

REPORT OF ACADEMIC STANDARDS COMMITTEE

Report #W2013–3; April 2013

In this report the Academic Standards Committee (ASC) brings to Senate its evaluation and recommendation on the following items:

- RTA School of Media Curriculum Revisions and Program Name Change.

A. RTA SCHOOL OF MEDIA CURRICULUM REVISIONS

1. INTRODUCTION

The RTA School of Media now comprises two programs. The Bachelor of Arts (Radio and Television) has existed for many years within the School. The Bachelor of Fine Arts (New Media) program, which was formerly located in the School of Image Arts has now been integrated within the RTA School of Media.

RTA School of Media's BA program centres on content creation / storytelling, media production, critical theory and the law and business of media in radio, television, music and new media industries. The New Media BFA prepares fine art students to become creators of digital art, mobile media, interactive storytelling and virtual worlds. Taken together, RTA School of Media's two programs provide an intense and rewarding BA and BFA education in media production, content creation, fine art and scholarship.

The RTA School of Media has proposed the following three revisions:

- Name change of the BA (Radio and Television) to the BA (Media Production);
- Curriculum changes to the BA (Media Production);
- Curriculum changes to the BFA (New Media).

All three changes will come into effect for Fall 2014.

2. NAME CHANGE OF THE BA (RADIO AND TELEVISION) TO THE BA (MEDIA PRODUCTION)

The RTA School of Media proposes that the name of its BA program, currently called "Radio and Television" be changed to "**Media Production**". This will:

- more clearly capture the breadth of what students study and create. This includes the traditional areas of radio and television (broadcasting) but also in interactive, digital and social media and transmedia storytelling;
- restate and promote the essence and mission of RTA School of Media. For the past 60 years RTA School of Media has taught and prepared its graduates to become industry leaders in the production and dissemination of creative content. It is the students' and graduates' **media productions** that embody the qualities of "thinking, creating and leading" that are expected from students and the School;
- ensure that the RTA School of Media remains competitive in attracting students and faculty to the School by being forward looking and not seen to be tied exclusively to more traditional sectors or technologies.

Ryerson's Admissions Office initially expressed concern about possibly losing the strong connection with radio and television with potential students; however, following discussions with the School they have

adopted the view that Media Production is a clear and viable name especially if it continues to be identified and linked with the RTA School of Media brand.

The Dean of FCAD supports the name change to Media Production and has indicated that what may be lost in terms of the traditional connection with "Radio and Television", which is increasingly becoming an obsolete descriptor in the contemporary transmedia world, would be gained in terms of comprehensiveness and clarity about what the BA truly entails for students preparing themselves for careers in an increasingly complex and multilayered media landscape.

RTA School of Media does not at this time propose changing the name of the New Media Program. The focus for the BFA instead is to ensure its seamless transition into RTA School of Media. This is best supported by maintaining New Media's existing identity. The BFA program marries technological and other changes in media with innovative applications and new creative directions. Therefore, it is expected that the "new" in New Media will continued to be defined by exploration of new technologies and practises and, perhaps more importantly, by the freshness of the content created by BFA students.

3. GENERAL INFORMATION - CURRICULAR REVISIONS TO MEDIA PRODUCTION (BA) AND NEW MEDIA (BFA)

With the two programs housed within the same School and with the new curricular structure, the RTA School of Media will offer:

- more flexibility and choice for students in selecting courses
- greater opportunity for students for critical analysis and reflection to support their own creative work
- a richer creative environment for both programs by sharpening the programs' focus on aesthetics and storytelling
- more breadth for the New Media and Media Production students in terms of the forms of media they explore as undergraduates, ranging from the written word to audio and video projects to apps and social media to installation art

This curricular renewal ensures that the traditional strengths of both programs remain intact. The curricular renewal reflects FCAD's Academic Plan and the University's new curriculum model which encourages greater flexibility for students in terms of the courses they may take in addition to their core program, including minors and interdisciplinary exploration. Finally, and perhaps most importantly, RTA School of Media's curricular renewal responds to, and takes a lead on, changes in the media landscape and the creative practises associated with these changes.

The new curriculum is designed to provide students with academic flexibility while ensuring they have a strong academic foundation and the ability to specialize and delve deeply into their particular areas of interest. A strong commitment to creative practice is maintained in both programs.

Total courses for either RTA program	40 credits
Required core RTA courses	21 credits
RTA electives	7 credits
Open electives	6 credits
Liberal studies	6 credits

** Note: New Media students must take at least four (4) New Media designated courses for their RTA core electives.

Media Production and New Media students will share six (6) required courses:

- Introduction to Media Theory and Practices
- Creative Processes
- Digital Media Production I
- Sound Production
- Video Art and Production
- Project Development

These courses cover theory, production practises and the creative process. In these shared courses, assignments and breakout sessions may be designed to focus the lectures and learning outcomes to the specific needs of the Media Production and New Media students. For example, in Creative Processes a Media Production student might write a traditional script while a New Media student creates a non-linear piece based on the same raw story materials.

