

MEDIA PRODUCTION

CURRICULUM

Master of Arts

DEGREE REQUIREMENTS		Credits
MP8100	Project/MRP Development	1
MP8101	Creative Research Methods	1
MP8102	Aesthetic and Communication Theory	1
MP8103	Media Entrepreneurship and Leadership	1
Two Credits from Media Production Electives OR two credits from Communication & Design Electives		2
One Credit from Interdisciplinary Electives		1
One of the Following Options:		
	Professional Project	(Milestone)
	Major Research Paper	(Milestone)

ELECTIVES

Media Production

MP8901	Internship	1
MP8904	Advanced Media Management	1
MP8907	Television Programming	1
MP8908	Business of Producing I	1
MP8909	Business of Producing II	1
MP8910	Production Management	1
MP8912	Social Justice Media	1
MP8913	Media Entrepreneurship	1
MP8915	Legal Issues in Media	1
MP8918	Ethics in Media	1
MP8921	Advanced Audio Theory	1
MP8922	Business Case Studies in Comm	1
MP8924	Canadian Television Studies	1
MP8927	Business of Music I	1
MP8939	Aboriginal Media Art	1
MP8941	Dramatic Writing	1
MP8943	Comedy Writing	1
MP8944	Writing for Animation	1
MP8945	Writ: Factual & Reality Prog.	1
MP8956	Children's Programming	1
MP8957	Documentary Production	1
MP8961	2-D and Object Animation	1
MP8964	Emerging Tech for Media Makers	1
MP8972	Television Technical Producing	1
MP8974	Aud Post-Prod and Sound Design	1
MP8975	Sound Synthesis	1
MP8979	Radio Production	1
MP8981	Beyond the Radio Format	1
MP8982	Video Compositing, Special Eff	1
MP8983	Interactive Storytelling	1
MP8984	Digital Media for Evolving Audiences	1
MP8985	Factual and Entertain Features	1
MP8986	Digital Project Lab	1
MP8987	Physical Computing	1
MP8988	Editing Specialty	1
MP8989	Media Markets/Entrepreneurship	1

MP8990	Directed Reading	1
MP8991	Directed Study	1
MP8995	Special Topics in Media Production	1
MP8996	Beyond the Radio Format	1
MP8997	Sound Media	1

Communication & Design

MP8110	Exponential Potential	1
CD8310	Topics in Cross-Cultural Comm	1
CD8320	Media Lang: Forms and Apprches	1
CD8330	Audiences and the Public	1
CD8340	Media Writing: Critical & Narrative Forms	1
CD8350	Socially Engaged Media	1
CD8351	Documentary as Oppositional Practice	1
JN8106	The History of News	1

Interdisciplinary

CC8921	Visual Culture	1
CC8925	Reading Television	1
CC8950	Current Issues: Telecommun	1
CC8976	Digital and Interact Entertainment	1
CD8330	Audiences and the Public	1
DM8301	Adv Topics in Documentary Media	1
DM8303	Hist, Historiography: Vis Arts	1
DM8304	Dig Med: Theoretical Framework	1
DM8305	Db, Arcs, Virt Exprnce of Art	1
DM8306	Studies in Culture, Perception	1
JN8105	Journ Prac: Critical Approach	1
JN8106	The History of News	1
MP8110	Exponential Potential	1
MP8111	Social Cult Impl of New Media	1
MP8112	Race, Sexuality and Screens	1
MP8113	Digital Stereoscopic 3D Cinema	1
MP8120	Special Topics: Interdisciplinary	1

COURSE LISTING

Professional Project, Major Research Paper

Students will engage in a series of production activities, most notably formatting and disseminating their work for audience consumption. Continuing their collaboration with a faculty supervisor, production teams, industry, and public partners, students apply advanced theoretical, aesthetic and practical production skills and/or applied research methods and methodologies. It is expected that students will develop the ability to successfully resolve complex theoretical and aesthetic challenges within a professional production environment and/or develop sophisticated reports, articulating and potentially disseminating the outcomes of their research. These are "Milestones."

MP8100 Project/MRP Development

In this course students begin preparation of a professional production or research project under the direction of faculty members. Students are encouraged to develop projects in coordination with academic researchers as well as industry partners. Building on knowledge gained in the media production courses, this major assignment challenges students to participate in independent, advanced-level applied and/or theoretical research that has potential application in the media industries or contributes to broader public media discourse. Pass/Fail. 1 Credit

MP8101 Creative Research Methods

This course will take a practical, creative and theoretical approach to research, examining knowledge as discursive (socially constructed) practice symbolizing both inclusion and exclusion. Students will acquire the range of skills required for research-creation from proposal-writing to dissemination, as well as a variety of qualitative research modes including creative visual research, archival research, and ethnography/autoethnography, applying them to students' thesis projects, to create practice and to media research in general. 1 Credit.

