

# 2014-2015 Guelph-Humber Calendar

The information published in this University of Guelph-Humber Calendar outlines the rules, regulations, curricula, programs and fees for the 2014-2015 academic year, including Summer Semester 2014, Fall Semester 2014 and Winter Semester 2015.

For your convenience the Guelph-Humber Calendar is available in PDF format.

If you wish to link to the Guelph-Humber Calendar please refer to the Linking Guidelines.

The University of Guelph is a full member of:

- The Association of Universities and Colleges of Canada

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UNIVERSITY  
of GUELPH

CHANGING LIVES  
IMPROVING LIFE

# **Disclaimer**

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## **University of Guelph-Humber 2014**

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The information published in this Calendar outlines the rules, regulations, curricula, programs and fees for the 2014-2015 academic year, including the Summer Semester 2014, the Fall Semester 2014, and the Winter Semester 2015.

The University reserves the right to change without notice any information contained in this calendar, including fees, any rule or regulation pertaining to the standards for admission to, the requirements for the continuation of study in, and the requirements for the granting of degrees or diplomas in any or all of its programs. The publication of information in this calendar does not bind the University to the provision of courses, programs, schedules of studies, or facilities as listed herein.

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In the event of a discrepancy between a print version (downloaded) and the Web version, the Web version will apply.

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## **Introduction**

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### **Collection, Use and Disclosure of Personal Information**

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Personal information is collected under the authority of the University of Guelph Act (1964), and in accordance with Ontario's Freedom of Information and Protection of Privacy Act (FIPPA) <http://www.e-laws.gov.on.ca/index.html>. This information is used by University officials in order to carry out their authorized academic and administrative responsibilities and also to establish a relationship for alumni and development purposes. Certain personal information is disclosed to external agencies, including the Ontario Universities Application Centre, the Ministry of Training, Colleges and Universities, and Statistics Canada, for statistical and planning purposes, and is disclosed to other individuals or organizations in accordance with the Office of Registrarial Services Departmental Policy on the Release of Student Information. For details on the use and disclosure of this information call the Office of Registrarial Services at the University at (519) 824-4120 or see <http://www.uoguelph.ca/registrar/registrar/index.cfm?index>.

### **Statistics Canada - Notification of Disclosure**

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For further information, please see Statistics Canada's web site at <http://www.statcan.ca>.

### **Address for University Communication**

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Depending on the nature and timing of the communication, the University may use one of these addresses to communicate with students. Students are, therefore, responsible for checking all of the following on a regular basis:

#### **Email Address**

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The University issued email address is considered an official means of communication with the student and will be used for correspondence from the University. Students are responsible for monitoring their University-issued email account regularly. See Section I--Statement of Students' Academic Responsibilities for more information.

#### **Home Address**

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Students are responsible for maintaining a current mailing address with the University. Address changes can be made by completing a Notice of Change of Address form, from Registrarial Services.

#### **Name Changes**

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The University of Guelph is committed to the integrity of its student records, therefore, each student is required to provide either on application for admission or on personal data forms required for registration, his/her complete, legal name. Any requests to change a name, by means of alteration, deletion, substitution or addition, must be accompanied by appropriate supporting documentation.

### **Student Confidentiality and Release of Student Information Policy Excerpt**

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The University undertakes to protect the privacy of each student and the confidentiality of his or her record. To this end the University shall refuse to disclose personal information to any person other than the individual to whom the information relates where disclosure would constitute an unjustified invasion of the personal privacy of that person or of any other individual. All members of the University community must respect the confidential nature of the student information which they acquire in the course of their work.

Complete policy at <http://www.uoguelph.ca/policies>.



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## **Bachelor of Applied Arts in Media Studies (BAMS) - Diploma in Media Communications with specializations in Image Arts and Digital Communications, Journalism or Public Relations**

Media outlets continue to grow and diversify at a tremendous rate across Canada, North America and throughout the world. Information is delivered and shared in ways today that would not have been imagined ten years ago. The public appetite for information fuels this growth, with hundreds of television and radio stations, unlimited internet availability and expanding (and specializing) magazine and newspaper options.

At the University of Guelph-Humber, the Media Studies program allows students to explore these and other emerging trends and to study the historical, social, cultural and ethical dimensions of the field through exposure to courses that challenge them to think, read and write critically. Other courses aim to teach students how to work in a team environment to achieve a goal related to their specialization, such as: producing a newspaper or television broadcast, or promoting and managing a large event, producing a body of photographic work or creating of multi-platform communication vehicles through digital technology.

Specializations are offered in Journalism, Public Relations, Image Arts (Photography) and Digital Communication. Students in all specializations are required to complete 20.00 credits in order to be eligible for graduation: 13.50 core media studies credits, 5.00 specialization credits and 1.50 elective credits. Students must complete these requirements in order to be eligible to graduate with both the university honours degree (awarded by the University of Guelph) and the college diploma (awarded by Humber). No option exists to graduate with only one of the above listed credentials as the program is fully integrated.

### **Digital Communications (DC)**

The pivotal role of the World Wide Web in communication has created a demand for cross-disciplinary specialists who can execute multi-platform communication strategies on behalf of corporations, consulting agencies, government and non-profit organizations. Students in the Digital Communication profile will develop their research, photographic, web design and project management skills as they create content using current software applications such as Photoshop, InDesign, Flash and Fireworks.

