



**UWI**  
MONA CAMPUS



**CARIMAC™**  
**2023-2024**

# STUDENT HANDBOOK



## About the Campaign

**Plant It Fi Save It** is a public education campaign encouraging Jamaicans to practice backyard farming in order to combat the increasing food prices in our country.



@plantfisavejm  
www.plantitfisaveit.com

Plant It Fi Save It

## CAMPAIGN RECAP



### ABOUT THE COVER IMAGE

**Student Campaign:** "Plant It Fi Save It".

**Students:** Amauny Morgan, Andrew Morgan, Ashli-Raye Recas, Kashauna Atkins, Kerry-Kay Bennett, Keryce Dookie, Phaedra Williams, Rickelja Small, Shanna-Kay Brown, Tanille Williams, and Tanisha Ellis.

**Course:** IMCC3199 - Implementation and Evaluation  
2021-2022

LIVE CREATIVE  
BE AT CARIMAC

CARIMAC Student Handbook. A Graduate and Undergraduate Manual produced 2023 by the Caribbean School of Media and Communication (CARIMAC).

This manual has been compiled to improve the communication between staff and students regarding programmes; the majors, minors and specials offered by CARIMAC. The programme requirements outlined therein are to be adhered to by:

1. Students enrolling in CARIMAC programmes for the 2023-2024 academic year
2. Students transferred into CARIMAC programmes for the 2023-2024 academic year
3. Students who changed their Major/Minor for the 2023-2024 academic year

Although CARIMAC worked assiduously to present the most updated information for the handbook, students should communicate with their Programme Coordinators for changes that possibly occurred after publication.

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Student Campaign "Plant It Fi Save It"  
IMCC3199 Implementation and Evaluation 2021-2022  
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2023-2024 Edition: August 2023

# CARIMAC Student Handbook

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## About Us

The Caribbean Institute of Mass Communication (Mass Comm), established with a one-year Mass Communication Diploma Programme in 1974, has undergone major growth and development in the past 4 decades. Its scope as an Institute and narrow management arrangement warranted institutional reforms including a re-structuring of its management system and re-designation as the Caribbean School of Media and Communication in line with the systems and designation of selected global comparators.

From 31 students in a Diploma programme in 1974, CARIMAC today delivers a range of programmes including Bachelor's Programmes, Masters programmes as well as MPhil and PhD programmes. Three (3) of the undergraduate programmes are Bachelor of Arts (BA) degrees and two (2) are Bachelor of Fine Arts (BFA) degree programmes. We also deliver a wide range of short 'in demand' certificate courses.

Founded as an Institute to train mainly regional journalists in conventional print and electronic media, CARIMAC now provides dedicated educational opportunities for digital animators, film and television producers/directors, radio station content producers and managers, print and online professionals, public relations, marketing and advertising specialists. At the graduate levels we produce leaders in Communication for Social and Behaviour Change, Communication Studies, Media Management and Integrated Marketing Communication, all for senior roles in any sector in Jamaica, the region or globally.

By engaging in an aggressive process of programmes expansion, content renewal and course upgrades, CARIMAC has been able to creatively respond to technological changes in the communications industry and expand its scope as the first stage of a structured institutional overhaul. There is currently a total of 19 full time staffing positions, consisting of 10 academic staff, 5 administrative employees, 3 technical staff members and 1 support team member. Some main 35 part-time lecturers also contribute to the effective delivery of our programmes.

In terms of facilities, CARIMAC at Mona is housed in four (4) adjacent buildings, with one large (150) lecture hall, 2 smaller lecture rooms, 3 computer labs, a large television studio with master control, 2 radio studios and associated staff offices and service facilities. At WJC, lecture rooms and labs are used in common with other programmes.

CARIMAC's growth has not only been in quantitative terms. Its established reputation for high quality delivery is reflected in continual increase in the number

In terms of facilities, CARIMAC at Mona is housed in four (4) adjacent buildings, with one large (150) lecture hall, 2 smaller lecture rooms, 3 computer labs, a large television studio with master control, 2 radio studios and associated staff offices and service facilities. At WJC, lecture rooms and labs are used in common with other programmes.

CARIMAC's growth has not only been in quantitative terms. Its established reputation for high quality delivery is reflected in continual increase in the number of applicants for its programmes. To maintain standards, CARIMAC places an emphasis on recruitment of new staff with both high technical skills and a research orientation. We have also retained a team of highly skilled specialist staff with a growing research profile, improved employee and student engagement practices, innovative teaching and learning approaches, respected quality in corporate operational processes and improved industry involvement and research output.

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## **Mission Statement**

The Promotion of  
Socio-economic  
Development and  
Caribbean Cultural  
Identity Through  
Media and  
Communication



## Congratulations

Your application impressed us. Get ready to join a community of creatives situated in paradise. We come from all walks of life. We travel seas, highways, cities and countries to call CARIMAC home. And when we're together, home is exactly what this place feels like.

Live creative.  
Be at CARIMAC!

## **Prepare to be Pushed**

Think Critically. Take Risks. Use Initiative.

**Intellectual Curiosity.** Learning neither starts nor ends in the classroom, it lives in our corridors, labs and even our lawns. At CARIMAC you'll be pushed to put theory into practice. We'll prepare you for that dream internship, job or graduate programme.

**Commitment to Academic Excellence.** We challenge you to think critically, take risks and to use your initiative. A CARIMAC education pushes you to reach, grow and learn from a rich variety of opportunities. You will develop ideas and transform them into clear vision and action. Our faculty, staff and programmes enable you to build a powerful foundation, one that kick-starts your career and prepares you to lead the life you imagined.



### IMPORTANT DATES TO NOTE

Semester 1 Teaching Begins: September 4, 2023  
Semester 1 Teaching Ends: November 24, 2023  
Review Week: November 27 - December 1, 2023  
Graduation: November 3 - 4, 2023  
Examinations Begins: December 4, 2023  
Examinations Ends: December 22, 2023

Semester 2 Teaching Begins: January 22, 2024  
Semester 2 Teaching Ends: April 12, 2024  
Review Week: April 15 - 19, 2024  
Examinations Begins: April 22, 2024  
Examinations Ends: May 10, 2024

Semester 3 Teaching Begins: TBA  
Semester 3 Teaching Ends: TBA

### PUBLIC HOLIDAYS

Emancipation Day August 1, 2023  
Independence Day August 6, 2023  
National Heroes Day October 17, 2023  
Christmas Day December 25, 2023  
Boxing Day December 26, 2023

New Year's Day January 1, 2024  
Ash Wednesday February 14, 2024  
Good Friday March 29, 2024  
Easter Monday April 1, 2024  
Labour Day May 23, 2024

## MESSAGE FROM THE DIRECTOR OF CARIMAC



The Caribbean School of Media and Communication extends a warm welcome all new and returning students for this academic year. We, the qualified, experienced and dedicated members of the CARIMAC team, strive to ensure that the highest quality technical and academic education is accessible to you so your time spent here adequately prepares you for the world of work.

Our undergraduate programme offerings span Journalism, Digital Media Production (DMP), Animation, Film Production and Integrated Marketing Communication (IMC). These facilitate CARIMAC's significant contributions to the field of media and communication as we continue to produce educated, skilled and enthusiastic graduates. Our postgraduate programme offerings in the form of Master of Arts degrees in Communication Studies (CS), Communication for Social and Behaviour Change (CSBC), IMC, and Media Management, and an MPhil/PhD in Communication Studies enable further training of professionals within the field. As such, the entrepreneurial, creative, design, problem-solving, analytical and managerial skills possessed by our students are enriched through their experiences at the School.

CARIMAC's goal is to expand on the current accomplishments by increasing the School's scholarly research output, making teaching more versatile, improving facilities for our students and staff, and continuing on the qualitative expansion of our programmes and student output at all levels. In light of this, we have included a summer semester to our teaching schedule to provide our students with more opportunities to achieve their academic goals. The internship component of all our undergraduate programmes also better ensures students get necessary real-life training to

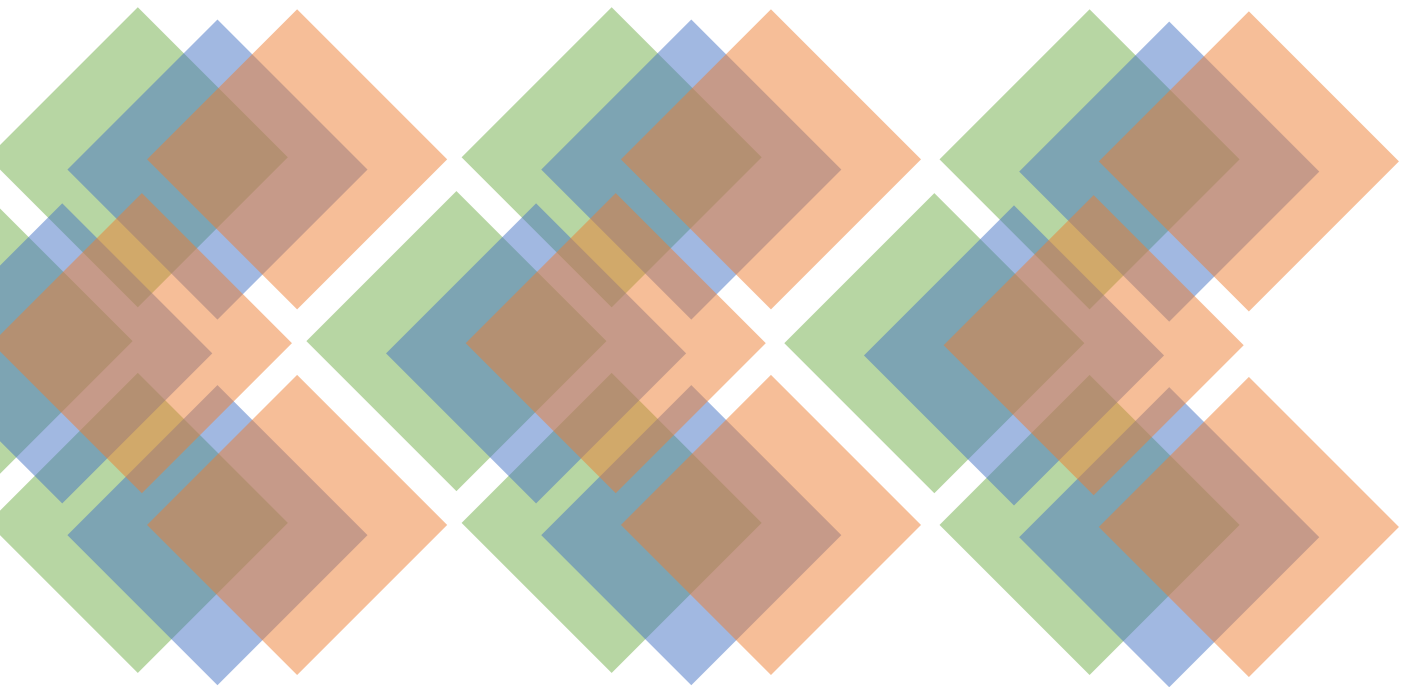
## MESSAGE FROM THE DIRECTOR

complement the education they receive. In the near future we also intend to further improve our services by facilitating blended learning, which incorporates the face-to-face and online methods of content delivery.

At CARIMAC we believe in the holistic development of the individual and so we encourage you to get involved in the extra-curricular and co-curricular activities available at the departmental, faculty and university levels.

Being afforded the opportunity to read for your degree at the School is indicative of your exceptional abilities and capabilities. It is, therefore, expected that high standards and discipline are maintained throughout your years of study so you, CARIMAC, and The University of the West Indies maintain the world-leading status we currently boast. We anticipate this partnership yielding a year stapled with achievements. Welcome, and have a successful and pleasant academic year.

Livingston White, PhD  
CARIMAC Director



## CARIMAC Faculty

The faculty at CARIMAC are accomplished professionals with a wealth of expertise in the field of media, communication, and related disciplines who often engage in research and scholarly activities, contributing to the advancement of knowledge in their field. With a deep understanding of industry trends and technological developments, CARIMAC's media and communication faculty prepare students for successful careers in a rapidly evolving media landscape and are dynamic professionals who bridge the gap between academic exploration and industry application. CARIMAC's accomplished educators bring a wealth of theoretical knowledge and practical experience to the classroom, offering students a well-rounded understanding of media dynamics, communication theories, and the evolving digital landscape. In addition to teaching responsibilities, faculty engage in cutting-edge research that explores various facets of media, ranging from media production, media effects and audience engagement to media ethics and technological innovations. By actively contributing to scholarly discourse, publishing research findings, and presenting at conferences, CARIMAC's faculty enhance the academic field while also imparting the latest insights to students. This combination of teaching and research creates a rich learning environment that equips students with the skills and critical thinking necessary to succeed in the ever-changing world of media and communication.

CARIMAC's faculty are dedicated educators who bring a combination of academic knowledge and real-world experience to the classroom. Faculty members play a critical role in shaping the next generation of media professionals by delivering engaging lectures, facilitating discussions, and providing hands-on training in various aspects of audio-visual media production, journalism, public relations, digital communication, and more. Let's meet them.