MP8102 Media Production I

This course will combine production and theory in order for students to learn how to create innovative, interdisciplinary, and informed media productions and analysis under the supervision of faculty, media experts and theorists. It will include modules in aesthetic history/design and communications theory, as well as lab sessions and workshops pertaining to a variety of audio, video, and new media platforms. 1 Credit.

MP8103 Media Production II

This advanced seminar will present case studies from expert media practitioners on a variety of topics including sound, images, new script forms, documentary production, dramatic and comedic shows, pitching production ideas, funding, managing broadcast networks, performing, marketing media products, human resources issues, developing research projects etc. In studio sessions, students will select from a series of hands-on seminars on a variety of pieces of media equipment and research "next generation" technological solutions important to the delivery of their professional project. 1 Credit

MP8110 Exponential Potential

This graduate research seminar focuses on examining unprecedented challenges and career opportunities in the historically transforming local-global media ecosystem, including media's role in kick-starting the Fourth Industrial Revolution. The course analyses exponentially accelerating disruptions in media technology, market dynamics, global competition, business models, firm capabilities, and their impact on Canada's content production sector and media policy framework. Readings are drawn from business disciplines, including case studies. Students complete a research paper on a selected topic. 1 Credit

MP8111 Social Cultural Implications of New Media

This course focuses on the changes brought about by changes in communication technology for individuals, groups and organizations, and the challenges and opportunities presented by them. Antirequisite: CC8963(CMCT 6504 3.0) 1 Credit

MP8112 Race, Sexuality and Screens

Since the birth of cinema, gender and race have functioned as both object of desire and figure of horror. As screens proliferate in the 21st century, we will interrogate theories of looking and the gaze while viewing work from various genres in film, TV, gaming and new media. We will utilize feminist/queer/race theory, cultural studies, and psychoanalytical approaches to analyze both media content and audiences. 1 Credit

MP8113 Digital Stereoscopic 3D Cinema

This course will provide a foundation in stereoscopic 3D cinema. A theoretical foundation in human stereopsis based on perceptual vision science and human factors will lead to the understanding and application of basic stereography. Students will be trained on a range of stereoscopic rigs, as well as the complete digital workflow during the creation of short S3D projects. 1 Credit

MP8120 Special Topics: Interdisciplinary

A seminar course for special interdisciplinary initiatives in the department. Topics will vary from year to year. 1 Credit

MP8901 Internship

Students undertake an Internship in the media industry. With their Internship students ideally should advance their career interests by developing personal contacts and a better understanding of the business and creative aspects of media. Entry into this course is by application and proposed Internships must be approved by the Director of the Masters of Media Production program and the student's faculty Supervisor who oversees the Internship. 1 Credit

MP8904 Advanced Media Management

In this course, students will learn about organizational behavior in the media industry. Topics will include theories of employee motivation, individual behaviour, interpersonal and organizational communication, perception and personality in organizations, work attitudes and values, team dynamics and effectiveness, organizational power and politics, conflict and negotiation, leadership, and stress management. Antirequisites: BDC904, RTA904 1 Credit

MP8907 Television Programming

This course will examine the programming strategies of television networks, local stations, specialty and pay TV services and international cable and satellite channels. Students will learn how program scheduling, content acquisition and production decisions are affected by everything from market forces and budgets to interactive TV and new media and technologies. Students will also analyse the impact of U.S. signals, international syndication, co-production, advertising and barter. Antirequisite: BDC907, RTA907. 1 Credit

MP8908 Business of Producing I

From the vantage point of the independent producer, students study the business and legal aspects of independent productions. Students examine how producers work with broadcasters, content creators, internet channels, interactive and transmedia platforms, funding agencies and financiers. Students also explore the business aspects of pitching (selling), developing, financing, producing, post-production and commercial exploitation/distribution of creative media properties. Antirequisite: BDC908, RTA908. 1 Credit

MP8909 Business of Producing II

This course builds on executive producing skills developed in RTA908/MP8908. Students form teams to develop the creative, financing, production, and business materials necessary for a complete series proposal for an independent production. These proposals will be competitively pitched to a panel of broadcasters and producers. This course is hands-on with creative, budgetary and business workshops and is intended for those students interested in creating and executive producing television and related transmedia projects. Antirequisite: BDC909, RTA909. Prerequisite: MP8908. 1 Credit

