Bachelor of Media Production and Design

Professor Christopher Waddell
BMPD Program Director
School of Journalism and Communication
Carleton University
Bachelor of Media Production and Design

- First class - September 2018
- Four year — 20-credit degree program
- Led by School of Journalism and Communication
- Supported by School of Information Technology
- Combines non-fiction storytelling with design for online and mobile devices
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Program Structure

- 12.0 core credits — 8.0 electives
- Co-op option - 12 months after fall term third year - similar to BIT
- Options possible such as Sprott’s Entrepreneurship minor or combined honours in many fields
- Program involves some specifically designed MPAD courses, some current ITEC courses and some current journalism courses
- Mixture of workshops, seminars and lectures
- Workshop maximum size - 30 students
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Program Structure

First year
Fall term
• MPAD - Introduction to non-fiction storytelling - context
• ITEC - Introduction to interactive media design

Winter term
• MPAD - Introduction to non-fiction storytelling - practice
• ITEC - Introduction to programming and problem solving
• ITEC - Web development
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Program Structure

Second year
Fall term
• MPAD - Basics of visual communication - I
• MPAD - Introductory data storytelling
• MPAD - Writing for media

Winter term
• MPAD - Basics of visual communication - II
• MPAD - Media law
• ITEC - Data visualization
• ITEC - Multimedia data management
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Program Structure

Third year
Fall term
• MPAD - Non-fiction storytelling and social media
• MPAD - Civic engagement and public institutions - I
• MPAD - Media ethics in a digital world
• ITEC - Intermediate programming
  **** POSSIBLE CO-OP YEAR-LONG PLACEMENT****

Winter term
• MPAD - Civic engagement and public institutions - II
• MPAD - Internet and big data law
• ITEC - Immersive storytelling
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Program Structure

Fourth year

Fall term
  • MPAD - Capstone project in groups
  • MPAD - Freelance media survival skills
  • MPAD - Journalism special topics course

Winter term
  • MPAD - Capstone project in groups
  • MPAD - Media industries now and next
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Admission Requirements

- High school prerequisites
- English and Advanced functions (MHF4U) plus next four highest 4M/4U credits
- Projected Grade 12 cut-off average - approximately 75 per cent
- 2018 First year class size - 30 students
- 2019 First year class size - 60 students
Any organization wanting to tell stories using online or mobile devices might include:

- Charities and not-for-profits
- Non-governmental organizations
- Corporations
- Production houses
- Media organizations
- Educational institutions
- Governments
- Games and simulations for many situations
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Promoting the BMPD

- Social media - Facebook, Twitter through faculty, school and individual alumni accounts
- J-Source
- Journalism school directors across Canada
- Nieman Lab - Harvard
- Columbia School of Journalism - Tow Centre
- Reuters Institute - Oxford
- New School in New York City
- American Press Institute
- Poynter Institute
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The Response

- "I love this idea. You guys really are leaders here. I will circulate and keep my eye out. If the person is an American, what limitations or other dynamics does that pose?" - Tom Rosenstiel, American Press Institute

- "Great job in Canada: Tenure-track prof of digital media storytelling + design, leading a new BA prog at @Carleton_U carleton.ca/provost/2017/2… " - Joshua Benton, Nieman Journalism Lab, Harvard

- "Congratulations, that is very cool. That's a big deal getting it off the ground" - Jay Rosen, NYU
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For more information:

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