

- 1 COMMUNICATION, MEDIA AND FILM
- 2 DRAMA AND CMF
- 3 VISUAL ARTS AND CMF

COMMUNICATION, MEDIA AND FILM

1 COMMUNICATION, MEDIA AND FILM

Media are all around us. We are now, more than ever, individually and collectively immersed in mediated environments, forever connected to social networks, constantly communicating via new media platforms and mobile devices, and consuming the products of media culture in ways that were once unimaginable. The content we receive and create through these various media influence how we think, what we think about, how we conduct our everyday lives and how we experience the world.

Students in Communication, Media and Film are at the centre of exploring the most dynamic changes in our increasingly complex media landscape as well as the broader cultural, social, economic and political implications of contemporary and emergent technologies.

PROGRAM DESCRIPTION

Communication, Media and Film at the University of Windsor offers an innovative curriculum—blending theory and practice—so that you acquire the skills necessary to interpret and critically engage our media-saturated world.

We offer a four-year Honours BA in Communication, Media and Film and a three-year General BA in Communication, Media and Film. Additionally, we offer combined honours programs in Communication, Media and Film and Dramatic Art; Communication, Media and Film and Visual Arts; and other combined honours programs, where Communication, Media and Film can be paired with other subjects including English, political science, sociology, history, and many others.



University
of Windsor

You can customize your post-secondary education by focusing on one or more of our “Paths of Study” such as: new/social media and digital culture; digital media production; advertising, public relations and social/new media message design; popular culture and media literacy; film studies and cinema history, communication theory, policy and research methods. Or, you can take a variety of courses from any of these areas, depending on your interests and professional goals.

Our program will give you a comprehensive understanding of the converged media environment and enable you to develop the conceptual and creative proficiencies necessary to pursue a broad range of careers in media-related fields. Those interested in media production are able to expand their artistic imaginations and gain industry standard training to make their own media, to find their own voice, and to tell their own stories across a variety of digital formats.

FIRST-YEAR COURSES

- Effective Writing I and II
- Media Literacy
- Introduction to Media and Society
- Introduction to Media Design and Production I (if interested in production)

CAREER PATH

- Advertising, public relations and strategic communications
- Communication/media specialist for private sector, governmental, nongovernmental and community organizations
- Media production and postproduction (e.g. television, film, digital, social and mobile media)
- Writing and content creation for traditional and new/social media platforms
- Research and analysis for private and public sectors
- Public opinion and audience research
- Public advocacy and community/alternative media
- Education (with additional studies)

STUDENT RESOURCES

We offer exceptional production facilities, a complete range of advanced, industry-standard digital video and sound equipment for both field and studio production and state-of-the-art post-production labs. Our teaching and studio facilities are complemented by opportunities on campus and off-campus media outlets including CJAM Radio, The Lance student newspaper, Cogeco Cable, CBC-Windsor and local production houses. You may also take internship courses through arranged placements at a wide variety of business, community, advertising, public relations, nonprofit and media organizations.

ADMISSION REQUIREMENTS

Ontario Secondary School graduates require six Grade 12 U or M courses, including Grade 12 U English.

2 DRAMA AND COMMUNICATION, MEDIA AND FILM

Drama and Communication, Media and Film is a dynamic, flexible program that combines a dramatic art major and a communication, media, and film major to provide strong training in both disciplines.

PROGRAM DESCRIPTION

This four-year Honours Bachelor of Arts degree, offered jointly by the School of Dramatic Art and the Department of Communication, Media and Film, is a double major that will give you both knowledge and practical experience.

Your studies in Dramatic Art may include courses in stage design, video, film, theatre production, theatre history, and performance. Required courses in Communication, Media and Film will provide you with critical perspectives on media

industries, media content, and the sociocultural and political-economic implications of contemporary communication technologies. If you wish to take courses in digital media production, please meet with a counsellor.

FIRST YEAR

First-year Dramatic Art courses focus on theatre history, the nature of theatre and rendering for theatre. First-year Communication, Media and Film courses concentrate on the history, development and impact of information technologies, an introduction to communication theory, and the role of communication in society. Courses are also offered in media design and production processes.

FIRST-YEAR COURSES

- Effective Writing I and II
- Nature of Theatre I and II
- Introduction to Media and Society
- Introduction to Media Design and Production I and II (if interested in production)
- Media Literacy

EXPERIENTIAL LEARNING

Drama and Communication, Media and Film includes opportunities in more specialized areas in theatre production, performance, media studies and digital media production after first year. Advanced students will have the opportunity to pursue internships and Work Study opportunities at University Players.

ADMISSION REQUIREMENTS

Minimum average of 70%. OSS Diploma and six Grade 12 U or M courses, including Grade 12U English.