MP8910 Production Management

This course focuses on the role of the production manager in film and television. Students will become acquainted with all aspects of a production: development; pre-production; production; post-production. Topics will include legal aspects, financing, insurance, script breakdown and scheduling, budgeting, accounting and cost reports, location management, talent and crew unions, contracts, reporting mechanisms and relevant forms and paperwork as well as a review of key production personnel job descriptions and tips on getting hired. Antirequisite: BDC910, RTA910. 1 Credit

MP8912 Social Justice Media

Most of us are online most of the time. How do marginalized communities fare in this virtual space...or on other platforms? This course will present an exciting roster of media artists/theorists from LGBT, feminist and racialized communities, who use research and art to forge alternate discourses and visual/virtual worlds. We will also engage with films and theory to do with social justice media and activism. Part lecture series and part seminar, this course will discuss how diversity and activism can work together to produce creative work that can speak out and create social change. 1 Credit

MP8913 Media Entrepreneurship

In an ever changing industry media graduates must look beyond salaried employment in the corporate or public sector. This course assists media students to develop entrepreneurial options for themselves in the media industry, focusing on growth-oriented business venturing. In the first half of the course, students are introduced to entrepreneurship and business venturing. In the second half of the course, each student develops a business plan for a media startup. Antirequisite: BDC913, RTA913, ENT500, ENT726. 1 Credit

MP8915 Legal Issues in Media

This course will provide students with a deeper understanding of the concepts and legal process inherent in the business of broadcasting and communications. Topics to be covered include copyright, contracts, clearance of program rights, legal issues relating to the internet and multimedia. Issues in entertainment and sports law will also be reviewed, as will government regulation of the broadcasting and multimedia industries. Antirequisite: BDC915, RTA915. 1 Credit

MP8918 Ethics in Media

This course explores ethical and legal case studies in a business context, analyzing problems that arise in typical broadcasting and new media environments. The student's responsibility to society and the ethical choices they will be required to make are compared to the legal framework (both regulatory and statutory) within which they will be working. Antirequisite: BDC918, RTA918. 1 Credit

MP8921 Advanced Audio Theory

This course is an exploration of Audio Theory for advanced applications. The course will cover modern audio practice as it applies to sound recording studios, live sound and sound reinforcement systems, acoustics and room and studio design, electronic and digital circuits and systems, computer applications in audio as well as Digital Signal Processing and compression systems and technology. Antirequisite: BDC921, RTA921. 1 Credit

MP8922 Business Case Studies in Communications

Students conduct case studies exploring particular aspects of the media industry. They focus on how components of the production industry and broadcasting system function. Areas of study will include government regulation, market fragmentation, corporate consolidation, new technologies, cultural sovereignty, and international media production and distribution. Students present their findings in class and lead discussion on their particular subject. They also explain what makes their individual research important in the broader context. There is a combined ancillary fee of \$2200. Antirequisite: BDC922, RTA914. 1 Credit.

MP8924 Canadian Television Studies

This theory-based course comprises a broad-ranging and multi-genre look at Canadian media, with a particular focus on television content from the 1960's to the 21st century, including ways that audiences interact with national broadcasting. We will also examine digital technologies, global discourses of runaway production, and cross-border export/franchise, with a critical look at national myths and practices in the digital era. Antirequisite: BDC924, RTA940. 1 Credit

MP8927 Business of Music I

This course will explore the history of the music business, music industry organization and the roles of record companies, publishers, songwriters, unions and managers. Topics include A&R, marketing, promotion, sales, business affairs, finance and the use of music in film, TV and advertising. Antirequisite: BDC927, BDC905, RTA927, MP8905. 1 Credit.

MP8939 Aboriginal Media Art

This course explores Aboriginal media art in the context of the major political and social discourses currently informing contemporary First Nations art. Through screenings, readings and guest artists we will examine critically engaged community-based art practices in the context of Aboriginal aesthetics. Two-spirit, gender, class and race issues will be seen through the lens of Aboriginal artists. The course will compare the function of art from an Aboriginal worldview with that of a Western one. Antirequisite: RTA939. 1 Credit

MP8941 Dramatic Writing

This course demystifies the process of writing for the screen and encourages students to find their unique dramatic voice by writing an original script. Students analyze principles of dramatic storytelling and current dramas at the script level. Using story editing exercises, students learn how to structure a story, build dramatic tension and craft moving characters. By the end of the course, students develop an appreciation of the nature and purpose of drama. Antirequisite: BDC941, RTA941. 1 Credit

