ORIGINAL COURSE IMPLEMENTATION DATE: January 2018
REVISED COURSE IMPLEMENTATION DATE: September 2023
COURSE TO BE REVIEWED (six years after UEC approval): March 2029
Course outline form version: 09/08/2021

OFFICIAL UNDERGRADUATE COURSE OUTLINE FORM

Note: The University reserves the right to amend course outlines as needed without notice.

Course Code and Number: MEDA 100	**Number of Credits:** 3 Course credit policy (105)

Course Full Title: Introduction to Media Arts
Course Short Title: Introduction to Media Arts

Faculty: Faculty of Humanities	**Department (or program if no department):** Media Arts

Calendar Description:

Students explore a variety of areas of digital media arts and learn about careers, practices, opportunities, challenges, and modes of thinking in the field of Media Arts. Field trips to visit creative industries in the Lower Mainland and Fraser Valley may be required.

Prerequisites (or NONE):	None.
Corequisites (if applicable, or NONE):	None.
Pre/corequisites (if applicable, or NONE):	None.

Antirequisite Courses *(Cannot be taken for additional credit.)*

Former course code/number:

Cross-listed with:

Equivalent course(s):

(If offered in the previous five years, antirequisite course(s) will be included in the calendar description as a note that students with credit for the antirequisite course(s) cannot take this course for further credit.)

Course Details

Special Topics course: **No**
(If yes, the course will be offered under different letter designations representing different topics.)

Directed Study course: **No**
(See policy 207 for more information.)

Grading System: **Letter grades**

Delivery Mode: **May be offered in multiple delivery modes**

Expected frequency: **Every semester**

Maximum enrolment (for information only): **36**

Typical Structure of Instructional Hours

Lecture/seminar	15
Tutorials/workshops	15
Experiential (field trip)	15
Total hours	**45**

Prior Learning Assessment and Recognition (PLAR)

PLAR is available for this course.

Scheduled Laboratory Hours

Labs to be scheduled independent of lecture hours: ☒ No ☐ Yes

Transfer Credit *(See bctransferguide.ca.)*

Transfer credit already exists: **No**

Submit outline for (re)articulation: **Yes**
(If yes, fill in transfer credit form.)

Department approval	**Date of meeting:**	January 20, 2023
Faculty Council approval	**Date of meeting:**	February 10, 2023
Undergraduate Education Committee (UEC) approval	**Date of meeting:**	March 24, 2023

Learning Outcomes *(These should contribute to students' ability to meet program outcomes and thus Institutional Learning Outcomes.)*

Upon successful completion of this course, students will be able to:

1. Identify the characteristics of major forms of digital media production (e.g. screen based media, interactive media, extended reality, digital performance).
2. Explain production processes for various types of digital media (e.g. roles, production pipelines, distribution).
3. Analyze forms of digital media (film, animation).
4. Apply media arts theories to creative assignments.
5. Describe features of a successful portfolio for careers in digital media.
6. Describe how interdisciplinary creative collaboration influences Media Arts fields.
7. Discuss how digital media can be a powerful tool for historically marginalized groups to share their experiences and perspectives with a wider audience.
8. Discuss how Indigenous peoples can employ digital media forms to represent their communities, cultures, stories, and experiences.

Recommended Evaluation Methods and Weighting *(Evaluation should align to learning outcomes.)*

Assignments:	100%		%		%
			%		%

Details:

Assignments will include:
- Review of a contemporary example of digital media (e.g. animation, film, game) (20%)
- Group presentation on a field of practice in the creative industry (15%)
- Short creative projects/exercises in filmmaking, 3D animation, and game design (combined 50%)
- Class engagement and in-class activities (15%)

NOTE: The following sections may vary by instructor. Please see course syllabus available from the instructor.

Texts and Resource Materials *(Include online resources and Indigenous knowledge sources. Open Educational Resources (OER) should be included whenever possible. If more space is required, use the Supplemental Texts and Resource Materials form.)*

	Type	Author or description	Title and publication/access details	Year
1.	Textbook	Okun, J Zwerman S	The VES Handbook of Visual Effects	2020
2.	Online resource	Unreal Learn	Free tutorials & documentation	2022
3.	Textbook	Catmull, E	Creativity Inc.: Overcoming the Unseen Forces That Stand in the Way of True Inspiration; Random House	2014
4.	Online resource	Youtube channel	Maya Learning Channel	2022
5.				

Required Additional Supplies and Materials *(Software, hardware, tools, specialized clothing, etc.)*

Computer (or ready access to a computer) capable of running Adobe Creative Suite. Students must have a computer, ideally a well-equipped laptop. For advice on current computer and software needs, consult with the instructor.

Course Content and Topics

Screen-based Entertainment Arts
- Introduction to Media Arts
- History of animation classical to 3D
- Visual Effects
- Film studies, including examples of Indigenous film
- Film production
- Production pipelines, roles, and portfolio expectation
- Technology
- Concept art

Interactive Media
- Game design and development, including examples of Indigenous video games
- Realtime interactive technology
- Extended reality (eg. VR, AR, MR)
- User experience design
- Immersive digital entertainment
- Human computer interaction

Digital Design
- Extended reality
- Architectural, and Product previsualization
- User experience design
- Artificial intelligence in art & design

Digital Performance
- Telematic theatre/performance
- Immersive performance
- Uses of digital media in live performance/"traditional" theatre