Media Production students are also exposed more thoroughly to the fine arts and fine art practises than has previously been the case. For example, all RTA School of Media students will take Creative Processes in their first term. The current first year fall term Media Writing I course is geared to developing specific writing skills for the media industry. By including New Media students and adjusting learning outcomes, the revised course focuses more on creative processes like iterative design (rewriting, prototyping) and story-chasing (field research) of content development. It is hoped that through this new course students will be given a stronger understanding of how to take ideas from inception to the creation of compelling artistic content.

Prior to the New Media program moving to RTA the School was in the process of expanding the scope of its new media (digital) courses. The New Media program brings to RTA School of Media a curriculum which deftly covers critical studies of new media and includes practical elements of computer programming and robotics. For instance, New Media courses such as Introduction to Computational Arts and Introduction to Tangible Media allow both Media Production and New Media students to explore theory, develop skills, and create artistic works in the new media sphere that translate into the worlds of commerce as well as fine art. Media Production students could then apply these skills and knowledge to app and digital game creation.

In turn, the New Media students are able to acquire more hands-on training in video and sound production and the opportunity to hone analytical skills through the new concentration in Critical Media Theories (see below). For example, the new Digital Narratology course introduces New Media students to the burgeoning field of literary criticism. New Media students now also gain access to existing RTA digital media courses, such as 2-D and Object Animation and Video Compositing and Special Effects, for knowledge and skills which can be immediately applied to their creative works.

The remaining required courses are developed to address specific pedagogical needs of the Media Production and New Media programs and students. Through core required courses Media Production students gain a crucial understanding of the law, business and regulatory landscape of the media industry in order to succeed in the industry. They hone their media writing and production skills. They gain a greater understanding of the aesthetics, historical context and potential cultural impact of their own work. They apply theory and critical thinking to creating scripts, music, television, animation, documentaries and journalistic features, webseries, businesses and, looking forward, apps and interactive entertainment.

For the New Media students, the remaining required courses provide students with the necessary grounding to move on to advanced study in a variety of media-related academic and artistic disciplines. Students

explore new media as a contemporary art practice, a mode of communication and a gateway to future innovation.

Further, for the New Media students, their Media Production colleagues will ultimately provide them with contacts in the media industry. For the Media Production students, the New Media students and courses open a window to more experimental and cutting edge uses of media; to take greater artistic risks. For example, Media Production students could take New Media Art History as an RTA core elective to study contemporary art practices. To encourage this exchange of ideas and approaches, depending on certain prerequisites:

- Media Production students may take New Media required courses as electives;
- New Media students may take Media Production required courses as electives;
- New Media and Media Production students can access most of the same RTA electives (subject to prerequisites).

Concentrations

Six courses, including one or two required courses, make up a concentration.¹ The following chart summarizes the list of available concentrations.

BA MEDIA PRODUCTION TV and Video Radio and Sound Media Business Screenwriting Digital media	BFA NEW MEDIA Computational Media Tangible Media Narrative Media
Open to both Media Production and New Media students	
Critical Media Theories Social Media	

Concentrations are not required but most RTA students are encouraged to complete at least one which they can designate (declare) to note on their transcript. Students will designate their concentration by submitting a form to the RTA School of Media Student Affairs Coordinator in the students’ final Fall term.

The new curriculum embraces the principal priorities in Ryerson University’s Academic Plan *Shaping Our Future*, and specifically focuses on:

High Quality, Societal-relevant Programs

RTA School of Media’s renewed curriculum allows students to grow into media practitioners, media scholars and artists and builds the foundation for professional, academic and creative careers (sometimes combining all three). RTA School of Media’s curriculum also continues a strong tradition of entrepreneurship and innovation. This is in part due to the revitalized Media Business concentration. Ultimately, it is the unique mix of media courses in theory, hands-on production, artistic exploration, writing, business and storytelling that prepares students to adapt to the changing media landscape.

Student Engagement and Success

The new curriculum meets students’ personal aspirations. It provides students with courses that lead them down as many paths as they themselves seek to discover. RTA School of Media expects students

¹ This terminology echoes the Curriculum Renewal Framework adopted by Senate in June, 2012.

to become the leading media producers, artists, storytellers and thinkers of the future. The new curriculum will challenge students to do their best academic and creative work. The mass lectures will allow an allocation of resources in order to also provide students with intimate lab and upper-level seminar-style courses. By doing this, RTA School of Media's curriculum encourages and facilitates professor-student contact on creative projects, student business proposals and academic research.