MP8943 Comedy Writing

This course covers the fundamentals of comedy writing with special focus on the techniques of writing comedy for television and the web with an emphasis on sketches and sitcoms. Students take part in story editing exercises, designed to simulate industry

practices. This course's key goal is to develop students' creative and comic voice in their writing. Antirequisite: BDC943, RTA943. 1 Credit

MP8944 Writing for Animation

This course is designed to cover the fundamentals of writing for animated series designed for television and other platforms. Students will learn the language and process of writing for animation and consider the rich creative history of animation. Students will be required to create a fully realized animated script by the end of the semester. Antirequisite: BDC944, RTA944. 1 Credit

MP8945 Writing for Factual and Reality Programs

In this course students learn the story chasing/development, writing techniques and production practices related to lifestyle, current affairs, science, business, entertainment and 'reality' programming. Students learn how to shape their research, found material, interviews, narration, b-roll and stills into coherent and emotionally engaging stories while working within tight constraints of time, genre and format. Students also analyze the ethical dilemmas and social trends that fact-based and reality programming represent. Antirequisite: BDC945, RTA945. 1 Credit

MP8956 Children's Programming

Students examine children's developmental stages, interests and needs, and study contemporary children's television techniques and the influence media has on kids' lives. The course explores societal and regulatory forces that influence children's programming with guest speakers addressing current issues in the industry. Students conduct original research into media intended for children and adolescents and, with the instructor's permission, may produce a short creative work to demonstrate their research. Antirequisite: BDC956, RTA956. 1 Credit

MP8957 Documentary Production

This course provides an opportunity for students to produce a documentary short subject, building on key theoretical concepts and storytelling skills developed in Introduction to Documentary. Students will work in teams to produce an original 20-minute documentary. Students will develop basic competencies in documentary pre-production, production and post-production practices and create a trans-media strategy to develop the documentary across other media platforms. Antirequisite: BDC957, RTA957. 1 Credit

MP8958 Media Production Lab I

In this production lab course, students will select from a series of hands-on media production sessions on a variety of audio, video and new media equipment and complete finished media modules under the supervision of faculty, media experts and technical staff. Students will then begin advanced research on media products and tools that are important to the completion of their professional project. 1 Credit

MP8959 Media Production Lab II

In this production course, students will progress toward their major thesis projects through a series of hands-on workshops in ideation, writing, production and post-production, adapted to their needs and skill levels. As students practice and hone their authorial voices, tactics for establishing realistic production workflows and timelines are developed. Through peer and instructor feedback, students will deepen their understanding of the challenges and opportunities facing their projects. 1 Credit

MP8961 2-D and Object Animation

This course is an introduction to the world of 2-D animation and stop-frame object animation. It will include discussion of the history and aesthetic aspects of animation and also allow students to produce their own pieces. Equipment and software for simple animated projects will be introduced, and film, video, new media and interactive forms of delivery will be discussed. Antirequisite: BDC961, RTA961. 1 Credit

MP8964 Emerging Technology for Media Makers

This course covers developing practices, cultures and technologies at the intersection of digital and real-world production. Students will discuss and create within Virtual Worlds, Augmented Reality, virtual characters/sets and location-aware content, analyzing developing trends and creating innovative cross-media content. Antirequisite: BDC964, RTA964. 1 Credit

MP8972 Television Technical Producing

An advanced course in television technical producing, this course is a continuation of technical production knowledge obtained in previous "context" and craft courses in television (both multicamera and EFP). Students will explore large live-event coverage (sports, elections, music specials, awards shows), and tours will be arranged to technical production facilities in the Toronto area. The course culminates with a live teleproduction at the end of the semester. Antirequisite: BDC972, RTA969. 1 Credit

MP8974 Audio Post-Production and Sound Design

This course will introduce students to the creative and technical aspects of creating a soundtrack for the moving image. Through a combination of lecture, screenings, discussion, and practical workshop modes, students will learn about the audio post production process, including dialog recording and replacement (ADR), Foley and sound effects editing, music and score, and mixing techniques. Antirequisite: BDC974, RTA971. 1 Credit

MP8975 Sound Synthesis

This course will cover practices and principles of analog and digital sound synthesis and their historic origins; related audio equipment and applications; theories of sound samplers; algorithmic composition; synthesizers and sequencers; computer music; digital signal processing; computer synchronization; and MIDI applications in sound synthesis and recording production. Advanced sound synthesis techniques are studied and supplemented with sound synthesis studio laboratory work. Antirequisite: BDC975, RTA972. 1 Credit

MP8979 Radio Production

The course will explore commercial and public radio programming and production. Radio advertising and formats will be explored. Students will have the opportunity to practice their skills in these areas by planning and producing content that reflects various formats and target demographics. Antirequisite: BDC979, RTA974. 1 Credit

