MM

MULTIMEDIA STUDIES

Introductory and Intermediate Level Courses

MM 1001  Media Culture  3 ch
Provides an introduction to media and their role in supporting communication in society. The nature of constructed communications that are designed to convey and reflect cultural, social, and individual messages are considered. Consideration is given to the creative and technical aspects of how we are using the media. Students will be expected to complete a series of written assignments over the course of the term.

MM 1002  Media Language  3 ch (LE)
Complementing material covered in MM 1001, this course presents a more hands-on approach to critical media studies by introducing students to basic concepts in semiotics and closed analysis of media texts. Lectures will cover notions of signs and signification, the way codes and conventions contribute to socially-constructed meaning, as well as the personal, political and cultural implications embedded in all media constructions. Students will learn to break down and analyze magazines and television ads, music clips and movie posters, websites and viral videos, isolating how each of these texts convey messages and reflect the values and assumptions of the world that produced them. In addition to tests and written assignments, students will complete individual projects that will apply what they have learned to communicate critically and creatively via multimedia. Enrolment limited to 80. Prerequisites: MM 1001 or permission of the instructor.

MM 2001  Media & Creative Communication  3 ch (LE)
An introduction to the practical principles supporting creativity in visual communication. Students will engage in workshops exploring creative visual expression through a variety of media. A series of lectures and seminars will expose students to the intellectual context of visual communication. Prerequisite: MM1002.

MM 2002  Media Design I  3 ch (LE)
Explores strategies for creative visual expression across media, working within the constraints of the design paradigm. Topics will include formal design theory, colour theory, basic typography, image construction, and an introduction to visual communications using lectures, assignments, readings, in-class seminars, group discussion and critique.

MM 2003  Media Tools I  3 ch (LE)
Students will acquire functional skills needed to use professional application programs associated with new media technologies. Emphasis will be on production tools used for text, image, and time-based graphics. Will provide an introduction to underlying concepts embodied in the processes of image and sound acquisition, generation of typography and moving image digitization and rendering. Requires permission of instructor.
MM 2021  Introduction to Pop Culture  3 ch (3C) [W]
(Cross-listed: WLCS 2021)
This course introduces historical and theoretical contexts for the study of mass-mediated popular culture, from movies and TV to comic books and video games. It also explores the reciprocal relationship between creative expression and economic constraints, between the mainstream, sub-cultures, and counter-cultures, as well as familiar designations of "high-brow" and "low-brow." Using specific media case studies, students will engage, using specific media case studies, with contemporary debates about the impact of representations, the role of ideology, the agency of the audience, the meaning of fandom, and the politics of taste. While learning to analyze and evaluate their relative merits, students will learn to step back and think critically about the larger implications and the cumulative effects of our constant exposure to popular culture texts.

Advanced Level Courses

MM 3001  Media Design II  3 ch (LE)
Provides an opportunity for students to develop further skills and broaden their understanding of visual communication. Topics will include organizing efficient design systems, producing eloquent moving image typography and developing consistent visual identity programs. The work and design strategies of leading contemporary practitioners will be examined. Prerequisites: MM 2002 and MM 2003.

MM 3002  Media Process  3 ch (LE)
Designed to integrate the student's design skills and their facility with appropriate new media technology tools in the context of clear communication. The course will consist of two parts. First, students will plan and complete a series of 'live' assignments that will expand their project planning and presentation skills. Second, students will select from a suite of given topics and develop, plan, and complete the project to design concept stage in order to demonstrate their own ability to use traditional media incorporating appropriate new media technologies to communicate effectively.

MM 3003  Media Tools II  3 ch (LE)
Students will explore a computer-based tool set used to construct human-computer interactive systems. Emphasis will be on application tools used to create interactive structures between the individual and the technology. Investigates issues related to the design of interactive structures and the underlying concepts. Students will demonstrate competence through a series of assignments.

MM 3004  Media Tools III  3 ch (LE)
Examines the software tools used to mediate human-computer interactions. Exercises will require the students to create a presentation space, and then manage still and moving images, as well as audio and textual material. Students will learn to use a directive computer language to manage the order and timing of presentation events and in addition, mediate controlling references from the person using the space.

MM 3103  Media Ecology  3 ch
A technology is not just a mechanical aid to human activity, but also a force that plays a significant role in reshaping social mores and values. While some models of communication emphasize how a single message travels from a sender to a receiver, others highlight how media might best be understood as an environment. This course explores the ecology of media - that is, the way in which, once introduced into a culture, media create qualitatively different worlds of experience and ways of knowing. The writings of key media theorists will be read closely and in detail. Particular attention will be given to the way in which their ideas apply to new media technologies and today’s digital culture. Prerequisites: Students will normally have completed 45ch.