CAREER PATHS

- Actor
- Administrator
- Teacher (with additional studies)
- Director

- Television and video production and post-production
- Theatre for social action practitioner
- Graduate school
- Television and video production and post-production
- Theatre for social action practitioner
- Graduate school

CONTACT US

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3 VISUAL ARTS AND COMMUNICATION, MEDIA AND FILM

- STUDIO ARTS
- FILM PRODUCTION AND MEDIA ARTS

There are two options available to students in the Combined Visual Arts and Communication, Media and Film program.

OPTION 1: STUDIO ARTS

This option combines a foundation in artistic skills with an analysis of contemporary media institutions and production practices. We offer you practical, skill-based training in studio areas such as photography, painting, drawing, sculpture, print media, digital video and new media, while also emphasizing the critical and theoretical concerns in contemporary art.

The Visual Arts and Communication, Media and Film Studio Arts option provides a strong foundation in studio practices (drawing, painting, print/digital/integrated media, photography, sculpture, bio art, etc.) and art history with exhibition opportunities and exposure to regional cultural institutions, engages the rapidly changing media environment and the social, cultural and political implications of emerging digital technologies/platforms.

Our studio faculty members exhibit their own work nationally and internationally, and our art history faculty members are invited to lecture in other communities both in Canada and abroad. Among our graduates are nationally known artists, faculty at universities in both Canada and the US, and curators in major art galleries.

We have a newly established Incubator Lab that provides the opportunity to explore Bio Art. Our Green Corridor course is an interdisciplinary study of art and the environment.

Our teaching and studio facilities are also complemented by project and internship opportunities at on-campus and off-campus media outlets, production houses and local arts and cultural organizations.

FIRST-YEAR COURSES

- Effective Writing I and II
- Studio Practice and Ideas/Space
- Studio Practice and Ideas/Image
- Studio Practice and Ideas/Drawing
- Studio Practice and Ideas/Time Based
- Contemporary Visual Culture
- Introduction to Media and Society
- Media Literacy

EXPERIENTIAL LEARNING

This program includes internship courses that may lead to placements both on and off campus.

ADMISSION REQUIREMENTS

Minimum average of 70%. The OSS Diploma and six Grade 12 U or M courses, including Grade 12 U English.

CAREER PATHS

- Advertising, public relations and visual message design
- Marketing and strategic communications
- Arts administration and curation
- Traditional and digital art, photography, design

OPTION II: FILM PRODUCTION AND MEDIA ARTS

This option provides students with a solid foundation and sophisticated understanding of the theories, contexts, and technical knowledge required to create artistic and skillful film and video productions in a range of formats. These formats range from feature and documentary films to expanded cinema installations in public spaces, as well as the exploration of mobile platforms.

The option brings together specialized courses that explore multimedia and digital arts environments as an evolving landscape (including interactive media, immersive and geo-locational contexts for film and sound installation across platforms) in addition to new forms of narrative and storytelling that respond to shifting media contexts.

Students in the program receive training in film, video, sound and interactive media in a studio atmosphere that fosters their interests and develops their creative capacities through production labs on campus and state-of-the-art facilities in the downtown core.

Students have the opportunity to specialize in film and video production in the areas of directing, cinematography, sound recording, writing, stop-motion

animation, editing and post-production, with an emphasis on storytelling through technical and artistic approaches to the media.

FIRST-YEAR COURSES

- Introduction to Media and Society
- The Fundamentals of Cinema
- Introduction to Media Design and Production I
- Introduction to Media Design and Production II
- Studio Practice and Ideas/Image
- Studio Practice and Ideas/Drawing
- Studio Practice and Ideas/Time Based

ADMISSION REQUIREMENTS

Minimum average of 70%.
The OSS Diploma and six Grade 12 U or M courses, including Grade 12 U English.

CAREER PATHS

- Film and video production; media production across a range of platforms; expanded cinema installation
- Directing, cinematography, sound recording, lighting for film and video, scriptwriting/screenwriting, sound recording, stop-motion animation, editing and post-production

CONTACT US

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FINANCIAL AID

For entrance and in-course award opportunities, please visit our Award Search at my.uwindsor.ca. Click on the Financial Matters heading and then Search for Awards in the sidebar.

In addition to entrance awards, the **Outstanding Scholars Program** attracts top high school

students entering any first-year honours undergraduate program at the University of Windsor. Approximately 100 high-achieving, first-year students will be offered status as an Outstanding Scholars Candidate in Year 1 of their studies. The goal of this program is to challenge and stimulate students by providing them with

the unique opportunity of holding an undergraduate academic appointment in their second year of studies and beyond where students will work closely with faculty on academic research projects.

For additional information, please visit: uwindsor.ca/outstandingscholars.

STUDENT RECRUITMENT OFFICE

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