## CARIMAC Director



Livingston White, PhD  
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The Director of CARIMAC is a visionary leader responsible for overseeing and coordinating all aspects of the school's operations. He provides strategic direction, sets goals, and ensures the implementation of policies that enhance the quality of education and overall student experience. The Director collaborates with faculty, staff, students, and external stakeholders to foster a positive learning environment, manage budgets, and maintain academic standards. His role also involves fostering innovation, promoting a culture of continuous improvement, and representing the school within the broader educational community.

### **Undergraduate Programme Coordinators**

An undergraduate programme coordinator at CARIMAC is a key administrative figure who plays a crucial role in managing and coordinating an academic programme for undergraduate students. This involves assisting students with course selection, registration, and academic planning, as well as providing information about programme requirements and graduation criteria. The coordinator liaises among students, faculty, and other departments to ensure a smooth academic experience. The coordinator also organizes events, workshops, and informational sessions to support



students' academic and professional development. Additionally, the coordinator may collaborate with faculty on curriculum updates, assessment processes, and programme enhancements to ensure their programme remains relevant and effective. Presenting each of the undergraduate programme coordinators at CARIMAC:



All Undergraduate Programmes  
**Livingston White, PhD**  
All Programmes Coordinator  
[livingston.white@uwimona.edu.jm](mailto:livingston.white@uwimona.edu.jm)



Western Jamaica Campus  
**Alpha Obika, PhD**  
WJC Coordinator  
CARIMAC WJC C306  
[alpha.obika03@uwimona.edu.jm](mailto:alpha.obika03@uwimona.edu.jm)



BA Integrated Marketing  
Communication  
**Alpha Obika, PhD**  
IMC Programme Coordinator  
CARIMAC WJC C306  
[alpha.obika03@uwimona.edu.jm](mailto:alpha.obika03@uwimona.edu.jm)



BA Journalism  
**Kimiko Scott**  
Journalism Programme Coordinator  
CARIMAC Main Building Top Floor



BA Digital Media Production  
**David Soutar, MSc**  
DMP Programme Coordinator  
CARIMAC Main Building Top Floor  
[david.soutar02@uwimona.edu.jm](mailto:david.soutar02@uwimona.edu.jm)



BFA Animation  
**Chevonnese Chevers Whyte, MBA**  
Animation Programme Coordinator  
CARIMAC Annex 1 Top Floor  
[chevonnese.whyte@uwimona.edu.jm](mailto:chevonnese.whyte@uwimona.edu.jm)



BFA Film Production  
**Rae-ann Smith, MFA**  
Film Production Programme  
Coordinator  
CARIMAC Main Building Top Floor  
[raeann.smith@uwimona.edu.jm](mailto:raeann.smith@uwimona.edu.jm)



## Graduate Programme Coordinators

A postgraduate programme coordinator is a pivotal role focused on the effective management and coordination of postgraduate programmes within CARIMAC. Coordinators assist students in navigating the complexities of advanced academic pursuits, aiding with course selection, registration, and academic planning tailored to their specific goals. They serve as a bridge between students, faculty, and various administrative departments, facilitating seamless communication and addressing academic concerns. The coordinator also plays a role in organizing seminars, workshops, and networking events to enrich students' academic experiences and foster professional growth. Collaborating with faculty, they contribute to curriculum development, assessment strategies, and continuous programme improvements to meet evolving industry demands and academic standards.



All Graduate Programmes  
**Nova Gordon-Bell, PhD**  
All Programmes Coordinator  
CARIMAC Main Building Ground Floor  
[nova.gordonbell02@uwimona.edu.jm](mailto:nova.gordonbell02@uwimona.edu.jm)



MPhil/PhD  
**Livingston White, PhD**  
Programme Coordinator  
CARIMAC Main Building  
[livingston.white@uwimona.edu.jm](mailto:livingston.white@uwimona.edu.jm)

**Full-time Faculty and Academic Staff**



**CARIMAC™**

**Olivia Bravo, PhD**

CARIMAC Main Building Top Floor  
[olivia.bravo@uwimona.edu.jm](mailto:olivia.bravo@uwimona.edu.jm)



**CARIMAC™**

**Gail Hoad, PhD**

CARIMAC Main Building Top Floor  
[gail.hoad@uwimona.edu.jm](mailto:gail.hoad@uwimona.edu.jm)



**Jayécinth Gordon-Blake, MA**

Research Assistant  
CARIMAC Main Building Top Floor  
[jayecinth.gordonblake@uwimona.edu.jm](mailto:jayecinth.gordonblake@uwimona.edu.jm)



**CARIMAC™**

## Adjunct Faculty

- Corinne Barnes, PhD
- Lovette Byfield, PhD
- Amba Chevannes
- Kaleb D'Aguilar
- Garth Daley
- Steven Davidson
- Raymond Edwards
- Giovanni Gavin
- Rohan Goldsmith
- Claire Grant, PhD
- Natasha Griffiths
- Jackie Jackson
- Kevin Jackson
- Canute James, PhD
- Ruthlyn Johnson
- Renee Kitson
- Patricia Lazarus
- Pierre Lemaire
- Neleen Leslie-Piper, PhD
- Gregory Lopez
- Patrice Manradge
- Nastacia McFarlane
- Kadir Martin
- Kemar McInnis
- Janneth Mornan-Green
- Reina Mshana
- Nadine Newsome
- Yvette Rowe
- Kerin Scott
- Nicholas Shelton
- Sonja Simms
- Kim-Marie Spence, PhD
- Danille Stewart
- Richard Stursberg
- Odeanne Thomas
- Anthony Thompson
- D'Oyen Williams
- Kalando Wilmoth



## CARIMAC Administrative Staff

The administrative staff at CARIMAC are the backbone of its daily operations, ensuring the smooth functioning of various administrative tasks and providing essential support to faculty and students. CARIMAC's admin handle a range of responsibilities, including customer service, managing school records, organizing schedules, coordinating meetings, and maintaining communication with stakeholders. They play a crucial role in handling registration, admissions, and student records, as well as managing financial transactions and budgeting. Administrative staff also assist in handling inquiries, resolving issues, and creating a welcoming environment for faculty, students and visitors to CARIMAC. Through their dedication and organizational skills, they contribute to the overall efficiency and effectiveness of the school's administrative processes. Presenting CARIMAC's admin:





**Tanneice Ellis**  
Senior Administrative Assistant  
[tanneice.ellis@uwimona.edu.jm](mailto:tanneice.ellis@uwimona.edu.jm)



**Nicole McFarlane**  
Executive Secretary  
[nicole.mcfarlane03@uwimona.edu.jm](mailto:nicole.mcfarlane03@uwimona.edu.jm)



**Sue-Ellen Pingué**  
Administrative Assistant -  
Undergraduate Programmes  
[sueellen.pingue@uwimona.edu.jm](mailto:sueellen.pingue@uwimona.edu.jm)



**Paulina Plunkett-Gray**  
Accounting Officer  
[paulina.plunkett@uwimona.edu.jm](mailto:paulina.plunkett@uwimona.edu.jm)



**Oshina Williams**  
Administrative Assistant – Graduate  
Programmes  
[oshina.williams@uwimona.edu.jm](mailto:oshina.williams@uwimona.edu.jm)



## Engineering and Information Technology Staff

CARIMAC's Engineering and IT staff are essential technical experts who play an essential role in maintaining and optimizing the school's technology resources and facilities. CARIMAC's engineers are responsible for overseeing computer labs, media equipment, and school facilities to ensure they are in excellent working condition. The engineering team manage the setup, maintenance, and troubleshooting of computers, audiovisual equipment, and other technological tools used by both students and faculty. In addition to their technical responsibilities, they also coordinate with programme coordinators to facilitate student equipment loans, ensuring that students have access to the necessary tools for their coursework and projects. This involves managing the inventory of media equipment, maintaining a loan system, and ensuring proper documentation for equipment loans. CARIMAC IT team's role extends to creating a conducive learning environment by supporting faculty with technology integration in classrooms and providing technical assistance during presentations and events. Their expertise in managing labs and facilities ensure that students and faculty have the resources they need to excel in their academic endeavors while fostering a technologically enriched educational experience. Presenting CARIMAC's Engineering and IT Team:



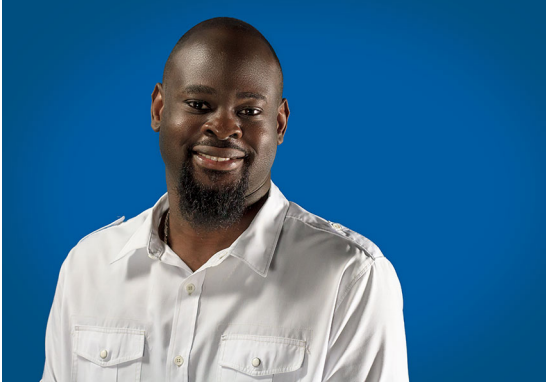
**Alistaire McLaren**

Information Technology Officer  
CARIMAC Main Building Ground Floor  
[alistaire.mclaren@uwimona.edu.jm](mailto:alistaire.mclaren@uwimona.edu.jm)



**Jevon Matthews**

Senior Electronics Technologist  
CARIMAC Workshop  
Main Building Ground Floor  
[jevon.matthews@uwimona.edu.jm](mailto:jevon.matthews@uwimona.edu.jm)



**Craig Duhaney**

Electronics Technician

CARIMAC Workshop

CARIMAC Main Building Ground Floor

[craig.duhaney@uwimona.edu.jm](mailto:craig.duhaney@uwimona.edu.jm)



## Support Staff

CARIMAC's support staff are instrumental in maintaining the overall functionality and cleanliness of the school environment. Office attendants provide valuable administrative assistance by managing tasks such as front-desk services, greeting visitors, handling correspondence, and ensuring the smooth flow of daily administrative operations. On the other hand, janitors play a critical role in upholding a clean and safe learning environment. They are responsible for maintaining the cleanliness of classrooms, common areas, restrooms, and outdoor spaces. Their efforts contribute to a healthy and pleasant atmosphere for students, faculty, staff and visitors. Together, CARIMAC's support staff members contribute to the efficient operation of the school, creating a welcoming and organized space where learning and teaching can thrive. Their dedicated work often goes unnoticed, but it plays a crucial role in creating a conducive educational environment. Presenting CARIMAC's support staff:



**Jacqueline Atkins**  
Office Attendant  
CARIMAC Annex 2  
[jacqueline.atkins@uwimona.edu.jm](mailto:jacqueline.atkins@uwimona.edu.jm)



**Marisa Curtis**  
Office Attendant  
CARIMAC Main Building  
[marisa.curtis@uwimona.edu.jm](mailto:marisa.curtis@uwimona.edu.jm)



**Andre Gayle**  
Janitor  
CARIMAC  
[andre.gayle02@uwimona.edu.jm](mailto:andre.gayle02@uwimona.edu.jm)



# IMPORTANT INFORMATION

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## TRANSFERS

If you are interested in transferring from another department within the faculty, or another faculty altogether, into one of the undergraduate degrees offered by CARIMAC, you will need the following:

1. A cumulative GPA of 3.6 or above
2. A semester GPA of 2.6 or above

## DISABILITY REPORTING

Students with disabilities needing academic accommodations should register with and provide documentation to the Office of Special Student Services (OSSS), which was established specifically to address the needs of students with disabilities. A letter should be submitted to OSSS indicating you need academic accommodations within the first week of class.

For more information on OSSS, please call Ms. Sharmalee Cardoza at 1-876-977-3880.

## WHO TO CONTACT?

For Credit Checks:

Faculty of Humanities and Education  
Office  
The University of the West Indies,  
Mona, Kingston 7  
(876) 970-1666/977-3659  
[fhe@uwimona.edu.jm](mailto:fhe@uwimona.edu.jm)

(876) 970-1666/977-3659

[fhe@uwimona.edu.jm](mailto:fhe@uwimona.edu.jm)  
<https://www.mona.uwi.edu/humed/for-ms-and-documents>

For Status Letters:

Faculty of Humanities and Education  
Office  
The University of the West Indies,  
Mona, Kingston 7

For Examinations Queries:

Examinations Section  
The University of the West Indies  
Mona, Kingston 7  
(876) 935-8855-60  
Fax: (876) 977-1263  
[examinations@uwimona.edu.jm](mailto:examinations@uwimona.edu.jm)  
<https://www.mona.uwi.edu/exams/>

# CARIMAC

## UNDERGRADUATE PROGRAMMES

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The 5 undergraduate degrees at CARIMAC, the leading school of media and communication in the Caribbean, are focused and globally competitive. The world needs forward-thinking graduates who are skilled and resilient, with a broad outlook and collaborative approach and our degrees prepare you to be just what the world needs. This means our programmes aren't like the others you'll find in the region, they are aligned with those offered by many top institutions worldwide, which translates into more opportunities for you. So, by completing any of CARIMAC's undergraduate degrees, you'll develop foundational knowledge, build networks and create shared experiences from which to launch a successful future.

### Courses and Semesters

There are 3 semesters at UWI:

1. September to December. Traditionally called Semester 1.
2. January to May. Traditionally called Semester 2.
3. June to July. The Summer Semester.

CARIMAC has courses, which either occur in Semester 1 only, Semester 2 only, Semesters 1 and 2 only, or in all 3 semesters.

### CARIMAC Summer Semester

Each June CARIMAC offers courses for credit toward undergraduate degrees. Any undergraduate student at The UWI (from any faculty) can sit a CARIMAC Summer Semester course.

