

Bachelor of Arts Honours Visual Arts and Communication, Media and Film (with Option in Film Production and Media Arts)

Learning Outcomes

Last Updated: January 13, 2017

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<p>Program Learning Outcomes (Degree Level Expectations) <i>This is a sentence completion exercise. Please provide a minimum of 1 learning outcome for each of the boxes associated with a graduate attribute.</i></p> <p><u>At the end of this program, the successful student will know and be able to:</u></p>	<p>Characteristics of a University of Windsor Graduate</p> <p><u>A UWindsor graduate will have the ability to demonstrate:</u></p>	<p>COU-approved Undergraduate Degree Level Expectations</p>
<p>A. Demonstrate mastery of advanced technical skills in audiovisual production (e.g. direction, cinematography, sound, lighting, editing, etc.) through the creation and presentation of short and/or mid-length film/video texts (see also H)</p> <p>Apply concepts of visual storytelling, including the use of cinematic techniques (e.g. lighting, shot angles, etc.) in the process of scriptwriting and creating media texts to achieve desired effects</p> <p>Use and explain the specialized vocabulary associated with advanced cinematic production (including sound, lighting and editing)</p> <p>Critically appraise the relationship between strategic aesthetic choices and the creation of specific meanings (see also H)</p> <p>Compare and evaluate various theoretical frameworks used to study film and filmic techniques</p> <p>Employ relevant communication theories (i.e. encoding/decoding) that shape the creative process and that may influence audience perceptions</p>	<p>A. the acquisition, application and integration of knowledge</p>	<p>1.Depth and Breadth of Knowledge 2.Knowledge of Methodologies 3. Application of Knowledge 5.Awareness of Limits of Knowledge</p>
<p>B. Design a project proposal that addresses each stage of the production process (pre-production, production, post-production) from conception to implementation, including prospective venues for distribution (see also D)</p> <p>Conduct relevant background research on the subject matter/focus of the film in the pre-production stage</p>	<p>B. research skills, including the ability to define problems and access, retrieve and evaluate information (information literacy)</p>	<p>1. Depth and Breadth of Knowledge 2. Knowledge of Methodologies 3. Application of Knowledge 5. Awareness of Limits Knowledge</p>

<p>and integrate this knowledge in the subsequent production process</p> <p>Assemble, organize and examine data related to potential target audiences/demographics to maximize exposure (see also D)</p>		
<p>C. Integrate conceptual knowledge and practical skills appropriate to content creation for various genres (e.g. documentary, fiction, experimental)</p> <p>Evaluate and apply theoretical, aesthetic and historical concepts when making stylistic choices in editing/post-production processes</p> <p>Manage and troubleshoot problems as they may arise during the production process</p>	<p>C. critical thinking and problem-solving skills</p>	<p>1. Depth and Breadth of Knowledge 2. Knowledge of Methodologies 3. Application of Knowledge 5. Awareness of Limits of Knowledge</p>
<p>D. Formulate a budget plan based on a consideration of the various components of the production process (see also B)</p> <p>Assemble data; describe and categorize target demographics to maximize exposure</p>	<p>D. literacy and numeracy skills</p>	<p>4. Communication Skills 5. Awareness of Limits of Knowledge</p>
<p>E. Explain the ethical responsibilities of media makers to their subject(s) and audiences and employ them in their own creative work at all stages of the production process (pre-production, production, post-production)</p>	<p>E. responsible behaviour to self, others and society</p>	<p>5. Awareness of Limits of Knowledge Autonomy and Professional Capacity</p>
<p>F. Work creatively and collegially in teams on production projects, from conception to completion (see also E and G)</p>	<p>F. interpersonal and communications skills</p>	<p>4. Communication Skills 6. Autonomy and Professional Capacity</p>
<p>G. Assume leadership in a variety of roles (e.g. direction, cinematography, lighting, etc.) when working in a collaborative production environment. (see also F)</p>	<p>G. teamwork, and personal and group leadership skills</p>	<p>4. Communication Skills 6. Autonomy and Professional Capacity</p>
<p>H. Apply technical, aesthetic and conceptual decisions based on an advanced understanding of design principles</p> <p>Produce original scripts for film/video projects</p> <p>Use different aesthetic approaches in the meaning-making process (see also A and C)</p>	<p>H. creativity and aesthetic appreciation</p>	<p>2. Knowledge of Methodologies 3. Application of Knowledge 6. Autonomy and Professional Capacity</p>
<p>I. Appraise and explain significant historical developments in the field of cinema and the relationship between cinema and society</p> <p>Explain the centrality of film in the framing and representation of contemporary issues and current events (see also</p>	<p>I. the ability and desire for continuous learning</p>	<p>Autonomy and Professional Capacity</p>

