2018-2019 Guelph-Humber Calendar

The information published in this University of Guelph-Humber Calendar outlines the rules, regulations, curricula, programs and fees for the 2018-2019 academic year, including Summer Semester 2018, Fall Semester 2018 and Winter Semester 2019.

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:

• Universities Canada

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Disclaimer

University of Guelph-Humber

The information published in this Calendar outlines the rules, regulations, curricula, programs and fees for the 2018-2019 academic year, including the Summer Semester 2018, the Fall Semester 2018, and the Winter Semester 2019.

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.

The University will not be liable for any interruption in, or cancellation of, any academic activities as set forth in this calendar and related information where such interruption is caused by fire, strike, lock-out, inability to procure materials or trades, restrictive laws or governmental regulations, actions taken by faculty, staff or students of the University or by others, civil unrest or disobedience, public health emergencies, or any other cause of any kind beyond the reasonable control of the University.

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

Introduction

Collection, Use and Disclosure of Personal Information

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 Advanced Education and Skills Development, 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.

Disclosure of Personal Information to the Ontario Ministry of Advanced Education and Skills Development

The University of Guelph is required to disclose personal information such as characteristics and educational outcomes to the Minister of Advanced Education and Skills Development under s. 15 of the Ministry of Advanced Education and Skills Development Act, R.S.O. 1990, Chapter M.19, as amended. The Ministry collects this data for purposes including but not limited to planning, allocating and administering public funding to colleges, universities and other post-secondary educational and training institutions.

Amendments made to the Ministry of Advanced Education and Skills Development Act, authorizing the collection and use of personal information from colleges and universities by the Minister of Advanced Education and Skills Development, which were set out in Schedule 5 of the Childcare Modernization Act, 2014, came into force on March 31, 2015.

The amendments strengthen the ability of the Minister to directly or indirectly collect and use personal information about students as required to conduct research and analysis, including longitudinal studies, and statistical activities conducted by or on behalf of the Ministry for purposes that relate to post-secondary education and training, including,

   i. understanding the transition of students from secondary school to post-secondary education and training,

   ii. understanding student participation and progress, mobility and learning and employment outcomes,

   iii. understanding linkages among universities, colleges, secondary schools and other educational and training institutions prescribed by regulation,

   iv. understanding trends in post-secondary education or training program choices made by students,

   v. understanding sources and patterns of student financial resources, including financial assistance and supports provided by government and post-secondary educational and training institutions,

   vi. planning to enhance the affordability and accessibility of post-secondary education and training and the quality and effectiveness of the post-secondary sector,

   vii. identifying conditions or barriers that inhibit student participation, progress, completion and transition to employment or future post-secondary educational or training opportunities, and

viii. developing key performance indicators.

Information that the University is required to provide includes but is not limited to: first, middle and last name, Ontario Educational Number, citizenship, date of birth, gender, first three digits of a student's postal code, mother tongue, degree program and major(s) in which the student is enrolled, year of study and whether the student has transferred from another institution.

Further information on the collection and use of student-level enrolment-related data can be obtained from the Ministry of Advanced Education and Skills Development website: https://www.ontario.ca/page/ministry-advanced-education-and-skills-development (English) or https://www.ontario.ca/fr/page/ministere-de-lenseignement-superieur-et-de-la-formation-professionnelle (French) or by writing to the Director, Postsecondary Finance and Information Management Branch, Postsecondary Education Division, 7th Floor, Mowat Block, 900 Bay Street, Toronto, ON M7A 1L2.

An update on Institutional and Ministry of Advanced Education and Skills Development Act Notice of Disclosure Activities is posted at https://www.ontario.ca/page/ministry-advanced-education-and-skills-development

Frequently Asked Questions related to the Ministry's enrolment and OEN data activities are also posted at: http://www.tcu.gov.on.ca/pepg/publications/NoticeOfCollection.pdf

Authority to Disclose Personal Information to Statistics Canada

The Ministry of Advanced Education and Skills Development discloses student-level enrolment-related data it collects from the colleges and universities as required by Statistics Canada in accordance with Section 13 of the Federal Statistics Act. This gives Ministry of Advanced Education and Skills Development Act authority to disclose personal information in accordance with s. 42(1) (e) of FIPPA

Notification of Disclosure of Personal Information to Statistics Canada

For further information, please see the Statistics Canada's web site at http://www.statcan.ca and Section XIV Statistics Canada.

Address for University Communication

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

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

Students are responsible for maintaining a current mailing address with the University. Address changes can be made, in writing, through Enrolment Services.

Name Changes

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

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 https://uoguelph.civicweb.net/document/68892/ORSInfoReleasePolicy060610.pdf?handle=FF982F8A9AEA4076BE4F3D88147172B8.

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Bachelor of Applied Arts in Media Studies (BAMS) - Diploma in Media Communications

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, designing visual communication or creating of multi-platform communication vehicles through digital technology.

Specializations are offered in Journalism, Public Relations, Visual Communication, Digital Communication and Media Business. 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.

Visual Communication (VC)

Students in the Visual Communication stream are exposed to all aspects of photography, design and videography leading to a diploma in Media Communications. Students study the world of media with a particular focus on visual communication, photographic techniques, and software -based design. An innovative multi-platform 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.

Media Business (MB)

The business aspects of the media industry are explored in the Media Business stream. Students learn the fundamentals of business including marketing, sales, management and advertising. Through a combination of theoretical and hands-on courses students learn how to analyze a marketplace, create effective marketing plans and develop multi-platform advertising messages on behalf of clients.

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

MB = Media Business only

PR = Public Relations only

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

Semester 1

AHSS*1210	[0.50]	English I: Reading and Writing Effectively
MDST*1010	[0.50]	Internet Survey & Research
MDST*1020	[0.50]	Communications Perspectives
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
MDST*2020	[0.50]	Media Structure and Policy
MDST*2080	[0.50]	Media Writing
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*2210	[0.50]	Image Processing: Capture and Manipulation VC
MDST*3230	[0.50]	Fundamentals of Media Management MB
MDST*3250	[0.50]	Web Design for Digital Communication I 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 VC
MDST*3080	[0.50]	Writing for Public Relations I PR
MDST*3280	[0.50]	Media Advertising I MB
One of:		
MDST*2060	[0.50]	Marketing Communications PR
MDST*3180	[0.50]	Radio Broadcasting J
MDST*3210	[0.50]	Videography I DC, VC
MDST*3270	[0.50]	Fundamentals of Media Marketing MB

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*3000	[0.50]	Magazine Writing, Editing, and Research J
MDST*3170	[0.50]	Writing for Public Relations II PR
MDST*3260	[0.50]	Production Design I DC
MDST*3370	[0.50]	Media Professional Selling I MB
One of:		
MDST*2050	[0.50]	Specialized Reporting J
MDST*3030	[0.50]	Event Management PR
MDST*3110	[0.50]	Intermediate Theory and Location Photography VC
MDST*3290	[0.50]	Media Advertising II MB
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*3310	[0.50]	Media Organizational Leadership MB
MDST*4170	[0.50]	Videography II DC, VC

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*4040	[0.50]	Multimedia Journalism J
MDST*4240	[0.50]	Videography III DC

MDST*4250	[0.50]	Web Design for Digital Communication III DC
MDST*4260	[0.50]	Production Design II PR
MDST*4370	[0.50]	Media Professional Selling II MB

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*4180	[1.50]	Visual Communication Internship VC
MDST*4200	[1.50]	Digital Communication Internship DC
MDST*4190	[1.50]	Media Business Internship MB