

**39-112/40-112. Introduction to Media Design and Production**

**Learning Outcomes**

Last Update: January 11, 2013

PDC121207-5.2

<b>Course Learning Outcomes</b> <i>This is a sentence completion exercise.</i> <u>At the end of the course, the successful student will know and be able to:</u>	<b>Characteristics of a University of Windsor Graduate</b>
A. Define and explain key terms and concepts associated with contemporary media design and pre-production processes (see also H)  Identify and analyze elements of extant media messages derived from various formats  Develop a project proposal informed by pertinent and up-to-date research of specific delivery channels and demographic markets (see also B)	A U of Windsor graduate will have the ability to demonstrate:  A. the acquisition, application and integration of knowledge
B. Locate and assess the relevance of a variety of primary and secondary sources and effectively use them in preparing a project proposal (see also A and C)	B. research skills, including the ability to define problems and access, retrieve and evaluate information (information literacy)
C.	C. critical thinking and problem-solving skills
D. Formulate a feasible budget based on consideration of the various components of the production process	D. literacy and numeracy skills
E.	E. responsible behaviour to self, others and society
F.	F. interpersonal and communications skills
G.	G. teamwork, and personal and group leadership skills
H. Create scripts and storyboards, in standard professional formats, designed to elicit specific audience/consumer behaviour based on the application of media design principles and concepts (see also A)	H. creativity and aesthetic appreciation
I.	I. the ability and desire for continuous learning