COM1015 – Media - Outline

In this module you will discover the impact of media and develop fundamental skills to relay a message effectively using various forms of media. You will begin by researching the various types of media and how they can be effectively used, as well as determining which type of media is effective in a particular situation.

You will then learn how to properly analyze a number of media examples and critique them for the effectiveness of their message.

Finally, you will learn how to create your own media that is effective in conveying a particular message. This will include all stages. Your message will be conceived, planned, executed, edited, and critiqued by you.

Grades for the module will be assigned as follows:

Workstation Routines and Behaviour	10%	This portion of the module is based on behavior, time spent on-task, and overall workstation habits. Basically make sure you are doing your work and keeping your station clean and organized.
Assignments	60%	These assignments must all be completed. Each assignment will be weighted equally and have its own marking guide.
Final Project	30%	This project will demonstrate your understanding of media and how it is used to communicate ideas and information.