

Learning Outcomes

LO	Description
LO1-History	Situate and critically reflect one's own media production work and its effect in diverse economic, creative, and cultural contexts of the contemporary media landscape while applying historical insights, media theory and understanding of global trends to practice.
LO2-Research	Apply critical perspectives (media literacy and media theory) to creative, and commercial aspects of media content production and the society it reflects while recognizing the limits of current knowledge and understanding.
LO3-Production	Create professional quality content (audio, video, graphics, written, interactive) through research and production tools while demonstrating ethical and inclusive practices and professional storytelling skills.
LO4-Audience	Critically assess opportunities to connect content to audiences on various platforms using audience analytics and knowledge of distribution processes.
LO5-Leadership /Teamwork	Collaborate effectively in team contexts, in leadership and contributing roles, in a professional and inclusive manner.
LO6-Communications	Communicate clearly and confidently through all forms and media (including written, oral, video, design, imagery, posts, etc.)
LO7-Self-Learning /Adaptability	Demonstrate an ability to adapt when required and remain resilient in a dynamically changing media landscape while developing and applying other self-directed learning and sustainable production skills.
LO8-Entrepreneurship	Develop and generate opportunities for entrepreneurial leadership within media production projects with an in-depth understanding of development, funding, marketing, distribution, and monetization.
LO9-EDI	Lead and steward content creation processes that ethically include and represent the diverse perspectives and stories of all societal groups including, Indigenous, Black and racialized peoples, 2SLGBTQ+, women, persons with disabilities, and religious and linguistic minorities.