

MEDIA PRODUCTION

CURRICULUM

Master of Arts

DEGREE REQUIREMENTS

	Credits
MP8100 Project/MRP Development	1
MP8101 Research Methods	1
MP8102 Media Production 1	1
MP8103 Media Production II	1
Two Credits from Media Production Electives	2
One Credit from Communication & Design Electives	1
One Credit from Interdisciplinary Electives	1
One of the Following Options:	
Professional Project	(Milestone)
Major Research Paper	(Milestone)

ELECTIVES

Media Production

MP8904 Advanced Media Management	1
MP8905 The Business of Music	1
MP8907 Television Programming	1
MP8908 Bus Aspects, Independ Prod I	1
MP8909 Bus Aspects, Independ Prod II	1
MP8910 Production Management	1
MP8911 Media Distribution	1
MP8914 Economics of Media	1
MP8915 Legal Issues in Media	1
MP8920 Media Restoration, Content Mgt	1
MP8921 Advanced Audio Theory	1
MP8924 Decoding Canadian Television	1
MP8941 Dramatic Writing	1
MP8943 Comedic Writing	1
MP8944 Writing for Animation	1
MP8945 Writing for Factual Programs	1
MP8956 Children's Television Production	1
MP8957 Documentary Production	1
MP8961 2-D and Object Animation	1
MP8962 3-D Animation	1
MP8964 Digital Virtual Environments	1
MP8972 Television Technical Producing	1
MP8974 Aud Post-Prod and Sound Design	1
MP8975 Sound Synthesis	1
MP8977 Digital Media Broadcasting	1
MP8979 Radio Production	1
MP8980 Art Direction	1
MP8982 Video Compositing, Special Eff	1
MP8985 Factual and Entertain Features	1
MP8988 Television Editing Specialty	1
MP8990 Directed Reading	1

MP8991	Directed Study	1
Communication & Design		
CD8310	Topics in Cross-Cultural Comm	1
CD8320	Media Lang: Forms and Approches	1
CD8330	Audiences and the Public	1
CD8340	Media Writing: Critical & Narrative Forms	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 Entertainmt	1
DM8301	Adv Topics in Hist. of Docmtry	1
DM8303	Hist, Historiography: Vis Arts	1
DM8304	Dig Med: Theoretical Frmewrk	1
DM8305	Dbs, 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	Media Ind Innovation, Growth	1
MP8111	Social Cult Impl of New Media	1
MP8112	Genders, Sexualities, Screens	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." Pass/Fail

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 Research Methods

This course will take a critical, practical and creative approach to research and knowledge. We will analyze knowledge and research as discursive (socially constructed) practices that symbolize both inclusion and exclusion. Beginning with some of the most recent debates and critiques surrounding media effects theory, we will examine a variety of qualitative research and analytical modes including creative visual research, ethnography, social marketing, and the politics of location, applying them to students' specific research questions and to media research in general. Students will engage in collaborative media research projects focusing on specific GTA communities, and will organize a colloquium to disseminate their work. 1 Credit

MP8102 Media Production I

Lectures/seminars will include modules in aesthetic design, storytelling and communications, emerging technologies and media policy and economics. The elements that are essential for creative practitioners and/or business managers to develop innovative and excellent media material will be explored. In studio sessions, 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. 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 Innovation and Growth in Media Industries

This graduate research seminar for media professionals focuses on the Canadian Independent Television Production industry in the context of the larger media industry. The course examines effects of technological change, market dynamics, entrepreneurship, strategy, business models, business processes, firm-level capabilities, regulatory regimes, subsidies and business incentives, and competition in the television production sector. Readings are drawn from business and social science disciplines and business 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 Genders, Sexualities and Screens

An interdisciplinary and cross-cultural interrogation of gender and sexuality in relation to a variety of media forms including film and television, cable, gaming and the Internet. We will take into account theories of popular culture, post-structuralism, feminist theory, visual culture, queer subjectivities and the body, as they impact upon media content, audiences, and sites of reception. 1 Credit

