

# Media Production and Design

This section presents the requirements for programs in:

- **Media Production and Design B.M.P.D. Honours**

## Program Requirements

### Media Production and Design B.M.P.D. Honours (20.0 credits)

#### A. Credits Included in the Major (12.5 credits)

<b>1. 2.0 credits in:</b>	<b>2.0</b>
ITEC 1005 [0.5] Web Development	
ITEC 1100 [0.5] Introduction to Interactive Media Design	
MPAD 1001 [0.5] Introduction to Storytelling: The Context	
MPAD 1002 [0.5] Introduction to Storytelling: The Practice	
<b>2. 1.0 credits in:</b>	<b>1.0</b>
ITEC 1401 [0.5] Introduction to Scripting and & ITEC 2401 [0.5] Problem Solving Intermediate Scripting	
Or	
ITEC 1400 [0.5] Introduction to Programming and & ITEC 2400 [0.5] Problem Solving Intermediate Programming	
<b>3. 3.0 credits in:</b>	<b>3.0</b>
ITEC 2100 [0.5] Data Visualization	
MPAD 2001 [0.5] Basics of Visual Communication I	
MPAD 2002 [0.5] Basics of Visual Communication II	
MPAD 2003 [0.5] Introductory Data Storytelling	
MPAD 2004 [0.5] Writing for Media	
MPAD 2501 [0.5] Media Law	
<b>4. 3.0 credits in:</b>	<b>3.0</b>
ITEC 3100 [0.5] Immersive Storytelling	
MPAD 3001 [0.5] Storytelling and Social Media	
MPAD 3002 [0.5] Civic Engagement and Public Institutions I	
MPAD 3003 [0.5] Civic Engagement and Public Institutions II: Minor Design Project	
MPAD 3300 [0.5] Media Ethics in a Digital World	
MPAD 3501 [0.5] Internet and Big Data Law	
<b>5. 2.0 credits in:</b>	<b>2.0</b>
MPAD 4000 [1.0] Capstone Project or MPAD 4906 [1] Capstone Projects: Translational Approach to Indigenous Community Wellness	
MPAD 4001 [0.5] Media Industries Now and Next	
MPAD 4200 [0.5] Freelance Media Survival Skills	
<b>6. 0.5 credit from:</b>	<b>0.5</b>
MPAD 3000 [0.5] Directed Studies	
MPAD 4300 [0.5] Special Topic	
MPAD 4400 [0.5] Directed Studies	
MPAD 4403 [0.5] Professional Skills: Strategic Communication	
MPAD 4500 [0.5] Special Topic	

MPAD 4501 [0.5] Gender, Identity and Inequality	
MPAD 4502 [0.5] Journalism and Conflict	
MPAD 4503 [0.5] Journalism, Indigenous Peoples and Canada	
MPAD 4504 [0.5] The Media and International Development	
<b>7. 0.5 credit from:</b>	<b>0.5</b>
ITEC 4012 [0.5] Web Application Frameworks	
ITEC 4014 [0.5] User Experience Design and Accessibility	
ITEC 4015 [0.5] Designing and Producing Sound	
ITEC 4016 [0.5] Virtual and Augmented Reality	
ITEC 4019 [0.5] Directing and Cinematography for Digital Storytelling	
ITEC 4021 [0.5] Empirical Research Methods in HCI	
<b>8. 0.5 credit from:</b>	<b>0.5</b>
INDG 1010 [0.5] Indigenous Ways of Knowing	
INDG 1011 [0.5] Introduction to Indigenous-Settler Encounters	
INDG 2011 [0.5] Critical Indigenous Studies	
INDG 2012 [0.5] Anishinaabe Ontologies	
INDG 2013 [0.5] Haudenosaunee Ontologies	
INDG 2015 [0.5] Indigenous Relationalities, Kinships, and Knowledges	
INDG 2020 [0.5] Indigenous Feminisms: Perspectives on Gender, Sex, and Sexualities	
INDG 2709 [0.5] Indigenous Drama	
INDG 3001 [0.5] Indigenous Sovereignties	
INDG 3015 [0.5] Indigenous Cosmologies	
<b>B. Credits Not Included in the Major (7.5 credits)</b>	
<b>9. 7.5 credits in free electives</b>	<b>7.5</b>
<b>Total Credits</b>	<b>20.0</b>

## Bachelor of Media Production and Design Regulations

In addition to the requirements presented here, students must satisfy the University regulations common to all undergraduate students including the process of Academic Continuation Evaluation (consult the *Academic Regulations of the University* section of this Calendar).

