

# SCHOOL OF COMMUNICATION

## CMNS 226-3

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### Digital Media Communication Techniques

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**Prerequisites:** CMNS 110 and 130. Recommended: CMNS 220.

**Overview:**

This course is designed to be an introduction to critical media production and it is the gateway course for upper-level courses offered in the Media Analysis Lab within the School of Communication. The course introduces students to a variety of digital media communication technologies and techniques, including video, still image, and sound capturing and manipulation, Internet-based publishing and research, digitizing, editing, and archiving. Design and management tasks involved in communicating using digital media are also introduced, including strategic and research planning, data integrity management, file structuring, packaging and work presentation.

This course provides a practical, studio based learning experience introducing students to a variety of approaches to media production design and management. The course also introduces students to a whole range of design and realization tasks involved in media production including social implications, presentation techniques, audio and video capture and editing, media compression and distribution methods.

The course will be divided into seminar and workshop/lab components. In the seminars, students will be expected to analyze the different approaches to mediated social communication appropriate to different kinds of communication problems and situations. Discussion will be focused on critical analysis of selected examples from the field of audio and video production and design. In the workshop/lab component, students will be expected to gain technical knowledge and skills required for digital media production including production planning, the use of image and sound recording equipment, lighting, framing, digitizing, editing, graphics, transitions, and presenting final productions.

To provide focus for development of these design and technical perspectives all students will undertake exercises, which progressively demonstrate their understanding, skill, critical and creative abilities. Students must also present and discuss their productions in class.

**Readings:** will be available in class.

**Exercises and Evaluation:**

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|----------------------------------------------------|-----|
| 1) Image Analysis                                  | 10% |
| 2) Narrative Sequence Analysis                     | 10% |
| 3) Sound and Character Analysis                    | 15% |
| 4) Video Profile                                   | 20% |
| 5) Video Communication Design                      | 25% |
| 6) Seminar Participation, Production Journal, Quiz | 20% |

The School expects that the grades awarded in this course will bear some reasonable relation to established university-wide practices with respect to both levels and distribution of grades. In addition, the School will follow Policy T10.02 with respect to "Intellectual Honest," and Academic Discipline" (see the current Calendar, General Regulations Section).