RTA School of Media continues to expand opportunities for students in experiential learning. Under the new curriculum RTA students are required to intern, work or contribute at least 60 hours to the community before they graduate. This is in addition to the ongoing Internship program which requires Media Production students to complete 240 hours of a full time placement in the industry. (In 2011, thirty-five percent of RTA students in the Internship program were offered a full time position with their mentor company immediately upon completion of their internship).

Learning and Teaching Excellence

The expanded, refocused curriculum increases student choice in classes. The new curriculum allows for the diverse and multidisciplinary faculty to teach their specific areas of expertise. This allows faculty to bring their enthusiasm, their latest research and industry currency to the classroom.

4. CURRICULUM CHANGES TO MEDIA PRODUCTION (BA)

The RTA School of Media BA (Media Production) will continue to be primarily a media production program with a strong focus on audio and video. Over the course of their studies at RTA School of Media the Media Production student will:

- develop their creative, production and entrepreneurial skills;
- be provided with a strong generalist foundation in the media through a mix of experiential learning coupled with critical theory and thinking;
- have the opportunity to specialize and build a deeper learning and understanding in a specific area (concentration);
- in fourth year, apply their knowledge, skills and learning in a culminating major project and, for most students, an internship in the media or creative industries.

BA in Media Production - Learning Outcomes

Graduates in Media Production will be able to:

1. critically analyze media, placing their own work and the work of others in historical, aesthetic, social and commercial contexts;
2. apply critical perspectives to media, media content and the society it reflects while recognizing the limits of current knowledge and understanding;
3. apply advanced principles of storytelling and content development across media genres and platforms;
4. create superior content across various media genres and platforms using proficient media production skills with the ability to pursue specialized areas of interest;
5. analyze, explain and participate in the continually changing landscape of the media industries and related business practices;
6. persuasively convey ideas across various forms of professional communication in visual, written and oral modes to a broad range of public, academic and professional audiences;
7. demonstrate intellectual, interpersonal, leadership and professional skills to create sophisticated media works in order to participate significantly in their communities, academia and their professional lives;
8. demonstrate personal and academic integrity and a commitment to ethical and social responsibility in their work and how they interact with others.

All courses in Media Production have been mapped to the learning outcomes.

Comparison of Current to Renewed Curriculum – MEDIA PRODUCTION

Year 1		Changes	Year 1	
Fall - Current Curriculum			Fall - Renewed Curriculum	
BDC102 Media Writing I	>>	RTA course, revised to share	>>	Creative Processes
BDC111 Media Tech Theory		Removed - BDC111/211 condensed to Prod Theory		
				Intro to Media Theory and Practices << New content
BDC191 Audio Production I	>>	RTA course, revised to share	>>	Audio and Soundscapes
BDC192 Digital Media Prod I	>>	RTA course, revised to share	>>	Digital Media
Lower Level Liberal	>>		>>	Lower Level Liberal - shared with BFA
ENG 108		Removed - replaced by Intro to Narrative		
Winter			Winter	
BDC201 Media Production II	>>	Multicamera moved to Multicamera/revised to share	>>	Video Art and Production << New content
BDC210 Broadcast History	>>	Renamed, similar content	>>	Media History
BDC202 Media Writing II	>>	Renamed, similar content	>>	Media Writing
BDC211 Media Tech Theory II	>>	BDC111/211 condensed to Production Theory	>>	Production Theory << New content
		Content moved and expanded from BDC201		Multi Camera << New content
Lower Level Liberal		Moved to Fall Year 2		
ENG208		Removed		
Year 2		Changes	Year 2	
Fall - Current Curriculum			Fall - Renewed Curriculum	
BDC310 Info Gathering and Research Methods		Content distributed into other courses: Intro to Media, The		
				Intro to Narrative << New content
BDC311 Communications Theory		Content condensed/moved to Intro to Theory (1st sem)		
				Business of Creative Media << New content
Intermediate Production (choose 1 of 4)	>>	RTA course, revised to share	>>	Intermediate Production (choose 1 of 4)
Lower Level Liberal	>>		>>	Lower Level Liberal - shared with BFA
Professionally-Related Elective	>>	revised Table for sharing	>>	Core Elective - shared with BFA
Winter			Winter	
BDC401 Design in Media	>>	Updated, more social focus	>>	Media Aesthetics and Culture << New content
Lower Level Liberal	>>		>>	Lower Level Liberal - shared with BFA
Professional Elective	>>		>>	Core Elective - shared with BFA
Professional/Prof Rel Elective	>>		>>	Core Elective - shared with BFA
Prof Rel Elective		Removed		
BDC402 Business Practices in Creative Media		Renamed, similar content: Business of Creative Media		
				OPEN Elective - shared with BFA