### 0000-Level Courses

Students in the B.M.P.D. program may not count any 0000-level courses for credit toward their degree. Such students may, however, be required to take one or more of these courses to replace missing program prerequisites in which case the courses will be set aside as “no credit for degree” (NCD).

### Academic Continuation Evaluation for Bachelor of Media Production and Design (Honours)

Students in the B.M.P.D. (Honours) follow the continuation requirements for Honours programs, as described in Section 3.2.6 of the *Academic Regulations of the University*, with the following addition:

- Students with 15.5 or more program credits completed, but who have a Major CGPA less than 6.00, will be required to leave the B.M.P.D. program with the decision *Required to Withdraw for Two Terms* (WT).

## Co-operative Education

For more information about how to apply for the Co-op program and how the Co-op program works please visit the Co-op website.

All students participating in the Co-op program are governed by the Undergraduate Co-operative Education Policy.

### Undergraduate Co-operative Education Policy

#### Admission Requirements

Students can apply to Co-op in one of two ways: directly from high school, or after beginning a degree program at Carleton.

If a student applies to a degree program with a Co-op option from high school, their university grades will be reviewed two terms to one year prior to their first work term to ensure they meet the academic requirements after their first or second year of study. The time at which the evaluation takes place depends on the program of study. Students will automatically receive an admission decision via their Carleton email account.

Students who did not request Co-op at the time they applied to Carleton can request Co-op after they begin their university studies. To view application instructions and deadlines, please visit [carleton.ca/co-op](http://carleton.ca/co-op).

To be admitted to Co-op, a student must successfully complete 5.0 or more credits that count towards their degree, meet the minimum CGPA requirement(s) for the student's Co-op option, and fulfil any specified course prerequisites. To see the unique admission and continuation requirements for each Co-op option, please refer to the specific degree programs listed in the Undergraduate Calendar.

#### Participation Requirements

##### COOP 1000

Once a student has been given admission or continuation confirmation to the co-op option s/he must complete and pass COOP 1000 (a mandatory online 0.0 credit course). Students will have access to this course a minimum of two terms prior to their first work term and will be notified when to register.

#### Communication with the Co-op Office

Students must maintain contact with the co-op office during their job search and while on a work term. All email communication will be conducted via the students' Carleton email account.

#### Employment

Although every effort is made to ensure a sufficient number of job postings for all students enrolled in the co-op option of their degree program, no guarantee of employment can be made. Carleton's co-op program operates a competitive job search process and is dependent upon current market conditions. Academic performance, skills, motivation, maturity, attitude and potential will determine whether a student is offered a job. It is the student's responsibility to actively conduct a job search in addition to participation in the job search process

operated by the co-op office. Once a student accepts a co-op job offer (verbally or written), his/her job search will end and access to co-op jobs will be removed for that term. Students that do not successfully obtain a co-op work term are expected to continue with their academic studies. The summer term is the exception to this rule. Students should also note that hiring priority is given to Canadian citizens for co-op positions in the Federal Government of Canada.

#### Registering in Co-op Courses

Students will be registered in a Co-op Work Term course while at work. The number of Co-op Work Term courses that a student is registered in is dependent upon the number of four-month work terms that a student accepts.

While on a co-op work term students may take a maximum of 0.5 credit throughout each four-month co-op work term. Courses must be scheduled outside of regular working hours.

Students must be registered as full-time before they begin their co-op job search. All co-op work terms must be completed before the beginning of the final academic term. Students may not finish their degree on a co-op work term.