MP8981 Beyond the Radio Format

In this course, students will learn about the role of public broadcasting in Canada and beyond, and produce public-style programming such as Current Affairs, Arts and Entertainment, Drama, etc. Additionally, students will study audio podcasting's asynchronous, subscription-based approach and produce their own pilot podcast. Antirequisite: RTA996. 1 Credit

MP8982 Video Compositing, Special Effects

A large number of images that appear on our TV screens are treated with special effects prior to completion. Students will work with a range of basic image treatment software and will acquire skills on more sophisticated systems both on and off campus. They will learn the why and when for such effects treatments as special effects decisions can involve ethical elements. Antirequisite: BDC982, RTA975. 1 Credit

MP8983 Interactive Storytelling

This studio course introduces students to the fundamental concepts and strategies for creating interactive and nonlinear narratives. Students learn classic theories of storytelling and editing, as the foundation to crafting compelling interactive narratives. Through a series of projects, students are introduced to different methodologies for creating interactive narrative experiences, including the creation of storyworlds and narrative maps, and the use of character, perspective and time to build choice and viewer agency into the narrative experience. Antirequisite: RTA320. 1 Credit

MP8984 Dig Media: Evolving Audiences

As social practice, technologies and media content change in the 21st century, our understanding of the types of stories we can tell and our relationship with an active, participatory audience has radically shifted. This course introduces students to the ideas of transmedia narratives and cross-media projects, discusses the properties of various content-platforms for interaction, and examines the dynamics of participatory audiences. Antirequisite: RTA317. 1 Credit

MP8985 Factual and Entertainment Features

There is a broad spectrum of stories on television and radio that are fact-based but also meant to be artistic and entertaining. This course allows students to focus on these features, learning to create unique personal stories by developing the characters in their stories through specific styles of writing and interviewing. Students will choose an entertainment/feature program and do an extensive deconstruction of it. Students will work in teams to produce a ten minute feature. Antirequisite: BDC985, RTA977. 1 Credit

MP8986 Digital Project Lab

This course offers a unique opportunity to build a digital project with a full interdisciplinary team. Students from multiple disciplines/programs form teams to develop functional digital prototypes. Projects will be cutting-edge Mixed Reality work including wearable technology, location- and context-aware computing, socially-connected apps, and novel interaction paradigms. Teams work closely with professors and mentors to learn new production-skills in digital creativity, collaborative work, programming, demo videos, documentation, and presentation skills. Antirequisite: DG8306. 1 Credit

MP8987 Physical Computing

Using the human body and our senses (vision, acoustic, touch, taste, smell, proprioception – physical sense of self movement) as an organizing model, this course introduces students to Physical Computing practices. Students will learn about digital and analog sensor systems, be introduced to micro-controllers, computer sensor systems and ubiquitous computing. Antirequisite: DG8112. 1 Credit

MP8988 Editing Specialty

This is an in-depth course designed to provide a thorough understanding of video editing techniques and processes. Through exercises, the process is followed from the initial planning stages to the final edit session. Topics covered include aesthetics and emotion, the importance of audio in video productions, story structure and the editing of different genres. Students apply this knowledge to execute a series of projects in a professional editing environment. Antirequisite: BDC988, RTA978. 1 Credit

MP8989 Media Markets/Entrepreneurship

Availability of fast and ubiquitous communications networks and the advent of powerful mobile devices such as mobile phones, tablets and wearable technologies have created new opportunities for media economics and how media is curated and consumed. The next generation of media economics and the effect of crowd sourcing, collective intelligence and role of Data Science will be discussed. Students will be exposed to new business models and will learn the importance on product design, and digital media entrepreneurship, its requirements and best practices. Antirequisite: RTA989. 1 Credit

MP8990 Directed Readings

The directed reading course is intended to permit the student to survey a coherent body of literature in an area of study related to the student's program objectives. 1 Credit

MP8991 Directed Study

The directed study course is designed for individual students with specialized interests that may not be satisfied through course offerings in a given year. The course will be under the supervision of an assigned faculty member with expertise in the chosen subject field. 1 Credit

MP8995 Special Topics in Media Production

Each semester will be devoted to special topics in response to the changing practices and needs of the department and students. This course is designed to provide opportunities for postdoctoral fellows, visiting lecturers and YSGS appointed faculty to teach specialty courses in the field of Media Production. 1 Credit

MP8996 Beyond the Radio Format

1 Credit Antirequisite RTA 996

MP8997 Sound Media

1 Credit Antirequisite RTA 907

Communication and Design Electives

see COMMUNICATION AND DESIGN SECTION

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