Year 3		Changes	Year 3	
Fall - Current Curriculum			Fall - Renewed Curriculum	
Upper Level Liberal	>>		>>	Upper Level Liberal - shared with BFA
Intermediate Prod or 2 Prof/Prof Rel Electives	>>	Int Prod now elective Table, Prof & Prof Rel become core		
			>>	Core Elective - shared with BFA
			>>	Core Elective
Professional/Prof Rel Elective		New OPEN - tripartite		OPEN Elective - shared with BFA
Prof Rel Elective		New OPEN - tripartite		OPEN Elective - shared with BFA
Winter			Winter	
Advanced Production (choose 1 of 4)		Moved to electives		
				Project Development << New content
				Core Elective - shared with BFA
Professional/Prof Rel Elective		New OPEN - tripartite		OPEN Elective - shared with BFA
Prof Rel Elective		New OPEN - tripartite		OPEN Elective - shared with BFA
Upper Level Liberal	>>		>>	Upper Level Liberal
Year 4			Year 4	
Fall - Current Curriculum			Fall - Renewed Curriculum	
Upper Level Liberal	>>		>>	Upper Level Liberal - shared with BFA
Professional/Prof Rel Elective		New OPEN - tripartite		OPEN Elective - shared with BFA
BDC701 Practicum/MRP	>>	MRP content condensed, removed from Practicum	>>	Thesis Project Production & Post (2 credits) or MRP + 1 elective << New content
Prof Rel Elective	>>		>>	Core Elective
BDC 710 Senior Capstone Lecture		Revised and moved to Winter term (year 4)		
Winter			Winter	
BDC701 Practicum/MRP		MRP content condensed, removed from Practicum		Thesis Project - Exhibition & Reflection (2 credits) << New content
Internship or Special Project		Complete re-think		Internship/RTA Public Service/Directed Readings (2 credits) << New content
				Master Class << New content

5. CURRICULUM CHANGES TO NEW MEDIA (BFA)

The BFA in New Media continues as a fine arts program. It creates for its students an environment and curriculum that encourages innovation and artistic expression beyond the limits of today's industrial parameters.

As part of Image Arts, New Media's theory courses were rooted in traditional areas of film and photography. With RTA's renewed curriculum, the New Media BFA can now refocus its theory courses across a broader range of media platforms to better serve students' specific pedagogical needs.

New Media's move to RTA School of Media does represent a clear shift in context. Historically, New Media's program was based in video art (linked to film and photographic practices). However, over the last decade New Media art has evolved from a purely image-based film medium to a more interdisciplinary approach, often including software-based, object-based (e.g. electronic art, robotics) or experience-based (e.g. interactive installations) methodologies. The RTA School of Media's expanded focus on emerging areas such as digital media, transmedia and gaming provides a richer context to address the range of practices covered by the New Media program. In other words, New Media's curriculum and teaching had already evolved in part towards RTA's contextual approaches and practices before the recent move to RTA.

In the proposed modified curriculum New Media students will see a larger choice in the elective pool. RTA's Media Production program and this curricular renewal will offer more varied electives to New Media students which will complement their core New Media courses. Those New Media students whose artistic work has a strong film and photography base can still access relevant Image Arts courses as Open electives.

New courses developed through the curricular renewal allow New Media students to consider their work through different theoretical lenses including narratology and social media activism. The new curriculum sharpens and focuses the theoretical approaches for the New Media and encourages its faculty to bring to students their respective expertise. Similarly, the addition of the New Media program expands the choices for Media Production students as well, giving them more opportunities to take critical theory courses.

BFA in New Media - Learning Outcomes

Graduates New Media will be able to:

1. create meaningful new media experiences either in virtual, physical, mixed and/or augmented reality;
2. discuss the major theoretical and historical issues around new media, computing aesthetics and communication, experiential culture(s);
3. understand and evaluate the role of new media experiences in various artistic and cultural contexts;
4. communicate clearly through new media and be sensitive to design issues around new media;
5. work in teams and manage experiential projects;
6. set up and maintain a new media system;
7. document and present new media experiences effectively;

All courses in New Media have been mapped to the learning outcomes.