#### Work Term Assessment and Evaluation

To obtain a Satisfactory grade for the co-op work term students must have:

1. A satisfactory work term evaluation by the co-op employer;
2. A satisfactory grade on the work term report.

Students must submit a work term report at the completion of each four-month work term. Reports are due on the 16th of April, August, and December and students are notified of due dates through their Carleton email account.

Workplace performance will be assessed by the workplace supervisor. Should a student receive an unsatisfactory rating from their co-op employer, an investigation by the co-op program manager will be undertaken. An unsatisfactory employer evaluation does not preclude a student from achieving an overall satisfactory rating for the work term.

#### Graduation with the Co-op Designation

In order to graduate with the co-op designation, students must satisfy all requirements for their degree program in addition to the requirements according to each co-op program (i.e. successful completion of three or four work terms).

Note: Participation in the co-op option will add up to one additional year for a student to complete their degree program.

#### Voluntary Withdrawal from the Co-op Option

Students may withdraw from the co-op option of their degree program during a study term ONLY. Students at work may not withdraw from the work term or the co-op option until s/he has completed the requirements of the work term.

Students are eligible to continue in their regular academic program provided that they meet the academic standards required for continuation.

### Involuntary or Required Withdrawal from the Co-op Option

Students may be required to withdraw from the co-op option of their degree program for one or any of the following reasons:

1. Failure to achieve a grade of SAT in COOP 1000
2. Failure to pay all co-op related fees
3. Failure to actively participate in the job search process
4. Failure to attend all interviews for positions to which the student has applied
5. Declining more than one job offer during the job search process
6. Continuing a job search after accepting a co-op position
7. Dismissal from a work term by the co-op employer
8. Leaving a work term without approval by the Co-op manager
9. Receipt of an unsatisfactory work term evaluation
10. Submission of an unsatisfactory work term report

### Standing and Appeals

The Co-op and Career Services office administers the regulations and procedures that are applicable to all co-op program options. All instances of a student's failure during a work term or other issues directly related to their participation in the co-op option will be reported to the academic department.

Any decision made by the Co-op and Career Services office can be appealed via the normal appeal process within the University.

### International Students

All International Students are required to possess a Co-op Work Permit issued by Immigration, Refugees and Citizenship Canada before they can begin working. It is illegal to work in Canada without the proper authorization. Students will be provided with a letter of support to accompany their application. Students must submit their application for their permit before being permitted to view and apply for jobs on the Co-op Services database. Confirmation of a position will not be approved until a student can confirm they have received their permit. Students are advised to discuss the application process and requirements with the International Student Services Office.

### Bachelor of Media Production and Design: Co-op Admission and Continuation Requirements

- Maintain full-time status in each study term;
- Be eligible to work in Canada (for off-campus work);
- Have successfully completed COOP 1000 .

In addition to the following:

1. Registered as a full-time student in the B.M.P.D. Honours program;
2. Successfully completed 5.0 or more credits;

3. Successfully completed, by the start-date of the first work term, MPAD 2002;
4. Obtained an Overall CGPA of at least 9.0. This CGPA must be maintained throughout the duration of the degree.

B.M.P.D. Honours students must successfully complete three (3) work terms to obtain the Co-op Designation.

**Work Term Course:** MPAD 3999

### Work/Study Pattern:

Year 1		Year 2		Year 3		Year 4		Year 5	
Term	Pattern	Term	Pattern	Term	Pattern	Term	Pattern	Term	Pattern
Fall	S	Fall	S	Fall	S	Fall	W	Fall	S
Winter	S	Winter	S	Winter	S	Winter	W	Winter	
Summer		Summer	W	Summer	W	Summer	S		

### Legend

**S:** Study

**W:** Work

### Admissions Information

Admission requirements are based on the Ontario High School System. Prospective students can view the admission requirements through the Admissions website at [admissions.carleton.ca](http://admissions.carleton.ca). The overall average required for admission is determined each year on a program-by-program basis. Holding the minimum admission requirements only establishes eligibility for consideration; higher averages are required for admission to programs for which the demand for places by qualified applicants exceeds the number of places available. All programs have limited enrolment and admission is not guaranteed. Some programs may also require specific course prerequisites and prerequisite averages and/or supplementary admission portfolios. Consult [admissions.carleton.ca](http://admissions.carleton.ca) for further details.