### **Image Arts (IA)**

Students in the Image Arts stream are exposed to all aspects of digital and print photography leading to a diploma in Creative Photography. Students study the world of media with a particular focus on visual communication, photographic techniques, and photo-based art practices. An innovative photography lab is available for projects and experiential learning.

### **Journalism (J)**

In Journalism, students have the opportunity to report on local and world events for various types of media. The program features training in writing for newspapers, magazines, and the Internet; it also offers experience in radio and television broadcasting. Students have access to a state-of-the-art broadcast studio and will produce a newspaper and newscast as part of the program.

### **Public Relations (PR)**

The Public Relations stream aims to teach students to become adept at using the media to communicate for business, government, and other organizations. Courses such as Media Relations, Event Management, and Writing for Public Relations offer skills for writing and producing timely and accurate information. Students take part in off-campus ventures for real-world experience in fundraising and event management.

### **Conditions for Graduation**

In addition to meeting all program specific course and credit requirements, students must have a minimum 60% cumulative average in order to be eligible for graduation. Students will not normally be eligible to graduate while on Probationary status or Required to Withdraw status. A student denied graduation while on Probationary status or Required to Withdraw status may submit a request for Academic Consideration to the Academic Review Sub-Committee.

## **Media Studies Program – Schedule of Studies**

**DC = Digital Communication only**

**IA = Image Arts only**

**J = Journalism only**

**PR = Public Relations only**

**Note:** All courses are weighted 0.50 credits unless noted otherwise.

### **Semester 1**

AHSS*1060	[0.50]	Mass Communication
MDST*1010	[0.50]	Internet Survey & Research
MDST*1050	[0.50]	Introduction to Media Writing
MDST*1070	[0.50]	Photography and Digital Imaging
0.50 electives		

### **Semester 2**

AHSS*1070	[0.50]	Film Study
AHSS*1080	[0.50]	Ethical Issues
AHSS*1090	[0.50]	Communication, Technology and Culture
MDST*1030	[0.50]	Visual Communication and Design
MDST*1080	[0.50]	Introduction to Journalism & Public Relations

### **Semester 3**

AHSS*2010	[0.50]	Documentary Film and Television
AHSS*2030	[0.50]	Contemporary Narrative
AHSS*2190	[0.50]	History of Communication
MDST*2020	[0.50]	Media Structure and Policy
0.50 electives		

### **Semester 4**

AHSS*2020	[0.50]	Presentations and Persuasion
AHSS*2130	[0.50]	Subcultures and the Media
AHSS*3080	[0.50]	Web Design
MDST*2070	[0.50]	Digital Design I
0.50 electives		

### **Semester 5**

AHSS*3220	[0.50]	Law and the Media
MDST*3040	[0.50]	Perception, Power, and the Media
One of:		
MDST*2000	[0.50]	News Gathering J
MDST*2040	[0.50]	Media Relations PR
MDST*2130	[0.50]	Photographic Practices: Theory and Printing IA
MDST*3250	[]	DC
One of:		
MDST*2030	[0.50]	News Editing and Writing J
MDST*2210	[0.50]	Image Processing: Capture and Manipulation DC
MDST*2510	[0.50]	Studio Lighting Fundamentals IA
MDST*3080	[0.50]	Writing for Public Relations I PR
One of:		
MDST*2060	[0.50]	Marketing Communications PR
MDST*3150	[0.50]	Advanced Prepress and Digital Imaging IA
MDST*3180	[0.50]	Radio Broadcasting J
MDST*3210	[0.50]	Videography I DC

### **Semester 6**

SCMA*2040	[0.50]	Research Methods for Social Science
One of:		
MDST*3120	[0.50]	Digital Design II
MDST*3220	[0.50]	Client Relations & Project Management
One of:		
MDST*2060	[0.50]	Marketing Communications DC
MDST*2210	[0.50]	Image Processing: Capture and Manipulation IA
MDST*3000	[0.50]	Magazine Writing, Editing, and Research J
MDST*3170	[0.50]	Writing for Public Relations II PR
One of:		
AHSS*2170	[0.50]	The Human Figure IA
MDST*2050	[0.50]	Specialized Reporting J
MDST*3030	[0.50]	Event Management PR
MDST*3350	[0.50]	Web Design for Digital Communication II DC
One of:		
MDST*3020	[0.50]	Television Broadcasting J
MDST*3100	[0.50]	Corporations and Agencies PR
MDST*3110	[0.50]	Intermediate Theory and Location Photography IA
MDST*4170	[0.50]	Videography II DC

### **Semester 7**

AHSS*4080	[0.50]	Transition to Work
MDST*4080	[0.50]	Globalization and the Global Media
MDST*4500	[1.00]	Applied Research Project
One of:		
MDST*3060	[0.50]	Public Affairs PR
MDST*3200	[0.50]	Photo-Based Practices IA
MDST*4040	[0.50]	Multimedia Journalism J
MDST*4250	[0.50]	Web Design for Digital Communication III DC

### **Semester 8**

MDST*4210	[1.00]	Media Practices
One of:		
MDST*4060	[1.50]	Journalism Internship J
MDST*4070	[1.50]	Public Relations Internship PR
MDST*4130	[1.50]	Image Arts Internship IA
MDST*4200	[1.50]	Digital Communication Internship DC