Comparison of Current to Renewed Curriculum – NEW MEDIA

Year 1	Changes	Year 1	
Fall - Current Curriculum		Fall - Renewed Curriculum	
Art and the Classical Tradition	>> IMA shared course, removed		
Concepts and Theories	>> IMA shared course, removed		
		Creative Processes	
		Intro to Media Theory and Practices	<< New content
Intro to Media for Experience Design	Expanded into Audio, Digital Media and Video	>> Audio and Soundscapes	
New Media Research Methodologies	Divided between Digital Media and Creative Processes	>> Digital Media	
Liberal Studies		Liberal Studies	
Winter		Winter	
Art in the Modern World	>> IMA shared course, removed		
		New Media Art History	
Visual Studies I	>> Removed		
		Video Art and Production	
Intro to Computational Arts		Intro to Computational Arts	
Intro to Experience Design		Intro to Experience Design	
Liberal Studies			
		Experiential Media and Interdisciplinary Practices	<< New content
Year 2		Year 2	
Fall - Current Curriculum		Fall - Renewed Curriculum	
Visual Studies II	>> Renamed (Interactive Storytelling), same course	>> Interactive Storytelling	
New Media History: Analog Cultures	Condensed into first year New Media Art History	>>	
		Digital Narratology	<< New content
Intro to Physical Computing	>> Renamed, same course	>> Intro to Tangible Media	
Artistic Applications for Interactive Spaces	>> Moved to Electives	Elective	
New Media Theories of Representation	Some content moved to 1st Year Exp Media and Interdisp. Practices	>>	
		Liberal Studies	
Winter		Winter	
Visual Studies III	>> Renamed (Multiplatform Narratives), Moved to Electives	Elective	
		Technology, Identity and Practice	<< New content
New Media History: Digital Cultures	Condensed into first year New Media Art History	>>	
Theories of Experience in Art	Some content moved to 1st Year Exp Media and Interdisp. Practices	>>	
		OPEN Elective	
Mobility and Mixed Reality	>> Moved to Electives	Elective	
Artistic Applications for Physical Computing	>> Renamed (Empathy Machines), moved to Electives		
		Liberal Studies	

Year 3		Changes	Year 3	
Fall - Current Curriculum			Fall - Renewed Curriculum	
Cultural Theory and Research Studio	>>	Moved to Electives		
			Public Practices	<< New content
Communication within Hybrid Environments	>>	Moved to Electives	Elective	
Visualization and Generative Processes	>>	Moved to Electives	OPEN Elective	
Elective #1			OPEN Elective	
Liberal Studies	>>		>> Liberal Studies	
Winter				
New Media Project Development		Replaced by common Project Development	>>	Project Development
Experiential Media and Interdisciplinary Practices		Content moved to 4th year Issues in Exp Art		
			#Activism: Media of Social Change	<< New content
Malleable Media	>>	Moved to Electives	Elective	
Elective #2			OPEN Elective	
Liberal Studies			OPEN Elective	
Year 4		Changes	Year 4	
Fall - Current Curriculum			Fall - Renewed Curriculum	
Senior Thesis (6 credits)	>>	Same	>>	Senior Thesis
Elective #3			Elective	
Elective #4			Elective	
Liberal Studies			Liberal Studies	
Winter				
Senior Thesis (6 credits)			Senior Thesis	
Elective #5				
			Issues in Experiential Media Art History	
Elective #6			Elective	
Liberal Studies			Liberal Studies	

6. NEW CURRICULAR STRUCTURE RTA SCHOOL OF MEDIA

	BA – Media Production	BFA – New Media
Legend:		
Mass Lecture		
Lab		
Core Elective		
OPEN		
Liberal		
Shared Core	BA Core	BFA Core
1st Year - Fall	1st Year - Fall	1st Year - Fall
Intro to Media Theory and Creative Processes		
Lower Liberal 1		
Digital Media Production I		
Sound Production		
1st Year - Winter	1st Year - Winter	1st Year - Winter
Video Art and Production		
	Media History	New Media Art History
	Media Writing	Experiential Media & Interdisc Art Practices
	Production Theory	Intro to Experience Design
	Multi Camera	Intro to Computational Art
2nd Year - Fall	2nd Year - Fall	2nd Year - Fall
Lower Liberal 2		
Elective S1		
	Intro to Narrative	Digital Narratology
	Business of Creative Media	Technology, Identity and Practice
	Intermediate Production	Intro to Tangible Media
2nd Year - Winter	2nd Year - Winter	2nd Year - Winter
Lower Liberal 3		
Elective S2		
Elective S3		
OPEN 1		
	Media Aesthetics & Culture	Interactive Storytelling

3rd Year - Fall	3rd Year - Fall	3rd Year - Fall
Upper Liberal 1		
Elective S4		
OPEN 2		
OPEN 3		
	Elective 1	Public Practice
3rd Year - Winter	3rd Year - Winter	3rd Year - Winter
Project Development		
Elective S5		
OPEN 4		
OPEN 5		
	Upper Liberal 2	#Activism: Media of Social Change
4th Year - Fall	4th Year - Fall	4th Year - Fall
Upper Liberal 3		
OPEN 6		
	Thesis Project	BFA Thesis Project
	Thesis Project	BFA Thesis Project
	Elective 2	Elective 1
4th Year - Winter	4th Year - Winter	4th Year - Winter
	Thesis Project	BFA Thesis Project
	Thesis Project	BFA Thesis Project
	Internship/RTA Pub Service/Dir Read	Upper Liberal 2*
	Internship/RTA Pub Service/Dir Read	Elective 2
	Master Class	Issues in Experiential Media Art History
Overview	BA	BFA
Core Required	18 to 21	21
Core ELECTIVES	7 to 10	7
OPEN	6	6
Liberals	6	6
OVERALL	40 courses	40 courses

7. RTA CORE ELECTIVES

“BA only” means that this course is available as an elective for BA (Media Production) students but would be a required course for BFA (New Media) students. Not all courses will be offered every year, subject to course intentions and resource allocations.