### Prizes

#### Departmental Prizes

CARIMAC awards students with the most outstanding academic performance in each of the following specialization areas:

- BA Journalism
- BA Integrated Marketing Communication
- BA Digital Media Production
- BFA Film Production

- BFA Animation

### CARIMAC Director's Prize

This prize is awarded to the most outstanding graduating student at the undergraduate level.

## Majors, Minors and Specials

Degrees are offered in the following categories:

- Major
- Special

At CARIMAC, a **Major** is made up of a minimum of 45 credits in the discipline over the three levels. Students may opt to do a **Double Major** either in this Faculty or between two Faculties (e.g.: Faculties of Humanities and Education and Social Sciences). A **Double Major** is made up of the required credits for each of the two disciplines. Students who choose to do a Double Major across Faculties **must first get the approval of the respective Deans.**

A **Special** is made up of a minimum of **54 credits** in the discipline over the three levels. Permission to declare a Special in any given discipline must be sought from the Director of CARIMAC. Component courses in a Major, Double Major or Special are determined by the Faculty Board on CARIMAC's recommendation.

### DETERMINATION OF MINORS

Students desirous of pursuing a **Minor** MUST declare same by the start of Level III of their programme. Having declared a Minor, students will, at the end of their degree programme, be certified as attaining a Minor where they have obtained **at least 15 credits** from Levels II and III courses in the particular discipline. Students doing a single major, have the option of doing a maximum of two minors.

Students pursuing a **Special cannot select a Minor** alongside their Special.

### PROGRAMME REGULATION

#### A. Full-Time Programme Regulation

A full-time student shall normally complete the degree programme in not less than six and not more than twelve semesters and **should normally register for not more than fifteen and not less than twelve credits per semester.**

A student will be required to withdraw from the Faculty unless he or she has gained at least:

- Twelve credits by the end of the second semester
- Twenty-four credits by the end of the fourth semester
- Thirty-nine credits by the end of the sixth semester

## UNDERGRADUATE PROGRAMMES

- Fifty-seven credits by the end of the eighth semester
- Seventy-five credits by the end of the tenth semester
- Ninety credits by the end of the twelfth semester

For purposes of these Regulations, the semester referred to includes any summer session immediately following it.

### B. Part-Time Programme Regulation

**IMPORTANT: Part-time is a matter of workload and does NOT mean evening studies.**

While some courses are offered in the evening, others are taught in the day only.



## **A NOTE ABOUT FOUNDATION COURSES**

Students who are not exempt from the ELPT and who have not been successful in the test are required to register for FOUN1019; this reduces the number of credits, which can be taken in free electives at level 1.

**N.B.** Students who are not exempt from the ELPT and who have earned a grade 2 in that test should register for FOUN1019 Critical Reading & Writing in the Disciplines (year-long) instead of FOUN1016. You are required to pass FOUN1019 before registering for FOUN1002 Language-Argument.

Aim to complete your foundation courses in 1<sup>st</sup> and 2<sup>nd</sup> year. Do not delay until final year because, you may fail it then and will be unable to graduate on time.

Please explore the [2023-24 FHE Undergraduate Handbook](#) for more details on FOUN courses.

## THE CARIMAC CORE AND ELECTIVES

A CARIMAC Core course provides a theoretical foundation for the skills you are developing in your major/special courses. These courses are designated with the 4-letter subject code: COMM. CARIMAC students, regardless of their major or special, are expected to complete a combination of core courses as they provide a foundation in media and communication theories and ethics as well as research and production skills. Many CARIMAC Core courses are also open electives.

### CARIMAC Core and Elective Course Catalogue

COURSE CODE	COURSE TITLE	SEMESTER	CREDIT	PREREQUISITES
COMM1001	Communication Culture and Caribbean Society	1 or 2	3	None
COMM1121	Understanding the Media	2	3	None
COMM1234	Basic Media Production	1 or 2	3	None
COMM1268	Basic Visual Communication	2	3	None
COMM1789	Media, Technology and Ecology	Not Offered	3	None
COMM2110	Media Ethics and Legal Issues	2	3	COMM1001 or COMM1121
COMM2201	Introduction to Communication Research Methods	1	3	None
COMM2202	Advanced Communication Research Methods	Not Offered	3	COMM2201
COMM2222	Research in Media Arts, Practice-Based Approaches	2	3	None
COMM2324	Broadcast Journalism	Not Offered	3	None
COMM2901	The Art of Feature Writing	Not Offered	3	None
COMM2905	Electronic Publishing	2	3	None
COMM2907	Media, Gender and Development	Not Offered	3	None
COMM2926	Organizational Communication	Not Offered	3	None
COMM3000	Cross-Cultural Communication for the Caribbean	Not Offered	3	COMM1001 or CLTR1001
COMM3101	Critical Discussion in Media and Communication Theory	1	3	COMM1001, COMM2201
COMM3148	Alternative Media and Community Based Initiatives	Not Offered	3	COMM1001
COMM3199	Communication Analysis and Planning II	Yearlong	6	COMM2201
COMM3248	Entrepreneurial Skills in the Communication Industry	2	3	None
COMM3269	Business Journalism	2	3	None

COMM3301	Advanced Broadcasting Skills – RADIO	Not Offered	3	JOUR2004 & JOUR2401
COMM3399	Media Research and Production	Yearlong	6	COMM2201
COMM3428	Media and Children	Not Offered	3	None
COMM3921	Issues in Media and Communication	Not Offered	3	None

## LEVEL I

### COMM1001 Communication Culture and Caribbean Society

As a core course for first year students in CARIMAC's undergraduate degree programmes, this course focuses discussion on the existing and emerging issues, themes and challenges facing Caribbean societies and the role played by a technologically driven media and communication industry. Students interface with the scholarly contributions of Caribbean scholars and thinkers to the ongoing discussion of communication, media, society and culture. Topics include The Meaning of Meaning, Representation as Re-presentation, Globalization, Envelopment and Development.

### COMM1121 Understanding the Media

This course introduces students to the world of media, providing a theoretical framework for understanding media as a set of global and globalizing technological, commercial, environmental and content delivery systems. The course covers key foundational concepts and theories required by students of media from individual, sociological and alternative perspectives. Implications for society, and the value of media and digital literacies commensurate with the rapidly changing media landscape, are explored.

### COMM1234 Basic Media Production

This course is designed for students who must develop an ability to create basic media products as an early exposure to content production and use of online platforms. Students will be sensitized to issues regarding the changing media landscape and their impact on the requirements for being a communication professional in the 21st century. Basic skills in audio and video production, photography and online content generation will be introduced in this course. Students will learn to record and edit sound; to compose and photograph select subjects; and to edit moving images, supported by appropriate recorded sound, and graphics.

### COMM1268 Basics of Visual Communication

This course introduces students to the core theories behind visual communication through the use and analysis of imagery and media. Students will explore the theories, aesthetics and concepts of visual communication such as semiotics and gestalt, persuasion and propaganda, ethics and stereotypes. Emphasis will be placed on the analysis of visual messages as well as the larger context of a converging media landscape.

The course will be of interest to students working with multimedia technologies or students studying art philosophy, art education, and psychology. CARIMAC students specializing in film production, integrated marketing and communication, journalism and digital media production will find this course particularly useful. The course is open to all CARIMAC majors and any other student who has an expressed interest in visual communication.

**COMM1789 Media, Technology and Ecology**

This course introduces students to media technology, its application in standard industry practices and the relationships between media, media technology and the creatives who use it. Students will be taught the issues around the technology/equipment, the objectives of production and how these impact on a creative practice. This includes identifying the pre-production, production and post-production activities/techniques critical to the efficient use of resources and safety. The course will introduce students to some key software issues and evolution in industry standards as well as how these have implications on a final product and a sustained practice.

**LEVEL II****COMM2110 Media Ethics and Legal Issues**

This course introduces students to legal and ethical issues that will directly affect them as future media and communication practitioners. It focuses on laws related to defamation, copyright and broadcast, as well as codes of ethics practised in the Media and Communication Industry. In this course, students are expected to grasp those principles of law and ethics and develop the skill to apply them in their professional practice.

**COMM2201 Introduction to Communication Research Methods**

This course is an introduction to research as it relates to media and communication. The course introduces research paradigms, the elements of research, ethics and sampling. Various research approaches used in media and communication are introduced, including content analysis, survey, experiments as well as focus group, field observation and case study. For each of these methods, the student will learn the steps to implementing the method and also explore various ways of presenting research results.

**COMM2202 Advanced Communication Research Methods**

This course deals in depth with issues in communication research and the research methodologies. Emphasis will be on practical application as far as is possible. Each research methodology presented will be accompanied with a class assignment on its application and use. There will also be opportunity for guest presentations by research practitioners in the field.

**COMM2222 Research in Media Arts, Practice-Based Approaches**

This course provides a foundation for students creating a media arts project in one of the creative media forms supported by CARIMAC. The course focuses on practice-based research in the Arts, which means, students will employ both academic and creative work to produce an artefact that applies theoretical investigation of a creative or artistic practice. Students will explore issues relating to various practice-based research methodologies, such as visual inquiry, narratology and design thinking, presented in seminars and put to the test through practical workshops. The seminars will give practical information and advice to support the student in sustaining a research-based creative practice beyond the undergraduate level.

**COMM2901 The Art of Feature Writing**

In this course, students are taught the art of writing compelling feature articles and the creative skills involved in crafting powerful and substantive non-fiction stories. This course has also been designed to introduce students to the appreciation of 21<sup>st</sup> century journalism and the role journalistic story-telling plays in providing in-depth background information for news audiences.

**COMM2905 Electronic Publishing**

Development in electronics has widened the scope, access and span of publishing. The new technologies require new formats and approaches in communication at a practical level. This course should provide students with essential information about all phases of publishing online. Students should be able to understand the basic principles of electronic publishing and be able to use commonly available technology in publishing.

**COMM2907 Media, Gender and Development**

This course seeks to examine media and their representations of the intersection of gender with other social constructions such as sexuality, race, class and religion. We will focus on issues of representation, cyberfeminism, masculinity, non-binary identities, advertising, production and participation. We will also consider how media content facilitates or hinders the development of individuals and communities, through the lens of media, cultural studies and feminist film theories.

**LEVEL III****COMM3000 Cross-Cultural Communication for the Caribbean**

The concept and manifestations of culture in the Caribbean are as diverse as the shapes and sizes of the territories within the region. This course seeks to highlight and analyze the existing cultural variations among these cultures, with the overall aims of understanding, sustaining and improving cross-cultural communication within and outside of the Caribbean. Students will be exposed to the challenges of globalization; cultural communication and cross-cultural communication theories; an understanding of other cultures; and cross-cultural communication in Business.

**COMM3101 Critical Discussion in Media and Communication Theory**

In this course students pursue a semester-long investigation into current real-world issues affecting the industry related to their major: journalism, animation, film, digital media production and integrated marketing communication. The student's engagement with current literature (prescribed, recommended and independent readings) will provide the theoretical and conceptual lenses to guide the investigation and inform their discussion of the problem(s). Their reading and investigation will be enhanced by their participation in relevant panel discussions and symposia and their interviews with researchers and practitioners in their field.

**COMM3248 Entrepreneurial Skills in the Communication Industry**

Some students who graduate from the University of the West Indies, having specialised in Media and Communication are equipped with the theoretical and practical skills to enable them to produce a workable business plan. This course is one of the new initiatives seeking to bridge the gap between theory and practice.

**COMM3269 Business Journalism**

This course is intended to introduce students to the basics of reporting business and economic affairs. Business and economic news is of increasing importance to the regional economy. On successfully completing this course, students should be able to: report on business matters; use statistics in reporting, translate jargon into news and feature stories, apply reporting skills to budgets and national economies, produce news stories from corporate and institutional sources, as well as to write business stories from non-business sources.

**COMM3301 Advanced Broadcasting Skills – Radio**

The course has two modules: (a) Advanced Radio News Production and (b) Advanced Broadcast Presentation. The Radio News Production module requires students to produce and present radio news features. The module also covers critical deconstruction of news stories and bulletins, word usage, sentence structure and story organisation. The broadcast presentation module addresses issues of the conversational style, authority and credibility in voicing broadcast content. It also advances skills in efficient interviewing for the broadcast media.

**COMM3428 Media and Children**

This course explores the varied ways in which media and children intersect - as users, consumers, influencers and sometimes as victims. The course examines opportunities and risks from a developmental standpoint, among others, exploring the competencies that are required to benefit from media at various life stages, as well as the stakeholders involved in monitoring and regulating media access and use.

## COMPULSORY RESEARCH-LINKED CREDITS

Depending on choice of major or special, CARIMAC students can select any of the following level III courses to fulfill their compulsory research-linked credit requirement within the Faculty. These courses may be taken as a substitute for the HUMN3099 final year research project.

COURSE CODE	COURSE TITLE	SEMESTER	CREDIT	PREREQUISITES
COMM3199	Communication Analysis and Planning II	Yearlong	6	COMM2201
COMM3399	Media Research and Production	Yearlong	6	COMM2201
MDIA3003	Usability and the Online User Experience	1	3	COMM2201
FILM3399	Thesis Film Production	2	3	Must complete Level 2

### COMM3199 Communication Analysis and Planning II

This course is designed to offer participants the opportunity to investigate and formulate in writing a feasible communication project capable of attracting funding and to implement funding. The emphasis is on the supportive function of communications within specific projects for development, whether in agriculture, culture, health, population, education and others. Having completed this course, participants should be able to conduct research for purposes of project planning and evaluation; write proposals for communication support projects; plan, implement and manage such projects and assess the progress of these projects through evaluation.