MP8904 Advanced Media Management

In this course, students will learn about organizational behaviour. 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. Antirequisite: BDC904. 1 Credit

MP8905 The Business of Music

This course will explore how the music industry is organized, and how music is used in radio, television, film, and advertising. Topics include A&R, marketing, promotion, sales, artist relations, new media, business affairs, finance/royalties, manufacturing, distribution, contracts, and getting a record and video made. It will also explore the roles of artists, managers, songwriters, unions, publishers, producers, and engineers. Antirequisite: BDC905. 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. 1 Credit

MP8908 Bus Aspects, Independ Prod I

This course explores the role of the independent producer and the business and legal activities and materials necessary to produce independent production. Students learn about relationships with broadcasters and funding agencies, as well as program proposal preparation, creating business plans and effective pitching techniques. Students become acquainted with all aspects of the business side of producing as creative ideas proceed to be: acquired, developed, budgeted, pitched, licensed by broadcasters, financed, produced, posted, marketed, and distributed. Antirequisite: BDC908. 1 Credit

MP8909 Bus Aspects, Independ Prod II

This course builds on the business skills developed in MP8908. Students form small production companies, determine specific roles and develop a professional-standard business plan and strategy for an independent production. The proposal will be competitively pitched to a panel of broadcasters, funding agency representatives and producers. Antirequisite: BDC909. Prerequisite: MP8908. 1 Credit

MP8910 Production Management

This course will provide an overview of the role of the production manager in film and television. Students will become acquainted with the sophisticated administrative procedures and planning necessary for a successful production. Activities in the four stages of production will be reviewed: development, pre-production, production, post and wrap. Topics will include: script breakdown, scheduling, budgeting, industrial relations, facilities and suppliers, location management, accounting, talent and crew unions, contracts, reporting mechanisms and relevant forms and paperwork. Antirequisite: BDC910. 1 Credit

MP8911 Media Distribution

The distributor is essentially the producer's sales person of a program. This course will explore the essential responsibilities of media distributors and their relationship to the producer and investors of programming. Students will learn how and where media products are sold, revenue expectations from various genre and territories, and how to successfully market and promote media products. International markets, contracting, selling, merchandising and administrative details will be reviewed. Antirequisite: BDC911. 1 Credit

MP8914 Economics of Media

As the broadcasting and new media industries evolve, old forms of management may give way to new structures. This course will explore trends in entrepreneurship, employment, types of "work" and different management styles in a world of mergers,

consolidation and networks. Within different models, the financiers and economic models that support the industry will be reviewed. Antirequisite: BDC914. 1 Credit

MP8915 Legal Issues in Media

This course will provide students with a general familiarity and 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 law and sports law will also be reviewed, as will government regulation of the broadcasting and multimedia industries. Antirequisite: BDC915. 1 Credit

MP8920 Media Restoration, Content Mgt

Students will examine contemporary practice in media archival systems used in the audio, video and film sectors, both analog and digital. Students will also be exposed to digital preservation and restoration tools used for sound recordings and moving image media. Modern practice in digital content management and metadata systems will be explored, as well as the associated commercial, legal, ethical and aesthetic issues related to repurposing media. Antirequisite: BDC920. 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. 1 Credit

MP8924 Decoding Canadian Television

From *This Hour Has Seven Days* to *This Hour Has 22 Minutes*, Canadian television has its own unique set of nationalist practices. This theory-based course comprises a broad-ranging and multi-genre look at Canadian television content from the 1960's to the 21st century, including ways that audiences interact with national broadcasting. Antirequisite: BDC924. 1 Credit

MP8941 Dramatic Writing

This course will provide an advanced study of dramatic theory and the opportunity to further develop students' abilities as story tellers. A series of advanced lectures, readings and workshops will build on the theoretical foundations and course work completed by students in BDC940. Students will develop an original concept for either a half-hour or one-hour television series, and create a Writer's Bible and sample script for their projects. Antirequisite: BDC941. 1 Credit