Code	Course		
RTA 947	Live Event Media	RTA 904	Advanced Media Management
RTA 951	Presentation I	RTA 906	Marketing for Media Professionals
RTA 952	Presentation II	RTA 908	Business of Producing I
RTA 990	Intro to Documentary Theory	RTA 909	Business of Producing II
RTA 931	Inside the Frame	RTA 913	Media Entrepreneurship
RTA 976	Radio Broadcast Journalism	RTA 914	Business Case Studies in Communications
RTA 980	TV Broadcast Journalism	RTA 915	Legal Issues in Media
RTA 210	Media History	RTA 916	Advanced Media Marketing
RTA 211	Production Theory	RTA 917	Public Relations
RTA 310	Media Aesthetics & Culture	RTA 927	Business of Music I
RTA 315	Business of Creative Media	RTA 937	Business of Music II
RTA 316	Intro to Narrative	RTA 918	Ethics in Media
RTA 322	Technology, Identity and Creativity	RTA 950	Selected Topics in Media
RTA 311	Production: Intermediate Audio	RTA 960	Selected Topics in International Media
RTA 905	History and Culture of Pop Music	RTA 919	The Art of Negotiation
RTA 981	Advanced Audio Production	RTA 999	RTA in LA

RTA 921	Advanced Audio Theory	RTA 941	Dramatic Writing
RTA 985	Sound for Video Producers	RTA 943	Comedy Writing
RTA 971	Audio Post Production & Sound Design	RTA 944	Writing for Animation
RTA 972	Sound Synthesis	RTA 945	Writing for Factual and Reality Programs
RTA 974	Radio Production	RTA 942	Advertising Copywriting
RTA 907	Sound Media	RTA 922	Transmedia Writing
RTA 313	Production: Intermediate Multi-camera	RTA 926	Studies in Genre
RTA 314	Production: Intermediate Single Camera	RTA 923	Intro to Writing for Video Games
RTA 983	Multi-camera Production – Advanced	RTA 948	Interactive Spaces
RTA 984	Single Camera Production – Advanced	RTA 953	Mobility and Mixed Reality
RTA 911	Directing and Performance	Code	Course
RTA 912	The Audience	RTA 959	Visualization and Generative Processes
RTA 910	Production Management	RTA 954	Empathy Machines
RTA 955	Sports Broadcasting	RTA 958	Communications within Hybrid Environments
RTA 956	Children's Programming	RTA 962	Interaction Design
RTA 957	Documentary Production	RTA 968	Malleable Media
RTA 969	Television Technical Producing	RTA 925	Making Objects
RTA 970	Lighting, Grip and Effects Specialty	RTA 929	Multi-platform Narrative
RTA 973	Independent Production	RTA 902	Social Media
RTA 977	Factual and Entertainment Features	RTA 521	#Activism: Media for Social Change
RTA 978	Editing Specialty	RTA 967	Interactivity and Net-working
RTA 979	Advanced Television Editing	RTA 930	Social Practices in Hybrid Media Spaces
RTA 317	Digital Media for Evolving Audiences	RTA 932	Hacking, DIY, and Open Source Cultures
RTA 982	Advanced Digital Media Production	RTA 933	Hacking, DIY, and Open Source Studio
RTA 928	Gaming Theory and Practice	RTA 934	Virtual Identities and Communities
RTA 961	2D and Object Animation	RTA 935	Institutional and Personal Media Platforms
RTA 963	Digital Graphic and Web Design	RTA 965	Advanced New Media Topics
RTA 964	Emerging Technology for Media Makers	RTA 936	The Business of Art
RTA 975	Video Compositing and Special Effects	RTA 966	Cooperative Internship
RTA 320	Interactive Storytelling	RTA 949	Directed Study (BFA)
RTA 321	Intro to Tangible Media	RTA 220	New Media Art History
RTA 223	Intro to Experience Design	RTA 323	Digital Narratology
RTA 221	Experiential Media & Interdisciplinary Practice	RTA 903	News and Current Affairs Theory
RTA 222	Intro to Computational Art	RTA 938	Digital Popular Cultures
RTA 901	Advertising	RTA 939	Aboriginal Media
		RTA 940	Canadian Televisual Studies
		RTA 946	Issues in New Media Theory & History

