

# Media Production MA

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School of Graduate Studies  
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Ryerson University, 350 Victoria Street,  
Toronto, ON M5B 2K3 Canada  
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# Media Production

## MA

Today's media landscape is changing at an unprecedented rate. Satellite, cable, the Internet, HDTV, digital radio, interactive television, cell phones and a broad range of other handheld and interactive devices are transforming the way we experience media, exchange information, produce creative work and market products and services.

The Master of Arts (MA) program in Media Production will assist media creators in producing "next generation" media products, and help develop media leaders who are capable of meeting the challenges presented as interactive technologies transform media markets, media management, professional fields and academic disciplines.

This program focuses on the creation and analysis of media products with emphasis on the aesthetics, technology and financing structures that underpin excellent media. Students explore the economic, creative and cultural structures that influence how media is produced and reaches its market. This program challenges students to explore traditional and innovative media forms, outlets and technologies in order to tell compelling stories and reach diverse audiences.

As Canada's preeminent broadcast school for over 50 years, the School of Radio and Television Arts (RTA) has graduated generations of successful media specialists, many of whom have gone on to become accomplished leaders in the media production industry. This graduate program builds on RTA's strong undergraduate reputation and commitment to provide students with a balance of theory and practice; a philosophy that is consistent with Ryerson University's own stated mandate of combining traditional university focus on theory with a career-oriented emphasis on professional practice.

Ryerson University is located in the heart of Canada's media industry in downtown Toronto. In this rich cultural environment, students have ready access to many of the country's leading broadcasters, production companies and services, as well as media festivals, theatres, galleries and other related cultural institutions.

The MA in Media Production will appeal to a diverse group of media creators and managers. Prospective students include producers, directors, writers, entrepreneurs, managers, artists, musicians, engineers and technicians with a broad range of media interests. What ties these talented students together is a common desire to create excellent and innovative media and bring it to market.

## Faculty Areas of Research Expertise

Housed in the Rogers Communications Centre, Ryerson University's flagship building for studies in converging communications and interactive media, the School of Radio and Television Arts has a strong technical and academic infrastructure. Our faculty members have extensive experience and interest in a broad range of media and production subjects, which include:

- Broadcast Television
- Radio
- Music Production
- Technological Innovation
- Interactive Media
- Media Management
- Writing
- E-commerce
- Broadcast Law
- Media Funding



# Requirements & Curriculum

This program was designed to launch Canada's next generation of media innovators. This core vision is supported through a flexible series of production and theory courses offered over three consecutive semesters. The culmination of this course of study is either: a major professional project in television, audio or digital media; or a Major Research Paper (MRP) focusing on aspects of media production.

Working in consultation with leading media practitioners and scholars, students will acquire the skills and conceptual framework necessary to produce both innovative media-based productions and scholarly works of media analysis and criticism.

Core Courses	Fall	Winter	Spring/Summer
Required	Research Methods (1 Credit)	Professional Project / MRP Development (1 Credit)	Professional Project /MRP
Required	Media Production I Theory and Studio (1 Credit)	Media Production II Theory and Studio (1 Credit)	
Elective	Interdisciplinary Graduate Course (1 Credit)	Interdisciplinary Graduate Course (1 Credit)	
Elective	Radio and Television Arts Elective (1 Credit)	Radio and Television Arts Elective (1 Credit)	

**Interdisciplinary electives are chosen from a list of graduate courses in the Faculty of Communication and Design, which includes:**

- Topics in Cross-Cultural Communication
- Intercultural Communication
- Media Languages: Forms and Approaches
- Audiences and the Public
- Social and Cultural Implications of New Media
- Innovation and Growth in Media Industries
- History and Historiography: Critical Studies in the Visual Arts
- Digital Media: Towards a Theoretical Framework
- Advanced Topics in the History of Documentary
- Visual Culture
- The History of News

**Radio and Television Arts electives include:**

- The Business of Music
- Advanced Media Management
- Television Programming
- Business Aspects of Independent Production 1 & 2
- Production Management
- Economics of Media
- Legal Issues in Media
- Media Restoration and Content Management
- Advanced Audio Theory
- Dramatic Writing
- Writing for Factual Programs
- 2-D and Object Animation
- 3-D Animation
- Digital Virtual Environments
- Television Technical Producing
- Radio Production
- Art Direction
- Video Compositing and Special Effects
- Television Editing Specialty

Please note, in a given academic year not all elective courses will be offered.

# Admission

The ideal student for this program will have a strong undergraduate media education, a demonstrated knowledge of the production tools of some form of media production as well as several years of media production or business/management experience.

Admission requirements include the following:

- A four-year undergraduate degree with a minimum B average or equivalent in the last two years of study.
- A short essay describing the thesis project or research paper the applicant would develop in the program.  
[www.ryerson.ca/graduate/mediagraduate/admissions.html](http://www.ryerson.ca/graduate/mediagraduate/admissions.html)
- A portfolio in written, audio or video form demonstrating a history of technical competence in media production or a related field. Special preference will be given to those who have demonstrated media experience.
- Two letters of recommendation.
- A test of English language proficiency, for applicants whose language of instruction during their undergraduate studies was a language other than English.

## Additional Information

For detailed program information, visit [www.ryerson.ca/graduate/mediaproduction](http://www.ryerson.ca/graduate/mediaproduction).

For information about the School of Radio and Television Arts, visit [www.rta.ryerson.ca](http://www.rta.ryerson.ca).

## Program Contact Information

E-mail: [mediaprod@ryerson.ca](mailto:mediaprod@ryerson.ca)

## Financial Support

Ryerson University offers financial support in the form of scholarships, awards and assistantships for as many full-time students as possible. As scholarships and awards are offered on a competitive basis, the number awarded in any given year will vary. For more information on available funding, visit [www.ryerson.ca/graduate/funding](http://www.ryerson.ca/graduate/funding).

## How to Apply

Application forms and instructions are available at [www.ryerson.ca/graduate/admissions](http://www.ryerson.ca/graduate/admissions).

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