

CNMA-1120/CMAF-1120. Introduction to Media Design and Production

Learning Outcomes

Last Update: December 15, 2016

(PDC161215-5.2.2)

<p>Course Learning Outcomes <i>This is a sentence completion exercise.</i> <u>At the end of the course, the successful student will know and be able to:</u></p>	<p>Characteristics of a University of Windsor Graduate</p>
<p>A. Define and explain key terms and concepts associated with contemporary media design and pre-production processes (see also H)</p> <p>Identify and analyze elements of extant media messages derived from various formats</p> <p>Develop a project proposal informed by pertinent and up-to-date research of specific delivery channels and demographic markets (see also B)</p>	<p>A U of Windsor graduate will have the ability to demonstrate:</p> <p>A. the acquisition, application and integration of knowledge</p>
<p>B. Locate and assess the relevance of a variety of primary and secondary sources and effectively use them in preparing a project proposal (see also A and C)</p>	<p>B. research skills, including the ability to define problems and access, retrieve and evaluate information (information literacy)</p>
<p>C.</p>	<p>C. critical thinking and problem-solving skills</p>
<p>D. Formulate a feasible budget based on consideration of the various components of the production process</p>	<p>D. literacy and numeracy skills</p>
<p>E.</p>	<p>E. responsible behaviour to self, others and society</p>
<p>F.</p>	<p>F. interpersonal and communications skills</p>
<p>G.</p>	<p>G. teamwork, and personal and group leadership skills</p>
<p>H. Create scripts and storyboards, in standard professional formats, designed to elicit specific audience/consumer behaviour based on the application of media design principles and concepts (see also A)</p>	<p>H. creativity and aesthetic appreciation</p>
<p>I.</p>	<p>I. the ability and desire for continuous learning</p>