**Note:** If a course is listed as recommended, it is not mandatory for admission. Students who do not follow the recommendations will not be disadvantaged in the admission process.

### Degree

- Bachelor of Media Production and Design (B.M.P.D. Honours)

### Admission Requirements

#### First Year

The Ontario Secondary School Diploma (OSSD) or equivalent including a minimum of six 4U or M courses.

The six 4U or M courses must include English and one of Advanced Functions, or Calculus and Vectors, or Mathematics of Data Management. Advanced Functions is recommended.

#### Advanced Standing

Applications for admission beyond first year will be assessed on their merits. Applicants must normally be Eligible to Continue in their year level, in addition to meeting the CGPA thresholds described in Section 3.1.9 of the Academic Regulations of the University. Advanced standing will be granted only for those assessed to be appropriate for the program.

## Co-op Option

### Direct Admission to the First Year of the Co-op Option

Applicants must:

1. meet the required overall admission cut-off average and prerequisite course average. These averages may be higher than the stated minimum requirements;
2. be registered as a full-time student in the Bachelor of Media Production and Design program;
3. be eligible to work in Canada (for off-campus work placements).

Meeting the above requirements only establishes eligibility for admission to the program. The prevailing job market (and thus the availability of co-op placement) may limit enrolment in the co-op option.

**Note:** continuation requirements for students previously admitted to the co-op option and admission requirements for the co-op option after beginning the program are described in the Co-operative Education Regulations section of this Calendar.

## Information Technology (ITEC) Courses

### ITEC 1005 [0.5 credit]

#### Web Development

Introduction to Web development. Combining graphics, text, audio, and video to create Web sites; developing different, major working Web sites on an individual basis and in groups, using valid HTML5, cascading style sheets (CSS3), JavaScript and XML structures.

Precludes additional credit for IMD 1005.

Lectures and tutorials five hours a week.

### ITEC 1100 [0.5 credit]

#### Introduction to Interactive Media Design

Introduction to interactive multimedia and design, focused on the production and processes of animation, visual fx, game design and development, web design and development, and user experience/interfaces. Topics include: mark-up languages, design process/problem-solving tools, human-centered design, product development, ethics, and copyright and intellectual property.

Precludes additional credit for IMD 1000.

Prerequisite(s): For students not enrolled in CSIT programs.

Lectures three hours a week.

### ITEC 1400 [0.5 credit]

#### Introduction to Programming and Problem Solving

Introduction to basic concepts of procedural programming and algorithm design in C. Topics include: basic variables, functions, operators, program control with iteration and conditionals, I/O operations, text and file processing, structures, arrays, pointers, debugging, algorithmic thinking and pseudocode, computer architecture, operating systems, and libraries.

Includes: Experiential Learning Activity

Precludes additional credit for BIT 1400, COMP 1005, COMP 1405, ITEC 1401.

Lectures/tutorials six hours a week.

### ITEC 1401 [0.5 credit]

#### Introduction to Scripting and Problem Solving

Introduction to basic concepts of object-oriented scripting and algorithm design in Python. Topics include: basic variables, functions, operators, program control with iteration and conditionals, I/O operations, text and file processing, arrays, tuples, lists, debugging, algorithms and pseudocode, computer architecture, operating systems, and libraries.

Includes: Experiential Learning Activity

Precludes additional credit for BIT 1400, COMP 1005, COMP 1405, ITEC 1400.

Lectures/tutorials six hours a week.

### ITEC 2000 [0.5 credit]

#### Multimedia Data Management

Issues involving the back-end organization of information focusing on databases and database design, server-side scripting, the structured query language (SQL), digital rights management, and watermarking.

Precludes additional credit for BIT 2008, IRM 2000 (no longer offered), IMD 2000 (no longer offered).