MP8943 Comedic Writing

This course is designed to cover the fundamentals of all comedy writing with special reference to the techniques of writing comedy for television, particularly episodic sitcoms and Saturday Night Live-type sketches. Students learn the language and process of TV comedy and are required to write a number of sketches and a fully realized script for an on-air sitcom. Antirequisite BDC943. 1 Credit

MP8944 Writing for Animation

This course is designed to cover the fundamentals of writing for animated television series. Students will learn the language and process of writing for animation, and also meet with guests from the animation industry who will share their experiences and answer any questions students may have. Finally, students will be required either to work in pairs, or alone, to create a fully realized animated script by the end of the semester. Antirequisite: BDC944. 1 Credit

MP8945 Writing for Factual Programs

In this course students will learn writing styles related to news, current affairs, science, business and other fact based programming. Through lectures, guest speakers, in class workshops and extensive writing and re-writing practice, students will develop an understanding of the structures and formats specific to fact based writing. Students will work both alone and with a writing partner to research, develop and write a number of current, fact based scripts. Antirequisite: BDC945. 1 Credit

MP8956 Children's Television Production

Students will research children's developmental stages, video interests and needs, and study contemporary children's television techniques and the effects and influences that TV has in the lives of children. Students will produce TV segments for carefully targeted audiences. They will also conduct and publish original research into one or more subjects that impact on children's television. The course will explore the societal and regulatory forces that influence the children's programming. Antirequisite: BDC956. 1 Credit

MP8957 Documentary Production

This course provides both a theoretical knowledge of, and some basic practical skills in building a video public affairs long-form feature story. Initially students deconstruct several professionally produced public affairs features to determine the components and develop a critical eye for aptness, length, communications value and story structure. Then working in teams, they will perform informational/visual research and interviews, prepare a script and then execute the production using single camera video equipment and editing suites. Antirequisite: BDC957. 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. 1 Credit

MP8962 3-D Animation

This production oriented course will allow students to work with computer software to develop 3-D models and animated stories, starting from the concept, and moving to storyboard, and finally a fully-rendered production. Students will be exposed to a wide variety of software and technology and will study the role of 3-D animation in the advertising, TV and movie business. Antirequisite: BDC962. 1 Credit

MP8964 Digital Virtual Environments

This production-oriented course will allow work with motion capture devices, blue screen technology and software to create virtual characters and worlds. Students will study models of virtual and performance based visual production, and will create motion capture data as well as work with stock material to create finished visual projects. Antirequisite: BDC964. 1 Credit

MP8972 Television Technical Producing

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

MP8977 Digital Media Broadcasting

In this hands-on-course, students will be responsible for managing Ryerson's internet broadcasting station, known as SPIRIT (Student Produced Internet Radio and Interactive Technologies) and/or programming a channel on the video distribution system within Ryerson, known as Channel 84. Students will undertake varying roles including: managing the stations in terms of personnel; creating programming; arranging rights clearance for external productions; scheduling; liaising with other University courses which create potential programming; managing community outreach initiatives; and management of the technical facilities. Antirequisite: BDC977. 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. 1 Credit

MP8980 Art Direction

The fabrication of reality for the screen is up to the Art Director, who created the on-screen environment that meets the director's aesthetic while being aware of the needs of the camera and lighting, and completes the whole by being responsible for all of a production's graphical elements. This course introduces students to both the theory and practice of art direction through guided exercises and work on student productions. Antirequisite: BDC980. 1 Credit

MP8982 Video Compositing, Special Eff

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. 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. 1 Credit

MP8988 Television Editing Specialty

This is an in-depth course designed to provide a thorough understanding of the video editing process. Through exercises, the process is followed from the initial planning stages to the final online edit session. Timecode and cue sheeting processes will be used to assemble elements in a professional nonlinear editing environment. Antirequisite: BDC988. 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

Communication and Design Electives

see COMMUNICATION AND DESIGN SECTION