OFFICIAL UNDERGRADUATE COURSE OUTLINE INFORMATION

Students are advised to keep course outlines in personal files for future use.

Shaded headings are subject to change at the discretion of the department – see course syllabus available from instructor.

<table>
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<th>COURSE NAME/NUMBER</th>
<th>FACULTY/DEPARTMENT</th>
<th>UFV CREDITS</th>
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<tr>
<td>MEDA 350</td>
<td>Bachelor of Media Arts</td>
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Critical Studies in Digital Media in Canada

COURSE DESCRIPTIVE TITLE

CALENDAR DESCRIPTION:

Covers the critical debates in the emerging field of new media studies, focusing on the forms of computer-mediated communication that have emerged since the late 1980s. The shape and character of the digital media industries in Canada are examined, along with the ways in which they have changed how content is created. This course also addresses the question of how traditional freedoms of the press and individual artistic expression fare in this new “borderless” world.

Note: Students with credit for MACS 350 cannot take this course for further credit.

PREREQUISITES: MACS 130 or MACS 110.

Note: MACS 230 or 45 university-level credits recommended.

COREQUISITES: PRE or COREQUISITES:

SYNONYMOUS COURSE(S):

(a) Replaces: MACS 350

(b) Cross-listed with:

(c) Cannot take: MACS 350 for further credit.

TOTAL HOURS PER TERM: 60

TRAINING DAY-BASED INSTRUCTION:

Length of course: __________________________

Hours per day: __________________________

OTHER:

Maximum enrolment: 36

Expected frequency of course offerings: Every other year (every semester, annually, every other year, etc.)

WILL TRANSFER CREDIT BE REQUESTED? (lower-level courses only)  □ Yes  □ No

WILL TRANSFER CREDIT BE REQUESTED? (upper-level requested by department)  □ Yes  □ No

TRANSFER CREDIT EXISTS IN BCCAT TRANSFER GUIDE:  □ Yes  □ No

Course designer(s): Cheryl Dahl

Department Head: Stephen Piper  Date approved: July 2013

Campus-Wide Consultation (CWC)  Date of meeting: July 19, 2013

Curriculum Committee chair: Tetsuomi Anzai  Date approved: September 13, 2013

Dean/Associate VP: Jacqueline Nolte  Date of meeting: September 13, 2013

Undergraduate Education Committee (UEC) approval  Date approved: September 27, 2013
LEARNING OUTCOMES:
Upon successful completion of this course, students will be able to:
- Describe the fields of study included within the study of digital media;
- Critically analyze some of the complex relationships between technological change and socio-cultural change in relation to the ultimate shape of technological systems;
- Explain the ways in which Canadians interact with digital media;
- Outline and analyze the basic elements of the regulatory regimes that have governed those traditional industries converging to create the new interactive media, and key issues in the regulation of the Internet;
- Debate some of the issues in Canadian policy that have been carried into or emerge from interactive media, such as freedom of speech, access to information, the rights of content creators, access rights, and measures to protect Canadian culture;
- Compare and contrast the key features of new artistic forms, such as virtual realities, video games, multimedia performance and simulation, that have emerged from interactive media;
- Differentiate and compare the features of the digital media industries – collaboration, project orientation, piecework, integration into more traditional industries.

METHODS:
(Guest lecturers, presentations, online instruction, field trips, etc.)
Lectures, student-led discussions, and guest presentations.

METHODS OF OBTAINING PRIOR LEARNING ASSESSMENT RECOGNITION (PLAR):
☐ Yes ☒ No, PLAR cannot be awarded for this course because all students must complete the core MEDA courses required for the BMA at UFV.

TEXTBOOKS, REFERENCES, MATERIALS:
[Textbook selection varies by instructor. An example of texts might be:]

SUPPLIES / MATERIALS:
No extraordinary supplies or materials required.

STUDENT EVALUATION:
[An example of student evaluation for this course might be:]
Mid-term exam: 20%
Final exam: 20%
Major paper proposal: 15%
Major paper: 35%
Presentation: 10%

COURSE CONTENT:
[Course content varies by instructor. An example of course content might be:]
Unit 1 (Weeks 1-2): How Canadians communicate – a brief history of Canadian adoption of interactive digital technologies
Unit 2 (Weeks 3-5): Defining characteristics of new media; historical perspectives on new media and the concept of “new”; ideological perspectives as they are reflected in discussions of new media; theoretical perspectives on media development
Unit 3 (Weeks 6-8): Political economy of digital industries in Canada; traditional media industries and their adaptations to the new digital environment; the character of work for content and platform creators in the digital industries
Unit 4 (Weeks 9-11): Legal and regulatory issues emerging from the adoption of interactive digital media; regulatory challenges; forms of state control
Unit 5 (Weeks 12-13): Defining and defending a new vision of free artistic expression in the “borderless world”