MM 3065 The Thrill of Fear: Horror Narratives Across Media & Cultures [A] 3 ch (3C) [W] (Cross-listed: WLCS 3065)
Why have people in so many times and places enjoyed spooky stories? What, if any, value can we assign to tales of horror and the supernatural? Do ghost stories and monster movies differ across nations and cultures? Questions like these will guide our global study of gothic, horror and supernatural texts chosen from a wide array of media, from literature and cinema, to television, comic books, and video games. Topics may include visual culture and the sublime, Freud's notion of “the uncanny,” Jungian archetypes, gender identity, conceptions of ritual and myth, the modern and the postmodern, subcultures, folklore, religion and secularization. This course is open to students who have completed at least 30 credit hours at university level. Attendance at additional scheduled film screenings outside of lectures will be required.

(Note: The short title for this course is “Horror Across Media & Cultures”)

MM 3075 Framing Reality: Theory and Practice of Documentary Film [A] 3 ch (3C) (Cross-listed: FILM 3075)
This course surveys the history and aesthetics of non-fiction filmmaking from the birth of cinema to the digital age. It will examine epistemological and ethical questions raised by documentary's encounter with reality and its attempt to present “the truth.” Films screened are drawn from an array of nations and range from the personal to the political as well as more experimental and avant-garde works. The course includes a film production component as students will apply what they have learned in class by producing a short non-fiction film as a final project. This course is open to students who have completed at least 30 credit hours at university level. Attendance at additional scheduled film screenings outside of lectures will be required.

(Note: The short title for this course is "Framing Reality: Documentary")

MM 3085 Television Studies [A] 3 ch (3C) [W]
This course explores the different approaches used by scholars to understand the cultural role of television in contemporary North American life. Special attention is paid to the impact of new technologies like colour broadcasting, satellite and cable systems, HDTV
and the internet. Topics may include TV genres from sitcoms to soap operas, the rise of reality TV, fatherhood and family values, advertising aesthetics, Saturday morning cartoons, Hockey Night in Canada™, and the ethics of the evening news. This course is open to students who have completed at least 30 credit hours at university level.

MM 3212  Lens Media  3 ch (LE)
Examines the principles of image construction through a variety of lens media. Covers the general theories of light in natural and artificial environments. Workshop activity will provide students with skills in making still and moving images with chemical and electronic media. Prerequisites: Students will normally have completed 45 ch.

MM 3213  Applied Aspects of Virtual Reality  3 ch (LE)
Practice in constructing interactive visual environments in the laboratory component provides the opportunity to consider underlying problems in communication theory, as well as issues of physical and social "presence" in such environments. Lectures and demonstrations provide a structure for the critical evaluation of the techniques used to build immersive environments.

MM 3362  Digital Sound  3 ch
Covers general sound theory and acoustics necessary for the effective recording and use of digital sound. Workshops will explore the practical and aesthetic advantages of digital sound in the creation of soundtracks for multimedia production. Prerequisites: Students will normally have completed 45 ch.

MM 3412  The New Publishing  3 ch
Examines approaches to publishing texts and images for the WWW. A project-based course in which students will build their own publishing project. Issues include project analysis and design, imaging for the Web and for archival purposes, text encoding, the use of structured data for search and retrieval, and Web presentation. Uses UNB's E-Text Centre, where it will be taught. Prerequisites: Open to Multimedia Majors or with the permission of the instructor.

MM 3501-9  Individual Studies in Multimedia  3 ch
Courses of independent study in a topic of special interest to the student, to be taken under the supervision of a member of Faculty or of the MMST program. Topics will be specified in a written proposal and approved in advance by the Director of Multimedia.

MM 4112  Visual Communication for Multimedia  3 ch (LE)
Using a seminar format supported with lectures, this course seeks to provide students with a forum for deeper exploration of their communication design skills. Focusing on specialized design topics such as: information Design, visual poetry, and conceptual art, students will be challenged to make a personal and critical examination of the relationship between form and function. Assessment is based on individual and group project work as well as class participation. Prerequisites: MM 3002. Limited to MM majors or with permission of the instructor.

MM 4401  Animation Concepts  3 ch (LE)
An introduction to the technology used in Computer Generated Imagery. In this course context students will explore the fundamentals of animation concepts and story telling. Enrolment limited to 12. Prerequisites: Students will normally have completed 60 ch.

**MM 4402   Maya-Studio Practice  3ch (LE)**
Provides practical training with Alias Wavefront's Maya software. Topics will include the principles of 3D Modeling, Animation and Special Effects. Students who fulfill all of the course requirements may be considered for Alias Wavefront certification. Prerequisites: MM 3002 or permission of the instructor..

**MM 4980   Senior Project  6 ch (LE)**
Provides each student with the opportunity to demonstrate a capacity for investigative study, problem solving and clear communication. Students will produce a substantive body of work embracing individual creativity and making appropriate use of new media technologies. This course is normally taken in the final year of the program..

**MM 4992   Current and Future Directions in Multimedia  3 ch**
Provides a forum for the discussion of the relation between new media technologies and the cultural, social, civic, and mercantile sectors of society, and how these structures may change as a result. Each student will be expected to contribute a substantial paper and a seminar that successfully combines a critical appreciation with an understanding of the practical advantages and constraints evident in new media technologies. Prerequisites: Students will normally have completed 60 ch.