### COMM3399 Media Research and Production

Media and communication technologies continue to evolve and today's media practitioner must be able to present research information in a variety of formats that go beyond the traditional research paper. Research can now be conducted and presented using formats ranging from digital video and audio documentaries to multimedia formats created for dissemination in various media channels. This course allows the student to conduct research and present the research using select media outputs. Students work with their supervisors during the course of the year to complete a research project that must be presented in a digital format. The emphasis in this course is on research and not on production; the student is therefore expected to be familiar with the production demands for the media format in which they choose to present their research.

### MDIA3003 Usability and the Online User Experience

The goal of this course is to introduce the use of usability metrics to measure the effectiveness of an online user experience. Participants will design, plan and implement a usability study. The usability of a product cannot be effectively measured without critically identifying appropriate metrics and then using the resulting data to determine important information. The course exposes students to tools and techniques that can help to analyze the user experience both qualitatively and quantitatively. Students will be required to review the best methods for collecting, analyzing, and presenting the data.

**FILM3399 Thesis Film Production**

In this course, students will embark on a self-directed process of study, research and practice leading to an output in film production. Students are required to start the course with a practice-based research proposal, then mentored in working toward their goals through regular focused tutorials with the instructor. During the semester students engage in workshops which serve more as spaces for critique rather than lectures on technique and skill. Along with the completion of a film, students will also hand in evidence of their project in progress which detail their working methodology, putting it in context of knowledge of film practice and theory and evaluating their output against these measures. Additionally, students will be given a one-time, small allowance towards making the film. They must submit a budget to collect this allowance, as well as receipts showing that the money was spent in the course of making the project.



## ANIMATION

The Bachelor of Fine Arts (BFA) in Animation is a three-year programme designed to produce graduates skilled in animation and capable of working independently or to become employed in local, regional and international animation production enterprises. Animation is an expansive art form with multiple sub-areas that must be mastered. Students will not specialize in any one animation discipline, but will instead be exposed to multiple techniques and production workflows in the areas of 2D and 3D Animation, as well as Motion Graphics. This programme aims to create well-rounded animators capable of participating at multiple points of the production pipeline in the various animation disciplines.

Students will be taught the history and principles of 2D Animation, which act as a foundation for the teaching of other aspects of animation. Key concepts in the area of motion analysis will also be taught consistently throughout the programme. Every student must develop a commanding knowledge of key framing, squash and stretch, anticipation and overlapping action as tenets of the professional practice. These techniques are commonplace in 2D Animation but are also applicable to 3D Animation and Motion Graphics, which will also be taught. Students will be trained in the use of industry-standard software while also taking part in courses geared at developing the higher order skills required to execute complex animation, visual effects and motion graphics productions.

A robust competency in drawing is at the core of this programme since each animation subarea requires a high-level of drawing dexterity. A series of drawing workshops throughout the three years of the programme provides continuous development of the students' drawing ability. The content of these workshops is aligned with assignments in the core animation courses, supporting and reinforcing the content being covered. The programme combines both critical theory and applied production, with drawing serving as a prime tool for conceptual character and scenic development.

Full time students are required to register for a maximum of **5** courses each semester.  
Part time students are required to register for a maximum of **3** courses each semester.

## Animation Special (90 credits)

LEVEL ONE (30 credits)	LEVEL TWO (30 credits)	LEVEL THREE (30 credits)
1. COMM1001	1. COMM2110	1. COMM3399**
2. COMM1121	2. COMM2201	2. COMM3399**
3. ANIM1001	3. ANIM2003	3. LANG3001
4. ANIM1002	4. ANIM2012	4. MDIA3004
5. ANIM1011	5. ANIM2013	5. ANIM3014
6. ANIM1020	6. ANIM2021	6. ANIM3031
7. FOUN1002	7. ANIM2030	7. ANIM3040
8. FOUN1016 or FOUN1019*	8. FOUN1201	8. FHE Elective
9. Foreign Language^	9. FOUN1301	9. Elective
10. FHE Elective	10. FHE Elective	10. Elective

\*Students who are not exempt from the ELPT and who have not been successful in the test are required to register for FOUN1019; this reduces the number of credits which can be taken in free electives at level 1.

^Students are exempt from the foreign language requirement with a pass in a foreign language at CSEC or CAPE. Students who are exempt from the Foreign Language requirement **MUST** substitute same with a Level One FHE elective to complete this Level.

\*\*Research linked course

L1	COURSE CODE	COURSE TITLE	SEMESTER	CREDIT	PREREQUISITES
MAJOR	COMM1001	Communication Culture and Caribbean Society	1 or 2	3	None
	COMM1121	Understanding the Media	2	3	None
	ANIM1001	Motion Studies	1	3	None
	ANIM1002	Drawing for Animators	2	3	ANIM1011
	ANIM1011	Life Drawing	1	3	None
	ANIM1020	Principles of 2D Animation	2	3	ANIM1001
FOUNDATION	FOUN1002	Language-Argument	2	3	FOUN1016 OR FOUN1019
	FOUN1016	Critical Reading and Expository Writing in the Humanities and Education	1	3	For information: <a href="http://www.mona.uwi.edu/dllp/language/elptu">http://www.mona.uwi.edu/dllp/language/elptu</a>
	FOUN1019	Critical Reading & Writing in the Disciplines (year-long)	1 & 2	6	Students who are not exempt from the ELPT and who have not been successful in the test are required to register for FOUN1019; this reduces the number of credits which can be taken in free electives at level one. For more information: <a href="http://www.mona.uwi.edu/dllp/language/elptu">http://www.mona.uwi.edu/dllp/language/elptu</a>
ELECTIVES	Foreign Language	Basic Foreign Language	1 or 2	3	Students are exempt from the foreign language requirement with a pass in a foreign language at CSEC or CAPE, or who are native speakers of a foreign language. (Exemption to native speakers is subject to the approval of the Head of the Modern Languages & Literatures Department).
	FHE Elective	Any Level 1 course in the Faculty of Humanities and Education and outside your major	1 or 2	3	See FHE handbook

L2	COURSE CODE	COURSE TITLE	SEMESTER	CREDIT	PREREQUISITES
MAJOR	COMM2110	Media Ethics and Legal Issues	2	3	None
	COMM2201	Introduction to Communication Research Methods	1	3	COMM1121 OR COMM1001
	ANIM2003	Storyboarding and Screenwriting	1	3	ANIM1001 & ANIM1002
	ANIM2012	Perspective and Composition	2	3	ANIM1011& ANIM1002
	ANIM2013	Layout	Not Offered	3	ANIM2012
	ANIM2030	Principles of 3D Animation	1	3	ANIM1020
	ANIM2021	2D Animation Production	2	3	ANIM1020
FOUNDATION	FOUN1201	Science, Medicine & Technology in Society	1 or 2	3	Offered by the Faculty of Science & Technology  See FST handbook
	FOUN1301	Law, Governance, Economy and Society	1 or 2	3	Offered by the Faculty of Social Sciences  <a href="#">See FSS handbook</a>
ELECTIVES	FHE Elective	Any Level 2 course in the Faculty of Humanities and Education and outside your major	1 or 2	3	See FHE handbook
	Free Elective	Any Level 2 course	1 or 2	3	

L3	COURSE CODE	COURSE TITLE	SEMESTER	CREDIT	PREREQUISITES
MAJOR	COMM3399	Media Research and Production (yearlong) <i>Research Linked Course</i>	1 & 2	6	COMM2201
	ANIM3014	Digital Painting	1	3	None
	ANIM3031	3D Animation Production	1	3	ANIM2030
	ANIM3040	Motion Graphics and Time-Based Typography	2	3	None
	MDIA3004	New Media Portfolio Presentation	2	3	None
	LANG3001	The Art of Public Speaking	1 or 2	3	English Language Foundation Course
ELECTIVES	FHE Elective	Any Level 3 course in the Faculty of Humanities and Education and outside your major	1 or 2	3	See FHE handbook
	Free Elective	Any Level 3 course	1 or 2	3	
	Free Elective	Any Level 3 course	1 or 2	3	

## Animation Course Catalogue

### LEVEL 1

#### ANIM1001 Motion Studies

This course is designed to provide students with an introduction to the principles of four-dimensional design through the use of optical toys, stop motion, video, photography and traditional hand drawn animation. Assignments will allow students to explore attributes of movement and time, still photography and moving images, sequential and non-linear narratives. Emphasis will be placed on the relationship of composition, pacing and storytelling rather than technical dexterity.

#### ANIM1002 Drawing for Animators

Building on the principles of observational drawing, this course introduces students to the dynamic aspects of drawing. Emphasis is placed on motion analysis throughout all assignments given. Students are tasked with creating drawings of the human figure that are dynamic and emotive. Great attention is paid to the anatomy and musculature of the human form, specifically movement and proportion. This course assumes students have a basic knowledge of observational drawing, either figure drawing, landscape or still life.

#### ANIM1011 Life Drawing

This course aims to give students an in-depth introduction to drawing the human form as an integral component in the creation of believable animation. Students focus on specific principles related to structure, proportion, volume and form as they pertain to the human anatomy. This course emphasizes the acquisition of knowledge of the human anatomy and drawing dexterity and as such will include weekly live model studio sessions. These sessions allow students to acquire knowledge of the human anatomy and drawing dexterity to then be used in subsequent courses such as Drawing for Animators.

#### ANIM1020 Principles of 2D Animation

This course covers the fundamental principles of 2D animation with a focus on character animation utilizing the technique of 'cutout' animation (individual body elements connected by a skeleton or rig) and 'tradigital' animation (a combination of digital and traditional cel animation) workflows. Following an explanation of a typical animation production procedure, students are introduced to some of the terminology commonly found in the industry. Students will learn how to differentiate between keys, breakdowns, x-sheets, in-betweens and the proper indicating and charting thereof. They will create camera keys and layouts, study basic principles including squash and stretch, anticipation and settle, wave principle and overlapping action, and apply these principles to assignments.

### LEVEL II

#### ANIM2003 Storyboarding and Screenwriting

This course will explore storytelling, both written and visual, spanning several animation genres and formats, and will allow students to create and review screenplays and storyboards of their own. Building on the history of animation covered in ANIM1001 - Motion Studies, this course involves the analysis of seminal works created by legendary animators. Concepts to be covered

include: tools, methods and techniques, visual storytelling and narrative structure, shot composition, acting, character development, scriptwriting, and storyboarding.

#### **ANIM2012 Perspective and Composition**

Building on work done in ANIM1011 - Life Drawing this course aims to introduce students to the fundamental aspects of painting and drawing for animation, expanding observational drawing skills and drawing dexterity. Topics to be covered during the semester include colour theory, composition, perspective, foreshortening, structure, form, volume, line and tone. This course emphasises the acquisition of knowledge and dexterity of observational drawing and as such will include weekly live model and still life studio sessions. This course involves geometric still life compositions, landscapes and live model figure drawing. These sessions allow students to develop an understanding of composition and perspective, while continuing to build drawing dexterity to be used in subsequent courses such as ANIM2013 - Layout and ANIM3031 - 3D Animation Production.

#### **ANIM2013 Layout**

This course aims to apply the fundamentals of observational painting and drawing covered in ANIM2012 - Perspective and Composition to the discipline of animation. Within the animation production pipeline the layout process consists of converting scene information contained in the storyboard into a series of assets that can be manipulated by the animation team. Students will explore issues that arise in the visual storytelling process, such as scene planning and pacing, camera framing, blocking and movement, as well as story continuity. All of these storytelling elements must also be balanced with the fundamental principles of drawing, such as balance, contrast, composition, perspective and more.

#### **ANIM2021 2D Animation Production**

This course is designed to expand upon the principles and techniques of animation established in ANIM1020 - Principles of 2D Animation and presents the student with an opportunity to apply a combination of the knowledge acquired in drawing courses taken throughout the first and second years. This course is meant to be taken alongside ANIM2013 - Layout and ANIM2003 - Storyboarding and Screenwriting the course content of which directly relates to that covered throughout the semester. Students will apply their cumulative knowledge and skills to their final animation project that will be a 60 second film of their own making. This short form piece should be produced at quality level worthy of placement in the student's portfolio.

#### **ANIM2030 Principles of 3D Animation**

Building on the content covered in ANIM1020 - Principles of 2D Animation, this course explores the basics of working with and animating rigid body objects in 3D space, using any standard 3D animation software package. Students will get an overview of the entire 3D animation process from modelling to final render, giving them a solid foundation in each of the key aspects of a single animated shot. Topics include UVW mapping, shaders and textures, lighting, NURBS and subdivisional surfaces, extrusion and box modelling techniques.

### **LEVEL III**

#### **ANIM3014 Digital Painting**

This course aims to translate the fundamentals of traditional painting to the digital format utilising Corel Painter and Adobe Photoshop. It combines principles and techniques covered in previous

courses. The nuances of the digital painting workflow are compared to traditional production models. Topics covered include rendering texture, line thickness and quality, simulating paint and other media, colour palette creating, level blending in Photoshop, custom brushes, compositing and the principles of matte painting.