Prerequisite(s): BIT 1400 or ITEC 1400 or ITEC 1401 and IMD 1005 or IRM 1005 or ITEC 1005.

Lectures and tutorials five hours a week.

### ITEC 2100 [0.5 credit]

#### Data Visualization

Web-based data visualization techniques and systems. Good design practices for visualization, tools for visualization of data from a variety of fields, and programming of interactive web-based visualizations focusing on JavaScript, CSS, and related libraries.

Includes: Experiential Learning Activity

Also listed as IRM 2006.

Prerequisite(s): ITEC 1005 and ITEC 1400 or ITEC 1401.

Lectures/labs five hours a week.



**ITEC 2400 [0.5 credit]****Intermediate Programming**

Introduction to object-oriented programming and algorithm design in C++. Topics include code and data encapsulation using classes and objects, inheritance, polymorphism, object-oriented design, data and code abstraction, program efficiency, user interface objects, event-driven systems, and an introduction to linked-lists and searching.

Includes: Experiential Learning Activity

Precludes additional credit for BIT 2400, COMP 1006, COMP 1406, ITEC 2401.

Prerequisite(s): ITEC 1400.

Lectures three hours a week, tutorial three hours a week.

**ITEC 2401 [0.5 credit]****Intermediate Scripting**

Introduction to advanced object-oriented scripting and algorithm design in Python. Topics include class design and encapsulation, inheritance, polymorphism, object-oriented design, data and code abstraction, program efficiency, user interface objects, event-driven systems, and an introduction to linked-lists, sorting, and searching.

Includes: Experiential Learning Activity

Precludes additional credit for BIT 2400, COMP 1006, COMP 1406, ITEC 2400.

Prerequisite(s): ITEC 1401.

Lectures/tutorials six hours a week.

**ITEC 3100 [0.5 credit]****Immersive Storytelling**

The craft of digital storytelling, creating compelling online and game-engine packages. Using a variety of narrative formats, interactive tools, and digital content, including blogs and RSS feeds, developing an in-depth story using leading edge technologies and techniques.

Includes: Experiential Learning Activity

Prerequisite(s): MPAD 2004 or CCDP 3003.

Workshop three hours a week.

**ITEC 4007 [0.5 credit]****Dynamics and Physics-Based Animation**

This course deals with the essentials of physics-based animations and dynamics; topics include basics of animation mechanics, collision detection, particle systems, and dynamic systems (cloth, fluid, and hair).

Includes: Experiential Learning Activity

Precludes additional credit for IMD 4007 (no longer offered).

Prerequisite(s): BIT 1100 and IMD 3002 or equivalent.

Lecture three hours a week, tutorial two hours a week.

**ITEC 4009 [0.5 credit]****Rigging and Advanced Character Animation**

This course covers the elements of rigging and advanced character animation; topics include the basics of forwards/inverse kinematics, controls, and weighting, essentials of human and creature rigging, retargeting, face and body motion capture, and motion studies for advanced keyframe animation.

Includes: Experiential Learning Activity

Prerequisite(s): IMD 3002 and IMD 3900 or equivalent.

Lectures three hours a week, tutorial two hours a week.

**ITEC 4010 [0.5 credit]****Visual Effects and Compositing**

This course covers the essentials of Visual FX and compositing, topics include camera setups (motion control systems), set issues, match-moving, image-based lighting, chroma-keying and object extraction, colour correction, 2D tracking, and rotoscoping.

Includes: Experiential Learning Activity

Prerequisite(s): IMD 3002 or equivalent.

Lecture three hours a week, tutorial two hours a week.

**ITEC 4011 [0.5 credit]****Artificial Intelligence for Digital Media**

This course covers the basics of artificial intelligence in games and animation, including behaviour and crowd systems (e.g. boids, reciprocal velocity obstacles, social forces, agent-based modelling, cellular automata), path finding and route planning, as well as procedural animation systems.

Includes: Experiential Learning Activity

Prerequisite(s): BIT 2400 or ITEC 2400 or ITEC 2401 or equivalent.