8. CONCENTRATIONS: LIST OF COURSES

Code	Course	Concentration: Radio and Sound
RTA 311	Production: Intermediate Audio	
RTA 905	History and Culture of Pop Music	
RTA 907	Sound Media	
RTA 921	Advanced Audio Theory	
RTA 971	Audio Post Production & Sound Design	
RTA 972	Sound Synthesis	
RTA 974	Radio Production	

RTA 981 Advanced Audio Production
 RTA 985 Sound for Video Producers

Code	Course	Concentration: Television and Video
RTA 313	Production: Intermediate Multi-camera	
RTA 314	Production: Intermediate Single Camera	
RTA 908	Business of Producing I	Also: Business
RTA 909	Business of Producing II	Also: Business
RTA 910	Production Management	
RTA 911	Directing and Performance	
RTA 912	The Audience	Also: Business
RTA 913	Media Entrepreneurship	Also: Business
RTA 955	Sports Broadcasting	
RTA 956	Children's Programming	
RTA 957	Documentary Production	
RTA 969	Television Technical Producing	
RTA 970	Lighting, Grip and Effects Specialty	
RTA 973	Independent Production	
RTA 975	Video Compositing and Special Effects	Also: Digital Media, Narrative Media
RTA 977	Factual and Entertainment Features	
RTA 978	Editing Specialty	Also: Narrative Media
RTA 979	Advanced Television Editing	
RTA 983	Multi-camera Production – Advanced	
RTA 984	Single Camera Production – Advanced	

Code	Course	Concentration: Digital Media
RTA 221	Experiential Media & Interdiscipl. Practice	(Required BFA course)
RTA 222	Intro to Computational Art	(Required BFA course)
RTA 223	Intro to Experience Design	(Required BFA course)
RTA 317	Digital Media for Evolving Audiences	Also: Screenwriting; Computational Media; Narrative Media (Required BFA course)
RTA 320	Interactive Storytelling	
RTA 321	Intro to Tangible Media	(Required BFA course)
RTA 925	Making Objects	Also: Tangible Media
RTA 928	Gaming Theory and Practice	Also: Computational Media
RTA 929	Multi-platform Narrative	Also: Narrative Media
RTA 930	Social Practices in Hybrid Media Spaces	Also: Social Media
RTA 932	Hacking, DIY, and Open Source Cultures	Also: Social Media
RTA 933	Hacking, DIY, and Open Source Studio	Also: Social Media
RTA 934	Virtual Identities and Communities	Also: Social Media
RTA 935	Institutional and Personal Media Platforms	Also: Social Media
RTA 948	Interactive Spaces	Also: Computational Media
RTA 953	Mobility and Mixed Reality	Also: Computational Media
RTA 954	Empathy Machines	Also: Tangible Media
RTA 958	Communications within Hybrid Environments	Also: Tangible Media
RTA 959	Visualization and Generative Processes	Also: Computational Media
RTA 961	2D and Object Animation	
RTA 962	Interaction Design	Also: Tangible Media
RTA 963	Digital Graphic and Web Design	Also: Narrative Media
RTA 964	Emerging Technology for Media Makers	Also: Tangible Media
RTA 965	Advanced New Media Topics	
RTA 967	Interactivity and Net-working	Also: Social Media
RTA 968	Malleable Media	Also: Tangible Media

RTA 975	Video Compositing and Special Effects	Also: Television and Video, Narrative Media
RTA 982	Advanced Digital Media Production	

Code	Course	Concentration: Business
RTA 901	Advertising	
RTA 904	Advanced Media Management	
RTA 906	Marketing for Media Professionals	
RTA 908	Business of Producing I	Also: Television and Video
RTA 909	Business of Producing II	Also: Television and Video
RTA 912	The Audience	Also: Television and Video
RTA 913	Media Entrepreneurship	Also: Television and Video
RTA 914	Business Case Studies in Communications	
RTA 915	Legal Issues in Media	
RTA 916	Advanced Media Marketing	
RTA 917	Public Relations	Also: Social Media
RTA 927	Business of Music I	
RTA 937	Business of Music II	
RTA 918	Ethics in Media	
RTA 950	Selected Topics in Media	
RTA 960	Selected Topics in International Media	
RTA 919	The Art of Negotiation	
RTA 999	RTA in LA	Also: Screenwriting