#### **ANIM3031 3D Animation Production**

This course covers the art and science of breathing life into a 3D object. Building on what was learnt in 2D animation principles, the course will teach students how to create a working skeletal structure, animate that skeleton in a convincing manner and combine that with facial movement to make a character that evokes emotion. Topics include using the hypervisor, key frame animation in the 3D environment, rigging, blend shapes, inverse and forward kinematics, motion paths, and non-linear approaches to animation.

#### **ANIM3040 Motion Graphics and Time-Based Typography**

This course explores the creation, design and animation of typographic concepts used in film and television. Students will utilise techniques, which mix motion and text to express ideas using animation. The history and fundamentals of typography are explored in-depth as students learn how to use typographic form to express messages and emotion. Topics include the fundamentals of motion graphics, the principles and elements of design, composition, timing and pacing, storyboarding, sound and synchronisation.



## DIGITAL MEDIA PRODUCTION

The purpose of the BA in Digital Media Production is to meet an increasing demand in the media and communication services for specific and focused skills in web-based media design and production technologies. The growth of the World Wide Web and the Internet over the past decade has created these demands for new skills to exploit the advantages of the new communication platforms.

This programme will allow CARIMAC to move towards producing graduates with a sharper perspective that is more focused on best practices in the media and communication services. The graduates' skills will be more marketable.

Consequently, the BA in Digital Media Production programme will develop the skill of communicating creatively. Using digital tools and design principles, students will be encouraged to solve design and communication problems.

Full time students are required to register for a maximum of **5** courses each semester. Part time students are required to register for a maximum of **3** courses each semester.

### Digital Media Production Special (90 credits)

LEVEL ONE (30 credits)	LEVEL TWO (30 credits)	LEVEL THREE (30 credits)
1. COMM1001	1. COMM2110	1. LANG3001
2. COMM1121	2. COMM2201	2. MDIA3001
3. MDIA1001	3. MDIA2002	3. MDIA3002
4. MDIA1002	4. MDIA2003	4. MDIA3003**
5. MDIA1003	5. MDIA2004	5. MDIA3004
6. MDIA1004	6. MDIA2005	6. MDIA3005
7. MDIA1006	7. MDIA2006	7. COMM3399**
8. FOUN1002	8. FOUN1201	or 2 Electives
9. FOUN1016 or FOUN1019*	9. FOUN1301	8. FHE Elective
10. Foreign Language^	10. FHE Elective	10. FHE Elective

\*Students who are not exempt from the ELPT and who have not been successful in the test are required to register for FOUN1019; this reduces the number of credits which can be taken in free electives at level 1.

^Students are exempt from the foreign language requirement with a pass in a foreign language at CSEC or CAPE. Students who are exempt from the Foreign Language requirement **MUST** substitute same with a Level One FHE elective to complete this Level.

\*\*Research linked course

L1	COURSE CODE	COURSE TITLE	SEMESTER	CREDIT	PREREQUISITES
MAJOR	COMM1001	Communication Culture and Caribbean Society	1 or 2	3	None
	COMM1121	Understanding the Media	2	3	None
	MDIA1001	Webpage Layout and Design with CSS	2	3	None
	MDIA1002	Digital Illustration Fundamentals	2	3	None
	MDIA1003	Digital Photography and Image Manipulation Fundamentals	2	3	None
	MDIA1004	Elements of Style for Design Presentation	1	3	None
	MDIA1006	Drawing Fundamentals	1	3	None
FOUNDATION	FOUN1002	Language-Argument	2	3	FOUN1016 OR FOUN1019
	FOUN1016	Critical Reading and Expository Writing in the Humanities and Education	1	3	For information: <a href="http://www.mona.uwi.edu/dllp/language/elptu">http://www.mona.uwi.edu/dllp/language/elptu</a>
	FOUN1019	Critical Reading & Writing in the Disciplines (year-long)	1 & 2	6	Students who are not exempt from the ELPT and who have not been successful in the test are required to register for FOUN1019; this reduces the number of credits which can be taken in free electives at level one. For more information: <a href="http://www.mona.uwi.edu/dllp/language/elptu">http://www.mona.uwi.edu/dllp/language/elptu</a>
ELECTIVES	Foreign Language	Basic Foreign Language	1 or 2	3	Students are exempt from the foreign language requirement with a pass in a foreign language at CSEC or CAPE, or who are native speakers of a foreign language. (Exemption to native speakers is subject to the approval of the Head of the Modern Languages & Literatures Department).

DIGITAL MEDIA PRODUCTION

L2	COURSE CODE	COURSE TITLE	SEMESTER	CREDIT	PREREQUISITES
MAJOR	COMM2110	Media Ethics and Legal Issues	2	3	None
	COMM2201	Introduction to Communication Research Methods	1	3	COMM1121 OR COMM1001
	MDIA2002	Writing and Report Design for Designers	1	3	None
	MDIA2003	Introduction to Video Production	1	3	MDIA1003 & MDIA1004
	MDIA2004	Advanced Web Layout and Design with CSS	2	3	MDIA1001 & MDIA1004
	MDIA2005	Communication Through Typography and Layout	2	3	MDIA1004
	MDIA2006	Web Animation Fundamentals	2	3	MDIA1001 & MDIA1006
FOUNDATION	FOUN1201	Science, Medicine & Technology in Society	1 or 2	3	Offered by the Faculty of Science & Technology  See FST handbook
	FOUN1301	Law, Governance, Economy and Society	1 or 2	3	Offered by the Faculty of Social Sciences <a href="#">See FSS handbook</a>
ELECTIVES	FHE Elective	Any Level 2 course in the Faculty of Humanities and Education and outside your major	1 or 2	3	See FHE handbook

DIGITAL MEDIA PRODUCTION

L3	COURSE CODE	COURSE TITLE	SEMESTER	CREDIT	PREREQUISITES
MAJOR	MDIA3001	Online Marketing Strategies	1	3	None
	MDIA3002	Motion Graphics and Time-Based Media	2	3	MDIA2003 & MDIA2005
	MDIA3003	Usability and the Online User Experience <i>Research Linked Course</i>	1	3	COMM2201
	MDIA3004	New Media Portfolio Presentation	2	3	MDIA1004
	MDIA3005	Web Management	1	3	MDIA2004
	LANG3001	The Art of Public Speaking	1 or 2	3	English Language Foundation Course
ELECTIVES	FHE Elective	Any Level 3 course in the Faculty of Humanities and Education and outside your major	1 or 2	3	See FHE handbook
	FHE Elective	Any Level 3 course in the Faculty of Humanities and Education and outside your major	1 or 2	3	See FHE handbook
	Free Electives	Any Level 3 course	1 or 2	3	
		Any Level 3 course	1 or 2	3	
	COMM3399	Media Research and Production (yearlong) <i>Research Linked Course</i> <i>Recommended but not compulsory.</i> Do this as an alternative for the Free Electives	1 & 2	6	COMM2201

# Digital Media Production Course Catalogue

## LEVEL I

### **MDIA1001 Web Page Layout and Design with CSS**

The course provides an understanding of the methodologies used for layout of text and images on the World Wide Web. Students will develop a fundamental understanding of web design while gaining hands on experience with cascading style sheets and HTML.

### **MDIA1002 Digital Illustration Fundamentals**

The course is designed to expose participants to the use of vector drawing tools. Participants will learn the principles of vector drawing and apply their understanding to projects such as creating simple illustrations, logos, posters and other vector art.

### **MDIA1003 Digital Photography and Image Manipulation**

The course explores the basics of digital photography and image manipulation, students will be exposed to lighting, composition and distinguish between photography for various purposes such as photojournalism. Students will also learn the basic principles of working with image manipulation software such as Adobe Photoshop or the GIMP. The course is hands-on; students are expected to apply their knowledge in practical photography and image manipulation projects.

### **MDIA1004 Elements of Style for Design Presentation**

The course introduces students to the important elements and principles that work together to make a design visually appealing. Knowledge of these principles is important for understanding what makes a piece an effective design.

### **MDIA1006 Drawing Fundamentals**

The course introduces students to the skills associated with hand drawing. There will be an emphasis on the process of drawing, including understanding of how to represent proportion, light, depth and texture. The course provides practical experiences in drawing. Aspects of knowledge gained in this course should be transferable to digital illustration, photography and painting.

## LEVEL II

### **MDIA2002 Writing and Report Design for Designers**

This course provides an opportunity for students to study and practice various forms of writing necessary for them to be successful designers. Students will learn industry terminology, techniques of writing, styles of writing, ethics, process, and theory in writing for the industry. Students will use planning and research to create professional copy and supporting graphics/charts for media such as: websites, brochures, advertisements, reports, proposals, creative briefs, letters, memos, résumés and other communication. Students will be expected to maintain consistency in documents by appropriately using writing tools and templates.

### **MDIA2003 Introduction to Video Production**

This course will allow students to explore, identify, discuss, and apply several aesthetic and production approaches to the aural and visual presentation of information. In this course students

will learn pre-production, production, and post production tools as they pertain to audio-visual projects. They will learn the fundamentals of planning and implementing media design projects.

#### **MDIA2004 Advanced Web Layout and Design With CSS**

The course introduces students to up-to-date best practices in Cascading Style Sheets (CSS) based design. Candidates will be exposed to well-known as well as emerging methodologies which can be applied to laying out websites using CSS and supporting technologies.

#### **MDIA2005 Communication Through Typography and Layout**

This course provides a practical approach to understanding of typographical structure, terminology, and methodologies for visual communication. It looks at how typography is used as a language in graphic design through typographic form, function, hierarchy, construction, context, and effects. Students will develop an awareness of the emotional and intellectual potential of type along with the expressive and aesthetic dimensions of typography.

#### **MDIA2006 Web Animation Fundamentals**

This course provides a practical introduction to technologies, which can be used for creating animation and interactivity on the World Wide Web such as Flash and HTML5. It also explores emerging standards that can be used for creating web-based animations.

### **LEVEL III**

#### **MDIA3001 Online Marketing Strategies**

The course helps to provide a framework of understanding around effective strategies for promoting a brand or organization online. There are several competencies needed for online marketing, this course deliberately focuses on those skills a student will need to play a supporting role, specifically in the aspects of a marketing campaign that will need to be deployed online. Some of the skills include measurement, budgeting, and determining the priority of various activities. Students will be encouraged to develop an appreciation of the different types of online marketing approaches and how these can be used effectively to engage audiences. The course covers topics such as Social Media, Search Engine Marketing, Search Engine Optimization, and Affiliate Marketing.

#### **MDIA3002 Motion Graphics and Time-Based Media**

The course explores motion graphics and related time based media such as animation, visual effects and basic sound editing. Students will be required to interpret and understand the interaction of composition and choreography in the context of motion sequences, they will also be exposed to common animation techniques such as keying and motion tracking. Students will be encouraged to mix and experiment with different time-based forms such as audio, motion and visual effects.

#### **MDIA3003 Usability and the Online User Experience**

The goal of this course is to introduce the use of usability metrics to measure the effectiveness of an online user experience. Participants will design, plan and implement a usability study. The usability of a product cannot be effectively measured without critically identifying appropriate metrics and then using the resulting data to determine important information. The course exposes students to tools and techniques that can help to analyze the user experience both qualitatively and quantitatively. Students will be required to review the best methods for collecting, analyzing, and presenting the data.

#### **MDIA3004 New Media Portfolio Presentation**

A portfolio is very important for new media professionals. It provides a medium to showcase work and experience to potential employers and collaborators. The course focuses on developing a usable and aesthetically pleasing portfolio. It covers the important processes associated with preparing digital portfolios including conceptualization, identifying suitable formats, preparing work and converting traditional material into a digitally ready form, repurposing digital material and creating a portfolio web site. In addition to learning best practices for developing a personal portfolio, students will also learn approaches to effectively presenting their portfolios for new media career options. The course also prepares students to make presentations incorporating aspects of the digital portfolio during the job interview exercise.

#### **MDIA3005 Web Management**

There are many issues that must be balanced when planning, launching and managing a web site. These include quality, costs, content, schedules and contributors. This course explores both the technical infrastructure and the management issues that must be considered in deploying a website that successfully supports a business or organization. The course covers planning and implementation of websites employing commonly used platforms such as content management systems, e-learning systems and other web applications.

## FILM PRODUCTION

The Bachelor of Fine Arts in Film Production is designed to facilitate intense study and practice in the area of Film Production. It offers students the opportunity to create and workshop films and develop ideas for films in a space where experimentation and discovery are encouraged. This 3-year programme is structured so that students are exposed to courses in the 7 film production disciplines [writing, producing, directing, cinematography, production design, sound design and editing], the foundations of film form which will characterize their productions. Students will be engaged in intensive study in film practice throughout their tenure with a focus toward their senior thesis productions in the final year by reading for courses that will prepare them to complete a film for exhibition and distribution.

The programme provides a continuity of application as courses build on each other and assignments are progressive.

Each year, students will make films and be exposed to content that will foster collaboration and film appreciation. The programme also includes a mandatory Practical Application in Film Production (FILM3901) course, also known as the film internship, which introduces students to an immersive filmmaking experience. Finally, the content will focus on creating narrative fiction and non-fiction films in the short form, skills that must be used in feature-length productions. Students will also learn to analyse and write about films, including their own work. Topics throughout the programme will cover:

1. Film Budgeting and Scheduling
2. Production and Set Management
3. Creative Producing
4. Directing
5. Writing and Script Development
6. Cinematography
7. Sound Design and Production
8. Production Design
9. Post-Production
10. Film Marketing and Distribution

Students have the option of completing a Major or Special in the Bachelor of Fine Arts Film Production. A student completing the 45 credits for the major in Film Production, along with additional 9 credits chosen from Film Production electives can declare a Special in Film Production.

