MPAD 3002. Workshop 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. Prerequisite(s): MPAD 2501. 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. Prerequisite(s): JOUR 2501 or MPAD 2501 and third-year standing in the Bachelor of Media Production and Design or in the Bachelor of Journalism, or third-year standing and enrollment in the Minor in News Media and Information. Lectures three hours a week.

**MPAD 3600 [0.5 credit]****Special Topic**

Examination of a topic in storytelling and media not covered in depth in other courses. Prerequisite(s): third-year standing in the Bachelor of Media Production and Design program. Lecture three hours a week.

**MPAD 3999 [0.0 credit]****Co-operative Work Term**

Includes: Experiential Learning Activity Prerequisite(s): MPAD 2002.

**MPAD 4000 [1.0 credit]****Capstone Project**

Student groups work in collaboration with partner organizations from the community to develop capstone projects beginning with story development and planning, completion of a story design document including project description, research, key vistas and sketches/storyboards. Group presentations lead to final media project in second term. Includes: Experiential Learning Activity Prerequisite(s): MPAD 2002, MPAD 3003, ITEC 2100, ITEC 2400 and fourth-year standing in the Bachelor of Media Production and Design program.

**MPAD 4001 [0.5 credit]****Media Industries Now and Next**

Changes in the media, the public's relationship with the media and how journalists, news organizations and other media players respond. Practical issues and challenges in the professional life of an information producer. Also listed as JOUR 4001. Prerequisite(s): Fourth-year standing in the Bachelor of Media Production and Design program. Lectures and discussions three hours a week.

**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. Pitching stories, ideas and services. Prerequisite(s): MPAD 2004 and fourth-year standing in the Bachelor of Media Production and Design program. 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. Also listed as JOUR 4300. Prerequisite(s): Fourth-year standing in the Bachelor of Media Production and Design program. Seminar three hours a week.

**MPAD 4400 [0.5 credit]****Directed Studies**

Directed study on select topics. Students interested in pursuing this course need to contact a faculty member to discuss a proposed directed study.

Prerequisite(s): Third year standing in Media Production and Design or permission from the School of Journalism and Communication.

Unscheduled.

**MPAD 4403 [0.5 credit]****Professional Skills: Strategic Communication**

Workshop pairing student teams with non-profit groups that are in need of strategic communication advice.

Instruction in planning and implementation.

Includes: Experiential Learning Activity

Also listed as JOUR 4403.

Prerequisite(s): MPAD 2004 and fourth year standing.

Lecture and practicum three hours a week.

**MPAD 4500 [0.5 credit]****Special Topic**

Examination of a topic in storytelling and media not covered in depth in other courses.

Also listed as JOUR 4500.

Prerequisite(s): Fourth-year standing in the Bachelor of Media Production and Design program.

Seminar three hours a week.

**MPAD 4501 [0.5 credit]****Gender, Identity and Inequality**

How social concepts of gender, identity and inequality influence journalism. Theoretical and textual analysis. Historical and contemporary case studies from mainstream and alternative media exploring journalistic expression, professional practices, status and expectations, and cultural representations.

Includes: Experiential Learning Activity

Also listed as JOUR 4501.

Prerequisite(s): fourth-year standing in the Bachelor of Media Production and Design program.

Seminar three hours a week.

**MPAD 4502 [0.5 credit]****Journalism and Conflict**

For as long as there has been conflict between peoples, there have been those who bear witness and recount their observations. This course examines journalism and conflict with an emphasis on journalistic perspectives but also through discussion of interdisciplinary literature and academic research.

Includes: Experiential Learning Activity

Also listed as JOUR 4502.

Prerequisite(s): fourth-year standing in the Bachelor of Media Production and Design program.

Seminar three hours a week.

**MPAD 4503 [0.5 credit]****Journalism, Indigenous Peoples and Canada**

Students will explore how journalism in Canada has been associated with colonialism, be challenged to confront misrepresentation in the news media, and learn to consider new strategies and ethical frameworks for covering Indigenous people in the era of reconciliation.

Includes: Experiential Learning Activity

Also listed as JOUR 4503.

Prerequisite(s): fourth-year standing in the Bachelor of Media Production and Design program.

Seminar three hours a week.

**MPAD 4504 [0.5 credit]****The Media and International Development**

A critical examination of the use of journalism as an instrument of international development, historically and currently. To what extent have these efforts been successful? On what grounds are they justified? In what regard have they been instruments of propaganda.

Includes: Experiential Learning Activity

Also listed as JOUR 4504.

Prerequisite(s): fourth-year standing in the Bachelor of Media Production and Design program.

Seminar three hours a week.

**MPAD 4906 [1.0 credit]****Capstone Projects: Translational Approach to Indigenous Community Wellness**

This course involves co-developing an Indigenous community-led process or product that addresses a current and specific mental health issue with students from other departments at Carleton University. Involves working in interdisciplinary groups with a community partner. This course may be taken instead of MPAD 4000.

Includes: Experiential Learning Activity

Also listed as ENSC 4909, ISAP 4909, NEUR 4906.

Precludes additional credit for ENSC 4906, ISAP 4906, ISAP 4907, ISAP 4908, NEUR 4905, NEUR 4907, NEUR 4908.

Prerequisite(s): MPAD 2002, MPAD 3003, ITEC 2100, ITEC 2400 and fourth-year standing in the Bachelor of Media production and Design program.

Seminars or workshops three hours a week. A field trip to the partner community is typically required.