Code	Course	Concentration: Screenwriting
RTA 212	Media Writing	(Required BA course)
RTA 320	Interactive Storytelling	Also: Computational Media; Narrative Media
RTA 922	Transmedia Writing	Also: Computational Media; Narrative Media
RTA 923	Intro to Writing for Video Games	Also: Computational Media; Narrative Media
RTA 926	Studies in Genre	
RTA 941	Dramatic Writing	
RTA 942	Advertising Copywriting	
RTA 943	Comedy Writing	
RTA 944	Writing for Animation	
RTA 945	Writing for Factual and Reality Programs	
RTA 999	RTA in LA	Also: Business

Code	Course	Concentration: Narrative Media
RTA 212	Media Writing	
RTA 320	Interactive Storytelling	Also: Screenwriting; Computational Media; Digital Media
RTA 922	Transmedia Writing	Also: Computational Media; Screenwriting
RTA 923	Intro to Writing for Video Games	Also: Computational Media; Screenwriting
RTA 929	Multi-platform Narrative	Also: Digital Media
RTA 963	Digital Graphic and Web Design	Also: Digital Media
RTA 975	Video Compositing and Special Effects	Also: Television and Video, Digital Media
RTA 978	Editing Specialty	Also: Television and Video

Code	Course	Concentration: Computational Media
RTA 222	Intro to Computational Art	(Required BFA course)
RTA 320	Interactive Storytelling	Also: Screenwriting; Digital Media; Narrative Media
RTA 922	Transmedia Writing	Also: Screenwriting; Narrative Media

RTA 923	Intro to Writing for Video Games	Also: Screenwriting; Narrative Media
RTA 928	Gaming Theory and Practice	Also: Digital Media
RTA 948	Interactive Spaces	Also: Digital Media
RTA 953	Mobility and Mixed Reality	Also: Digital Media
RTA 959	Visualization and Generative Processes	Also: Digital Media

Code	Course	Concentration: Tangible Media
RTA 321	Intro to Tangible Media	(Required BFA Course)
RTA 925	Making Objects	Also: Digital Media
RTA 954	Empathy Machines	Also: Digital Media
RTA 958	Communications within Hybrid Environments	Also: Digital Media
RTA 962	Interaction Design	Also: Digital Media
RTA 964	Emerging Technology for Media Makers	Also: Digital Media
RTA 968	Malleable Media	Also: Digital Media

Code	Course	Concentration: Social Media
RTA 521	#Activism: Media for Social Change	(Required BFA Course)
RTA 902	Social Media	
RTA 917	Public Relations	Also: Business
RTA 930	Social Practices in Hybrid Media Spaces	Also: Digital Media
RTA 932	Hacking, DIY, and Open Source Cultures	Also: Digital Media
RTA 933	Hacking, DIY, and Open Source Studio	Also: Digital Media
RTA 934	Virtual Identities and Communities	Also: Digital Media
RTA 935	Institutional and Personal Media Platforms	Also: Digital Media
RTA 967	Interactivity and Net-working	Also: Digital Media

Code	Course	Concentration: Critical Media Theory
RTA 101	Introduction to Media Theory and Practice	(Required course)
RTA 220	New Media Art History	
RTA 323	Digital Narratology	(Required BFA course)
RTA 903	News and Current Affairs Theory	
RTA 938	Digital Popular Cultures	
RTA 939	Aboriginal Media	
RTA 940	Canadian Televisual Studies	
RTA 946	Issues in New Media Theory & History	

RECOMMENDATION

Having satisfied itself of the merit of this proposal, ASC recommends:

That Senate approve the name change of the BA (Radio and Television) to the BA (Media Production)


Having satisfied itself of the merit of this proposal, ASC recommends:

That Senate approve the curriculum changes to the BA (Media Production)

Having satisfied itself of the merit of this proposal, ASC recommends:

That Senate approve the curriculum changes to the BFA (New Media)

Respectfully Submitted,



Chris Evans, Chair for the Committee

ASC Members:

Chris Evans, Vice-Chair and Vice Provost Academic
Heather Lane Vetere, Interim Registrar and Vice Provost Students
Mark Lovewell, Interim Secretary of Senate
John Turtle, Faculty of Arts, Psychology
Andrew Hunter, Faculty of Arts, Philosophy
Kelly McKay, Ted Rogers School of Management, Hospitality & Tourism
Ian Baitz, Faculty of Communication and Design, Graphic Communications Management
Jean Bruce, Faculty of Communication & Design, Image Arts
Jennifer Poole, Faculty of Community Services, Social Work
Nick Bellissimo, Faculty of Community Services, Nutrition
Medhat Shehata, Faculty of Engineering and Architectural Science, Civil Engineering
Noel George, Faculty of Science, Chemistry and Biology
Trina Grover, Library
Des Glynn, Chang School of Continuing Education
Eszteella Vezer, Faculty of Arts, Psychology
Melissa Palermo, Faculty of Communication & Design, Image Arts – New Media