Full time students are required to register for a maximum of **5** courses each semester. Part time students are required to register for a maximum of **3** courses each semester.



## Film Production Special (90 credits)

LEVEL ONE	LEVEL TWO	LEVEL THREE
COMM1001	COMM2201	COMM3101
<i>Choose any 1 of the following COMM courses:</i> COMM1121 COMM1268 COMM1789	<i>Choose any 1 of the following COMM courses:</i> COMM2110 COMM2222	COMM3248
FILM1810	<i>Choose any 1 of the following 3 FILM courses:</i> FILM2815 FILM2826 FILM2828	FILM3399**
FILM1900	FILM2900	FILM3900
<i>Choose any 2 of the following FILM courses:</i> FILM1820 FILM1823 FILM1830	<i>Choose any 1 of the following 3 FILM courses:</i> FILM2812 FILM2814 FILM2824	<i>Choose any 1 of the following FILM courses:</i> FILM3398 FILM3829
FOUN1016/FOUN1019*	FOUN1201	FILM3901
FOUN1002	FOUN1301	<i>Choose any 1 of the following 3 courses:</i> FILM3815 ANIM3040 MDIA3004
Basic Foreign Language^	2 Free Electives	2 Free Electives
1 FHE Elective	1 FHE Elective	1 FHE Elective

\*Students who are not exempt from the ELPT and who have not been successful in the test are required to register for FOUN1019; this reduces the number of credits which can be taken in free electives at level 1.

^Students are exempt from the foreign language requirement with a pass in a foreign language at CSEC or CAPE. Students who are exempt from the Foreign Language requirement **MUST** substitute same with a Level I FHE elective to complete this Level.

\*\*Research linked course

FILM PRODUCTION

L1	COURSE CODE	COURSE TITLE	SEMESTER	CREDIT	PREREQUISITES	
MAJOR	COMM1001	Communication Culture and Caribbean Society	1 or 2	3	None	
	COMM CORE Choose 1	COMM1121	Understanding the Media	2	3	None
		COMM1268	Basic Visual Communication	2	3	None
		COMM1789	Media Technology and Ecology	Not Offered	3	None
	FILM1810	The Art of Screenwriting	1	3	None	
	FILM1900	Film Workshop 1	2	3	None	
	FILM Choose 2	FILM1820	Film Production Fundamentals	2	3	None
FILM1823		The Evolution of Cinematic Art	2	3	None	
FILM1830		Visual Storytelling	1	3	None	
FOUNDATION	FOUN1002	Language-Argument	2	3	FOUN1016 OR FOUN1019	
	FOUN1016	Critical Reading and Expository Writing in the Humanities and Education	1	3	For information: <a href="http://www.mona.uwi.edu/dllp/language/elptu">http://www.mona.uwi.edu/dllp/language/elptu</a>	
	FOUN1019	Critical Reading & Writing in the Disciplines (year-long)	1 & 2	6	Students who are not exempt from the ELPT and who have not been successful in the test are required to register for FOUN1019; this reduces the number of credits which can be taken in free electives at level one. For more information: <a href="http://www.mona.uwi.edu/dllp/language/elptu">http://www.mona.uwi.edu/dllp/language/elptu</a>	
ELECTIVE	Foreign Language	Basic Foreign Language	1 or 2	3	Students are exempt from the foreign language requirement with a pass in a foreign language at CSEC or CAPE, or who are native speakers of a foreign language. (Exemption to native speakers is subject to the approval of the Head of the Modern Languages & Literatures Department).	
	FHE Elective	Any Level 2 course in the Faculty of Humanities and Education and outside your major	1 or 2	3	See FHE handbook	

FILM PRODUCTION

L2	COURSE CODE	COURSE TITLE	SEMESTER	CREDIT	PREREQUISITES	
MAJOR	COMM2201	Introduction to Communication Research Methods	2	3	COMM1121 OR COMM1001	
	COMM CORE Choose 1	COMM2110	Media Ethics and Legal Issues	1	3	None
		COMM2222	Research in Media Arts, Practice-Based Approaches	Not Offered	3	None
	FILM2900	Film Workshop 2	Not Offered	3	FILM1900	
	FILM Choose 1	FILM2812	Film Producing	2	3	Any L1 FILM course
		FILM2814	Post-Production	Not Offered	3	FILM1820 OR FILM1900
		FILM2824	Film Directing	2	3	Any L1 FILM course
	FILM Choose 1	FILM2815	Film Aesthetics and Genres	1	3	None
		FILM2826	Film Art Direction	1	3	FILM1820 OR FILM1900
FILM2828		Cinematography	Not Offered	3	FILM1830 & COMM1789 OR COMM1268	
FOUNDATION	FOUN1201	Science, Medicine & Technology in Society	1 or 2	3	Offered by the Faculty of Science & Technology  See FST handbook	
	FOUN1301	Law, Governance, Economy and Society	1 or 2	3	Offered by the Faculty of Social Sciences  <a href="#">See FSS handbook</a>	
ELECTIVES	FREE ELECTIVE	Any Level 2 course	1 or 2	3		
	FREE ELECTIVE	Any Level 2 course	1 or 2	3		
	FHE Elective	Any Level 2 course in the Faculty of Humanities and Education and outside your major	1 or 2	3	See FHE handbook	

FILM PRODUCTION

L3	COURSE CODE		COURSE TITLE	SEMESTER	CREDIT	PREREQUISITES
MAJOR	COMM3101		Critical Discussion in Media and Communication Theory	1	3	COMM1001, COMM2201
	COMM3248		Entrepreneurial Skills in the Communication Industry	2	3	None
	FILM3399**		Thesis Film Production <i>Research Linked Course</i>	2	3	Must complete Level 2
	FILM3900		Film Workshop 3	1	3	FILM2900
	FILM Choose 1	FILM3398	Screenwriting Workshop	1	3	FILM1810
		FILM3829	Art and Experimental Film	1	3	None
	FILM3901		Practical Application in Film Production	2	3	Must complete Level 2
	FILM Choose 1	FILM3815	Film Marketing and Distribution	2	3	None
		ANIM3040	Motion Graphics and Time-Based Typography	2	3	ANIM1001, ANIM1020, ANIM2030
MDIA3004		New Media Portfolio Presentation	2	3	MDIA1004	
ELECTIVES	FREE ELECTIVE		Any Level 3 course	1 or 2	3	
	FREE ELECTIVE		Any Level 3 course	1 or 2	3	
	FHE ELECTIVE		Any Level 3 course in the Faculty of Humanities and Education and outside your major	1 or 2	3	See FHE handbook

## Film Production Course Catalogue

### LEVEL 1

#### FILM1810 The Art of Screenwriting

The course explores the fundamental techniques of screenwriting and how to structure a good screenplay. The course explores the elements needed to tell a good story, including an action idea that can propel the story, conflict, 3D characters, a series of obstacles, narrative techniques, and Alfred Hitchcock's suspense techniques and applying them to the personal screenplay students are required to write for this course. The course seeks to give students an insight into what studios or producers look for when they read a screenplay before deciding if they will make it into a film and the skills to create production worthy and marketable scripts, for fiction or nonfiction films.

#### FILM1820 Film Production Fundamentals

The course introduces students to basic technical elements in filmmaking. This course is about the equipment and the way it is used in the context of filmmaking, including documentary preparation and detailed logging of practical assignments. Students will be introduced to the production tools they will use throughout the programme and learn foundational techniques in the creation of film and sound related products.

#### FILM1823 The Evolution of Cinematic Art

This course seeks to enhance students' understanding of the relationship between the historical development of audiovisual technologies and the historical evolution of film form, aesthetics, and stylistic movements. In short, it is centered on the evolution of cinematic art and technology. The course will familiarize students with key audiovisual technologies and their impact on the film's look, sound, formal organization, and modes of consumption. It exposes students to key film movements and a wider vocabulary of cinematic aesthetics. It will bring together issues such as historical relevance in technique, technology and the social implications of various filmic expressions. The knowledge gained in this course will help students to identify, analyse and apply a range of cinematic styles.

#### FILM1830 Visual Storytelling

Focusing on music video and commercial production, this course will apply fundamental cinematic concepts, fine art and visual theory to practical assignments. It seeks to remove the wall between theory and practice and make visual structure easy to use. In the course, students will study traditional storytelling theories and their application to visual narrative design. Although some of these principles are hundreds of years old, others are the results of new, emerging technologies. As students apply the visual principles they will see how important they are to practical production. FILM1830 assignments can therefore be used in the preparation, production and editing of all motion pictures.

#### FILM1900 Filmmaking Workshop 1

In Filmmaking Workshop 1, each film production student will write, shoot, direct, edit and crew on films. This course is designed for Level 1 students to study the craft of filmmaking in an intensive environment, as they are challenged to produce a-film-per-student during the semester. Each student will direct his/her own project in a team, and will rotate through production positions when fellow crew members direct. This helps each student gain strong familiarity with

every aspect of film production as they rotate from writer, director, editor to cinematographer, sound recordist, production designer to gaffer/grip etc.

The workshop offers focused learning, hands-on film productions, and the opportunity to make a fully-realised film in the first year.

## LEVEL II

### FILM2812 Film Producing

During this course, students will be introduced to the various aspects of the roles of a Production Manager (PM) and Production Coordinator (PC) which include, script break-down, schedule, budget and set management needed for effective film producing. To complete these tasks, students will learn how to use industry standard production software, including EP Scheduling and EP Budgeting, also known as Movie Magic, or similar software.

### FILM2814 Post-Production

This course introduces students to key concepts and approaches that underpin the techniques employed in finalizing film projects and screening the production. This will include an understanding of the roles of crew members, basic workflows in the post-production department, along with an appreciation of the importance of post-production's role in the successful completion of a film.

Through lectures, demonstrations and practical post-production assignments this course will expose students to a full range of editing technologies and techniques. It will cover film editing using traditional methods in digital non-linear systems. Topics will include terminology and technologies of editing; basic editing skills; and the editor's role, augmented by hands-on experience. It will cover the post-production process where students will receive instruction on editing software. The course will include introduction to post-production methods and technology and cover the editor's choices and responsibilities. Upon completion, students should be able to use editing equipment and possess basic editing skills.

### FILM2815 Film Aesthetics and Genres

Areas investigated in the course will include the Caribbean aesthetic, film genres, geographical film identities and industries. Students will be exposed to examples of film from short features, documentary film, drama, action experimental and art film, from various eras of cinema and international cinema centres such as the Caribbean, Nollywood, Bollywood, Hollywood, Europe and Asia. Students will study the different film formats from a historical cultural and technical perspective as well as how the functions of lighting, cinematography, editing and art direction symbolism, iconography, are expressed in film as it relates to origin and historical position.

### FILM2824 Film Directing

This course builds on the broad filmmaking foundation set in previous FILM courses and will examine the role of director as an artist, manager and performer. Directing is a central role and is key to successful film and series production whether on television or online. A director has to be able to read and interpret a script for the screen, identify, like Aesop, the moral of the story, conceptualize a feasible vision and communicate these, to those who will assist in bringing it to the screen. Students will develop an understanding of the work of directors who use film and visual communication theory in their practice as they study screen language and grammar through practical projects that will include analysing scripts, creating a vision, motivating crew

and working with actors through each stage of the pre-production, production and post-production process.

#### **FILM2826 Film Art Direction**

This course will introduce students to the concepts that underpin art direction, the various key art direction styles and theories that form their basis. Students will gain an understanding of the importance of the art director and the artistic design of films and acquire a basic competence in analyzing the effects and effectiveness of art design formats, learn how to use set design software and the ability to determine which art design styles and techniques to utilize on film products. This course will stress the importance of integrating the theoretical, technical and artistic elements of this area of filmmaking and aim to provide students with an understanding of and sensitivity to their importance in practical elements of set design and construction.

#### **FILM2828 Cinematography**

In this course, the art of camera operation and lighting, builds upon the fundamentals of visual storytelling learned in FILM1830. This course allows students to assume the role of the Cinematographer by learning how to create emotion and visual style in the making of a scene. Students will learn how to use exposure (controlling the quality and quantity of light that hits the camera sensor), light (shaping light around a subject, manipulating time of day and mood), optics (using lenses to enhance emotional involvement) and movement (of the camera and subject) to create their own unique images. Concepts such as the persistence of vision, the zone system, compositional rules and lighting techniques learned through hands-on training are combined to develop essential camera, lighting and equipment handling skills for the student.

#### **FILM2900 Filmmaking Workshop 2**

Filmmaking Workshop 2 builds on Filmmaking Workshop 1 with a focus on applying visual theory and cinematic art to influence the aesthetics of visual narratives. A significant feature of this course is manipulating film form with techniques and meaning, the key elements in creating compelling films. Students will be required to complete productions which must reflect the theories, style and art being studied. Like in FILM1900, each student will direct his/her own project in a team, and will rotate through production positions when fellow crew members direct..