Lecture three hours a week, tutorial two hours a week.

**ITEC 4012 [0.5 credit]****Web Application Frameworks**

A detailed look at web application frameworks, focusing client and server-side frameworks that enable more advanced user interactions, including configuration, understanding functionality, and develop with them effectively.

Includes: Experiential Learning Activity

Prerequisite(s): IMD 1005 or ITEC 1005.

Lecture three hours a week, tutorial two hours a week.

**ITEC 4014 [0.5 credit]****User Experience Design and Accessibility**

User experience (UX) of interactive systems, including product and service design, usability and UX research. Emphasis on accessibility, with topics including creating accessible systems for users with a range of abilities, accessibility standards, and validation of designs in a practical context.

Includes: Experiential Learning Activity

Prerequisite(s): IMD 3004 or MPAD 1002.

Lecture three hours a week, tutorial two hours a week.

**ITEC 4015 [0.5 credit]****Designing and Producing Sound**

Introduces the concepts of digital audio & music specifically how it relates to digital media (games, film, mobile, etc). Topics include, digital audio recording, multitrack production and mixing, foley effects, signal processing for effect, time & spatial variations, and studio recording.

Includes: Experiential Learning Activity

Prerequisite(s): Third-year standing in any degree program.

Lecture three hours a week.

**ITEC 4016 [0.5 credit]****Virtual and Augmented Reality**

Design, development, and evaluation of virtual and augmented reality systems. Topics include VR/AR history, applications, hardware (display and input devices), software, interaction techniques for navigation, selection, manipulation, human factors, and empirical validation. Projects will use modern 3D game engines and VR/AR devices.

Includes: Experiential Learning Activity

Prerequisite(s): IMD 2006 or ITEC 3100.

Lecture three hours a week, tutorial two hours a week.

**ITEC 4017 [0.5 credit]****Photo and Non-Photo-Realistic Rendering**

This course deals with physically-based rendering methods and techniques in the global illumination field; topics include the rendering equation, ray and path tracing, radiosity rendering, photon mapping, final gather methods, materials and shaders, as well taking a look at non-photo-realistic rendering.

Includes: Experiential Learning Activity

Prerequisite(s): Third-year standing in any degree program.

Lecture three hours a week, tutorial two hours a week.

**ITEC 4018 [0.5 credit]****GPU Programming and Real-Time Rendering**

This course deals with the programming of the Graphics Processing Unit (GPU); topics include real-time rendering, shaders, and other advanced programming techniques that utilise single-instruction / multiple thread parallel processing units.

Includes: Experiential Learning Activity

Prerequisite(s): BIT 2400 or equivalent.

Lecture three hours a week, tutorial two hours a week.

**ITEC 4019 [0.5 credit]****Directing and Cinematography for Digital Storytelling**

This course covers the basics of being a director in a digital storytelling environment, including the basics of direction, dealing with actors, following scripts, and dealing with elements of cinematography; including lighting, cameras, shade, and shadow.

Includes: Experiential Learning Activity

Prerequisite(s): Third-year standing in any degree program.

Lecture three hours a week, tutorial two hours a week.

**ITEC 4020 [0.5 credit]****Environment and Architectural Modelling**

The course deals with the creation, development, and use of assets for digital environments; with specific focus on the workflows associated with scene construction and architectural modelling for a variety of real-time and non-real-time systems.

Includes: Experiential Learning Activity

Prerequisite(s): Third-year standing in any degree program.

Studio five hours a week.

**ITEC 4021 [0.5 credit]****Empirical Research Methods in HCI**

Advanced quantitative methods and conducting controlled user studies, statistically analyzing and reporting results in a research paper. Topics include history of empirical HCI, experiment design, hypothesis testing, interaction models, and scientific writing. Students complete a term-long research project.

Includes: Experiential Learning Activity

Prerequisite(s): IMD 3004 or 4th year standing in the BMPD program.

Also offered at the graduate level, with different requirements, as ITEC 5209, for which additional credit is precluded.

Lecture three hours a week.

## **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.