### **LEVEL III**

#### **FILM3219 Understanding the Moving Image Production Process**

This course will help students explore the expressive visual and aural elements that comprise narrative motion pictures. Each student is required to complete production exercises throughout the semester. These exercises will help students understand the balance between the art of filmmaking and the craft of storytelling. Students will also learn the art of collaboration, critical skills and strategies which are necessary for the production process by observing a larger scale production when supporting level-3 FILM PRODUCTION majors on their undergraduate thesis projects.

*[This course is open to non-FILM PRODUCTION majors]*

#### **FILM3398 Screenwriting Workshop**

In this course, students will write a screenplay, applying concepts and theories learned throughout the film programme, to enrich the dramatic arc of their plots. They will also use photography, illustration, music and acting improvisation, as tools to stimulate their writing. To

accomplish this, individual and group writing and rewriting exercises will be workshopped in a supportive atmosphere. In the end, students will choose and develop their best story idea(s) to craft a powerful, memorable script which they could make (if they choose) in FILM3399.

#### **FILM3399 Thesis Film Production**

In this course, students will embark on a self-directed process of study, research and practice leading to an output in film production. Students are required to start the course with a practice-based research proposal, then mentored in working toward their goals through regular focused tutorials with the instructor. During the semester students engage in workshops which serve more as spaces for critique rather than lectures on technique and skill. Along with the completion of a film, students will also hand in evidence of their project in progress which detail their working methodology, putting it in context of knowledge of film practice and theory and evaluating their output against these measures. Additionally, students will be given a one-time, small allowance towards making the film. They must submit a budget to collect this allowance, as well as receipts showing that the money was spent in the course of making the project.

#### **FILM3815 Film Marketing and Distribution**

The course introduces students to the background and practices of film marketing and distribution, as well as the policies which influence these practices. Students will be introduced to audience dynamics and successful film marketing strategies that will help them to design their own film marketing campaigns. They will also learn about the (draft, existing and/or non-existing) policies that legislate and regulate the film and broadcast media and communication industries in the Caribbean and beyond. The course will include case studies about, and strategies used in the marketing and distribution of films by Hollywood, Bollywood, Nollywood, independent film companies and filmmakers, particularly in the Caribbean and the Global South. It will also focus on the role of the internet, social media and various streaming platforms in the twenty-first century.

#### **FILM3829 Art and Experimental Film**

Student will broaden their understanding of art and experimental film and develop the ability to analyze and recognize the techniques employed in this area and how they serve the narrative and visual creativity of the films. It will allow students to consider expressing their cinematic aspirations in varying ways while learning the theories underpinning the techniques in class and on the set. Art and experimental film techniques are of importance and are related to independent features, commercials, television, video animation and video games.

#### **FILM3900 Filmmaking Workshop 3**

This workshop offers students the chance to create an episodic show or miniseries. In Filmmaking Workshop 3 students will be required to research, plan and produce a series (in-studio or on location) for online streaming / television transmission. They are required to write, visualise and strategically plan the production, taking into account the demands of broadcasters, the expectations of audiences, and the technical aspects of online or cable or live television production.

This course is designed to stretch students' thinking and creativity, giving them room to experiment and try out new ideas in a safe, artistically nurturing environment while making demands on their stamina and temperament. Like FILM2900, students will rotate through



production positions. Their shows will be broadcast on UWItv or similar station / channel where groups will be placed.

**FILM3901 Practical Application in Film Production**

The students in part one of the course will be engaged in entry level positions as runners and production assistants placed with film production companies, media organizations, film projects and the film productions of third year students. Each student will be required to complete 240 hours on the course: 80 hours in the first year and 160 in the second year, at the selected production house or on the various production projects. Before embarking on the course students must attend an orientation session where they will be briefed on professional working practices and what will be expected of the

## JOURNALISM

The Bachelor of Arts in Journalism is to meet an increasing demand in the media and communication services for specific and focused skills across traditional and new journalistic platforms. The programme will be delivered in six semesters over three years. Students will complete five three-credit courses per semester, with a mandatory internship between the second and final years, and which will value three credits. Students will require 90 credits to fulfill requirements for graduation from the programme. The purpose of the programme is to produce graduates with the skills to meet a growing need for journalists who are competent in an increasingly converged media industry. The graduates from the programme will be competent in working on four journalistic platforms – print, radio, television and new media. These converged skills are in keeping with changes in the structure and operations of media, and will make the graduates more relevant and marketable to media and communication services.

Students have the option of completing a Major or a Minor in the BA Journalism.

Full time students are required to register for a maximum of **5** courses each semester.

Part time students are required to register for a maximum of **3** courses each semester.

### Journalism Major (90 credits)

LEVEL ONE (30 credits)	LEVEL TWO (30 credits)	LEVEL THREE (30 credits)
1. COMM1001	1. COMM2201	1. COMM3399**
2. COMM1234	2. COMM2110	2. COMM3399**
3. COMM1121	3. JOUR2004	3. LANG3001
4. JOUR1001	4. JOUR2301	4. JOUR3301 or JOUR3801
5. JOUR1002/Elective	5. JOUR2401	5. JOUR3901
6. JOUR1004	6. JOUR2801	6. FHE Elective
7. FOUN1016 or FOUN1019*	7. FOUN1201	7. Elective
8. FOUN1002	8. FOUN1302	8. Elective
9. Foreign Language^	9. FHE Elective	9. Elective
10. FHE Elective	10. Elective	10. Elective

\*Students who are not exempt from the ELPT and who have not been successful in the test are required to register for FOUN1019; this reduces the number of credits which can be taken in free electives at level 1.

^Students are exempt from the foreign language requirement with a pass in a foreign language at CSEC or CAPE

\*\*Research linked course

L1	COURSE CODE		COURSE TITLE	SEMESTER	CREDIT	PREREQUISITES
MAJOR	COMM1001		Communication Culture and Caribbean Society	1 or 2	3	None
	COMM1121		Understanding the Media	2	3	None
	COMM1234		Basic Media Production	1 or 2	3	None
	JOUR1001		Writing for Journalism	2	3	JOUR1004
	JOUR1004		Principles and Practice of Journalism	1	3	None
FOUNDATION	FOUN1002		Language-Argument	2	3	FOUN1016 OR FOUN1019
	FOUN1016		Critical Reading and Expository Writing in the Humanities and Education	1	3	For information: <a href="http://www.mona.uwi.edu/dllp/language/elptu">http://www.mona.uwi.edu/dllp/language/elptu</a>
	FOUN1019		Critical Reading & Writing in the Disciplines (year-long)	1 & 2	6	Students who are not exempt from the ELPT and who have not been successful in the test are required to register for FOUN1019; this reduces the number of credits which can be taken in free electives at level one. For more information: <a href="http://www.mona.uwi.edu/dllp/language/elptu">http://www.mona.uwi.edu/dllp/language/elptu</a>
ELECTIVES	Foreign Language		Basic Foreign Language	1 or 2	3	Students are exempt from the foreign language requirement with a pass in a foreign language at CSEC or CAPE, or who are native speakers of a foreign language. (Exemption to native speakers is subject to the approval of the Head of the Modern Languages & Literatures Department).
	Free Elective	JOUR1002	History of Journalism	1	3	None
		Or any Level 1 course				1 or 2
FHE Elective		Any Level 1 course in the Faculty of Humanities and Education and outside your major		1 or 2	3	See FHE handbook

L2	COURSE CODE	COURSE TITLE	SEMESTER	CREDIT	PREREQUISITES
MAJOR	COMM2110	Media Ethics and Legal Issues	2	3	None
	COMM2201	Introduction to Communication Research Methods	1	3	COMM1121 OR COMM1001
	JOUR2004	Broadcast Announcing and Presentation	1	3	JOUR1004
	JOUR2301	Print Journalism 1	2	3	JOUR1004
	JOUR2401	Broadcast Journalism - Radio	2	3	JOUR2004
	JOUR2801	Broadcast Journalism - Television 1	2	3	JOUR2004
FOUNDATION	FOUN1201	Science, Medicine & Technology in Society	1 or 2	3	Offered by the Faculty of Science & Technology  See FST handbook
	FOUN1301	Law, Governance, Economy and Society	1 or 2	3	Offered by the Faculty of Social Sciences  <a href="#">See FSS handbook</a>
ELECTIVES	FHE Elective	Any Level 2 course in the Faculty of Humanities and Education and outside your major	1 or 2	3	See FHE handbook
	Free Elective	Any Level 2 course	1 or 2	3	

L3	COURSE CODE	COURSE TITLE	SEMESTER	CREDIT	PREREQUISITES	
MAJOR	COMM3399	Media Research and Production (yearlong) <i>Research Linked Course</i>	1 & 2	6	COMM2201	
	JOUR Choose 1	JOUR3301	Print Journalism II	1	3	JOUR2301
		JOUR3801	Broadcast Journalism - Television II	2		JOUR2801
	JOUR3901	Journalism Internship	2	3	Complete all required Level II Journalism courses	
	LANG3001	The Art of Public Speaking	1 or 2	3	English Language Foundation Course	
ELECTIVES	FHE Elective	Any Level 3 course in the Faculty of Humanities and Education and outside your major	1 or 2	3	See FHE handbook	
	Free Electives	Any Level 3 course	1 or 2	3		
		Any Level 3 course	1 or 2	3		
		Any Level 3 course	1 or 2	3		
		Any Level 3 course	1 or 2	3		

### Journalism Minor (15 credits)

Only Level 2 and 3 credits are counted toward the minor in Journalism

Level 1	COURSE CODE		COURSE TITLE	SEMESTER	CREDIT	PREREQUISITES
		JOUR1001		Writing for Journalism	2	3
	JOUR1004		Principles and Practice of Journalism	1	3	None
Level 2 9 credits	COURSE CODE		COURSE TITLE	SEMESTER	CREDIT	PREREQUISITES
	COMM2110		Media Ethics and Legal Issues	2	3	None
	Choose any 2	JOUR2301	Print Journalism 1	2	3	JOUR1004
		JOUR2401	Broadcast Journalism – Radio	2		JOUR2004
JOUR2801		Broadcast Journalism – Television 1	2	JOUR2004		
Level 3 6 credits	COURSE CODE		COURSE TITLE	SEMESTER	CREDIT	PREREQUISITES
	LANG3001		The Art of Public Speaking	1 or 2	3	English Language Foundation Course
	Choose 1	JOUR3301	Print Journalism II	1	3	JOUR2301
JOUR3801		Broadcast Journalism – Television II	2	JOUR2801		

## Journalism Course Catalogue

### LEVEL I

#### **JOUR1001 Writing for Journalism**

This course instructs on word usage, sentence structure, clarity of expression and the ordering of information in writing news stories. It shows how to convey information in the most efficient and direct manner, and how this can be applied to all journalism platforms. The course addresses the basics of writing as a journalist in a manner that informs the listener, reader and viewer. It demonstrates the need for the journalist to be informed on current affairs.

#### **JOUR1002 History of Journalism**

The course provides a regional and international history of journalism. It examines the evolution of journalism from hieroglyphics to the Internet, looking at events and people who have revolutionized journalism, such as Gutenberg and Bose. The course examines journalism trends in the Caribbean, and how Caribbean journalism has developed.

#### **JOUR1004 Principles and Practice of Journalism**

This course will explain the main principles and practices that are fundamental to journalism. It addresses definitions of journalism and what journalists do. The course covers the organization and culture of the newsroom, demonstrates the responsibilities of each department and post. The course will explain how journalism differs from other forms of communication, such as public relations and advocacy. Students will also be instructed on modes of deportment, the importance of deadlines and punctuality, and how they present themselves as journalists.

### LEVEL II

#### **JOUR2004 Broadcast Announcing and Presentation**

The course focuses on announcing for Radio and Television. It develops an appreciation of proper presentation and a sensitivity to appropriate styles that is invaluable to the broadcast journalist. It lays the fundamentals of broadcast presentation that will increase the credibility of the information when it is received by the listener and the viewer. The course aims at making the student comfortable with live and recorded presentation, and concentrates on the different styles of delivery.

#### **JOUR2301 Print Journalism 1**

The course develops skills required for newspaper and other forms of print journalism. It addresses gathering and the presenting of that information. The course focuses initially on the news story, the structure of which lies at the core of journalism, but also examines differences between news stories and other forms of journalistic writing, such as features and op-ed columns. It emphasizes writing, editing and layout skills. An introduction to software programmes provides students with the skills necessary for desktop publishing.

#### **JOUR2401 Broadcast Journalism – Radio**

This course requires students to apply the tenets of journalism gained from earlier courses to the medium of radio. It demands the creation of news content and its delivery, using a range of technical and conceptual skills involved in the production of radio journalism programme formats. Students will be made cognizant of the unique requirements of the medium, and will complement

their practical radio journalism skills with the demands of achieving best practices in the professional radio environment.

#### **JOUR2801 Broadcast Journalism – Television 1**

The course applies the journalism skills that were taught in earlier courses to reporting news for television. It introduces television reporting skills, including the shooting of interviews and footage for news stories. The student will learn to edit, produce and present and critically assess the news. Students are introduced to professional best practices in television news, and are directed to produce broadcast quality television journalism.

### **LEVEL III**

#### **JOUR3301 Print Journalism II**

This course helps students to develop their magazine writing skills and their design and layout skills. Students will be required to write in-depth articles and will develop specialized reporting skills in aspects such as health, sport and the environment. The course also delivers elements of online journalism such as web credibility, online reporting sources, cyber law, blogging and basic multimedia design.

#### **JOUR3801 Broadcast Journalism – Television II**

The course introduces advanced television reporting and news gathering techniques, both on location and in the studio. This includes planning and producing, live and recorded news, on location pieces to camera, live reports and news features and packages. It instructs on the use of the camera, writing, editing and audience-generated material creatively and responsibly to bring the television news stories and features to viewers.

#### **JOUR3901 Journalism Internship**

The internship provides students with a firsthand, practical experience in journalism. Students are interned during the summer at the end of the second year of the Journalism programme. Each student is required to complete a minimum of one-month full-time attachment (160 hours) at a selected media house. Interns are supervised by someone designated by the host. The degree for the BA in Journalism will be awarded only after the successful completion of this component of the programme.



## INTEGRATED MARKETING COMMUNICATION

The BA in Integrated Marketing Communication programme fundamentally addresses changes that are taking place in an increasingly converged media and communication environment, where agencies and institutions – corporate, state and para-statal – offer a range of services rather than being engaged as discrete, stand-alone operations. This level of integration that is created by convergence in media and communication is at the heart of this programme. The intention is to produce a graduate who will be competent on converged communication platforms. Integrated marketing communication (IMC) brings convergence of thoughts, processes and techniques in communication. As public relations and advertising become more interrelated and the field of marketing becomes more concerned with social and behavioural change, the benefit of convergence in promotional, organisational and interpersonal communication becomes even more obvious. IMC is a coordinated strategic programme of total communication and is the most advanced system of communication analysis and planning geared towards maximising efficiency and effectiveness in the design, development and delivery of communication strategies, tactics and tools. Graduates of the BA in Integrated Marketing Communication programme would have been prepared to become leaders in the process of providing an integrated communication experience for its publics – public, corporate, or social. Consumer or consumption communication is in increasing demand internationally. So too is behaviour change education and communication. Both are demanding research, planning and design skills in advertising, public relations, promotions, and commercial and social marketing that are effectively and efficiently developed, implemented, evaluated and reported on. Graduates from this programme will find careers in corporate public relations, government information agencies, institutional profiling, marketing, social marketing, events planning and management, and electronic commerce.

Students have the option of completing a Major, Special or a Minor in the BA in Integrated Marketing Communication.

Full time students are required to register for a maximum of **5** courses each semester.  
Part time students are required to register for a maximum of **3** courses each semester.

### Integrated Marketing Communication Special (90 credits)

A student completing the 45 credits for the major in IMC along with additional 9 credits chosen from IMC electives can declare a Special in IMC.

### Integrated Marketing Communication Major (90 credits)

LEVEL ONE (30 credits)	LEVEL TWO (30 credits)	LEVEL THREE (30 credits)
1. COMM1001	1. COMM2110	1. COMM3199**
2. COMM1121	2. COMM2201	2. COMM3199**
3. COMM1234	3. IMCC2601	3. LANG3001
4. COMM1268	4. IMCC2701	4. IMCC3199
5. IMCC1010	5. IMCC2801	5. IMCC3601 or
6. FOUN1002	6. IMCC2900	IMCC3701 or
7. FOUN1016 or	7. FOUN1201	IMCC3801
FOUN1019*	8. FOUN1301	6. IMCC3900
8. Foreign Language^	9. FHE Elective	7. IMCC3901
9. FHE Elective	10. Elective	8. FHE Elective
10. Elective		9. Elective
		10. Elective

\*Students who are not exempt from the ELPT and who have not been successful in the test are required to register for FOUN1019; this reduces the number of credits which can be taken in free electives at level 1.

^Students are exempt from the foreign language requirement with a pass in a foreign language at CSEC or CAPE

\*\*Research linked course

INTEGRATED MARKETING COMMUNICATION

L1	COURSE CODE	COURSE TITLE	SEMESTER	CREDIT	PREREQUISITES
MAJOR	COMM1001	Communication Culture and Caribbean Society	1 or 2	3	None
	COMM1121	Understanding the Media	2	3	None
	COMM1234	Basic Media Production	1 or 2	3	None
	COMM1268	Basic Visual Communication	2	3	None
	IMCC1010	Fundamentals of Integrated Communication Planning	1	3	None
FOUNDATION	FOUN1002	Language-Argument	2	3	FOUN1016 OR FOUN1019
	FOUN1016	Critical Reading and Expository Writing in the Humanities and Education	1	3	For information: <a href="http://www.mona.uwi.edu/dllp/language/elptu">http://www.mona.uwi.edu/dllp/language/elptu</a>
	FOUN1019	Critical Reading & Writing in the Disciplines (year-long)	1 & 2	6	Students who are not exempt from the ELPT and who have not been successful in the test are required to register for FOUN1019; this reduces the number of credits which can be taken in free electives at level one. For more information: <a href="http://www.mona.uwi.edu/dllp/language/elptu">http://www.mona.uwi.edu/dllp/language/elptu</a>
ELECTIVES	Foreign Language	Basic Foreign Language	1 or 2	3	Students are exempt from the foreign language requirement with a pass in a foreign language at CSEC or CAPE, or who are native speakers of a foreign language. (Exemption to native speakers is subject to the approval of the Head of the Modern Languages & Literatures Department).
	Free Elective	Any Level 1 course	1 or 2	3	
	FHE Elective	Any Level 1 course in the Faculty of Humanities and Education and outside your major	1 or 2	3	See FHE handbook

INTEGRATED MARKETING COMMUNICATION

L2	COURSE CODE	COURSE TITLE	SEMESTER	CREDIT	PREREQUISITES
MAJOR	COMM2110	Media Ethics and Legal Issues	2	3	None
	COMM2201	Introduction to Communication Research Methods	1	3	COMM1121 OR COMM1001
	IMCC2601	Public Relations Principles and Practices	1	3	IMCC1010
	IMCC2701	Social Marketing Principles and Practice	2	3	IMCC1010
	IMCC2801	Advertising Principles and Practice	1	3	IMCC1010
	IMCC2900	Media Design and Production I	2	3	COMM1268
FOUNDATION	FOUN1201	Science, Medicine & Technology in Society	1 or 2	3	Offered by the Faculty of Science & Technology  See FST handbook
	FOUN1301	Law, Governance, Economy and Society	1 or 2	3	Offered by the Faculty of Social Sciences  <a href="#">See FSS handbook</a>
ELECTIVES	FHE Elective	Any Level 2 course in the Faculty of Humanities and Education and outside your major	1 or 2	3	See FHE handbook
	Free Elective	Any Level 2 course	1 or 2	3	

INTEGRATED MARKETING COMMUNICATION

L3	COURSE CODE	COURSE TITLE	SEMESTER	CREDIT	PREREQUISITES	
MAJOR	COMM3199	Communication Analysis and Planning (yearlong) <i>Research Linked Course</i>	1 & 2	6	COMM2201	
	IMCC3199	IMC Implementation and Evaluation	2	3	IMCC3900 & one of the following: IMCC3601 OR IMCC3701 OR IMCC3801	
	IMCC Choose 1	IMCC3601	Public Relations Lab	1	3	IMCC2601
		IMCC3701	Social Marketing Lab	1		IMCC2701
		IMCC3801	Advertising Lab	1		IMCC2801
	IMCC3900	Media Design and Production II	1	3	IMCC2900	
LANG3001	The Art of Public Speaking	1 or 2	3	English Language Foundation Course		
ELECTIVES	FHE Elective	Any Level 3 course in the Faculty of Humanities and Education and outside your major	1 or 2	3	See FHE handbook	
	Free Electives	Any Level 3 course	1 or 2	3		
		Any Level 3 course	1 or 2	3		

### Integrated Marketing Communication Minor (15 credits)

Only Level 2 and 3 credits are counted toward the minor in IMC

Level 1	COURSE CODE		COURSE TITLE	SEMESTER	CREDIT	PREREQUISITES
		COMM1001		Communication Culture and Caribbean Society	1 or 2	3
	IMCC1010		Fundamentals of Integrated Communication Planning	1	3	None
Level 2 9 credits	COURSE CODE		COURSE TITLE	SEMESTER	CREDIT	PREREQUISITES
	Choose 1	COMM2110	Media Ethics and Legal Issues	2	3	None
		COMM2201	Introduction to Communication Research Methods	1		COMM1121 OR COMM1001
	Choose any 2	IMCC2601	Public Relations Principles and Practices	1	6	IMCC1010
		IMCC2701	Social Marketing Principles and Practice	2		IMCC1010
IMCC2801		Advertising Principles and Practice	1	IMCC1010		
Level 3 6 credits	COURSE CODE		COURSE TITLE	SEMESTER	CREDIT	PREREQUISITES
	LANG3001		The Art of Public Speaking	1 or 2	3	English Language Foundation Course
	Choose 1	IMCC3601	Public Relations Lab	1	3	IMCC2601
		IMCC3701	Social Marketing Lab	1		IMCC2701
IMCC3801		Advertising Lab	1	IMCC2801		

## Integrated Marketing Communication Course Catalogue

### LEVEL I

#### IMCC1010 Fundamentals of Integrated Communication Planning

This course is designed for students who will lead the processes of planning, designing and developing advertising, public relations, corporate and social marketing, and promotional communication in both corporate and public enterprises. It is an introduction to the planning, production, delivery and consumption of media and communication images and meanings aimed at long term positive customer relations and desirable individual, collective, private and public behaviour and performance. Students will be introduced to the fundamentals of each discrete area of the marketing and communication mix while developing an appreciation for the integrated platform on which they converge.

### LEVEL II

#### IMCC2601 Public Relations Principles and Practice

In this course, participants are introduced to the basic principles of public relations and an understanding of how these principles relate to the practical world of the profession. The course is designed to establish the understanding of public relations as an interdisciplinary field and as a management tool. They will learn specific techniques and skills in writing for media distribution as an important part of the public relations process. Students will also develop an awareness of public relations as a problem-solving process, using applied and integrated communication planning strategies.

#### IMCC2701 Social Marketing Principles and Practice

The course provides students with a foundation upon which their practical skills training in developing and implementing a social marketing programme will be based. The overall aim of the course is to develop students' knowledge and critical skills in the principles of social marketing and to underline their understanding of the history and evolution of both the study and practice of social marketing as an approach to communication for social and behaviour change. Students will learn principles and processes involved in developing the social marketing campaign mix from concept to presentation.

#### IMCC2801 Advertising Principles and Practice

This course introduces students to a theoretical base for subsequent practice and skills training in creating and implementing advertising campaigns. The general purpose of the course is to provide initial exposure to the processes involved in producing a campaign and the roles of the actors in advertising agencies who manage the campaign. Students will be exposed to principles and processes that form part of developing the advertising campaign from concept to implementation. Advertising analysis will expand students' knowledge and critical skills in advertising theory with the aid of examples from the Caribbean context.

#### IMCC2900 Media Design and Production I

Media Design and Production seeks to develop the student's knowledge, practical, technical, and application skills in the creative development and production of visual communication media, which form the core of all organizational integrated communications efforts with various publics.

Students in this course will learn basic graphic design and layout techniques and principles for desktop publishing as well as skills involved in the design of content for use on social media.

### **LEVEL III**

#### **IMCC3601 Public Relations Lab**

This course is designed to build on the theories and concepts taught in IMCC2601 – Public Relations Principles and Practice. It will provide final year students majoring in Integrated Marketing Communications with the requisite skills, competencies and knowledge of event planning and promotions in public relations. Students will develop leadership and team building skills as part of the management function of public relations practitioners. The course will facilitate the practical application of the principles of public relations aligned to the achievement of the strategic goals of the organization.

#### **IMCC3701 Social Marketing Lab**

At this level, the course seeks to further students' understanding of the social marketing approach as a specialist area of integrated communication planning which could be applied to health related behaviours, injury-related prevention behaviours, environmental behaviours, or community involvement behaviours. Having been exposed to the principles and practice of social marketing, this course continues the students' exposure to the research, planning, analysis and design of the social marketing campaign. The foundation laid with exposure to the principles and practice of social marketing in IMCC2701 is underscored at this level as the students expand their concept briefs into specific planning, message design and implementation activities. The students will also learn specific research skills, which support the design, dissemination and evaluation of the socially beneficial message.

#### **IMCC3801 Advertising Lab**

In this follow-up course to the level 2 course in Advertising Principles and Practice, students focus on ideation and execution of campaign ideas. They will apply their acquired knowledge of layout, design and copy; typography, photography and illustration as well as copywriting for print and Internet advertising; scripting for radio and television as applied in the context of an advertising campaign. Participants will do a group project based loosely on the collaboration of skill sets required to produce effective advertising.

#### **IMCC3900 Media Design and Production II**

Media Design and Production II seeks to develop the student's ability to apply design techniques to practical communication projects. The student will learn advanced graphic design skills, audio and video production as well as design for web sites. Designing alternative media formats and integrating them into an existing campaign will also be done during this course. Students will develop and present an integrated media communication campaign. The focus will be on the design elements and material of the campaign. It is expected that the course will support the work done in other final year/level three production courses: IMCC3601-Public Relations Lab; IMCC3701-Social Marketing Lab; and IMCC3801-Advertising Lab.

#### **IMCC3199 IMC Implementation and Evaluation**

This course is designed to offer participants the opportunity to demonstrate at least entry-level mastery in the management, implementation and evaluation of an approved integrated communication project. The emphasis is on the application of IMC theory, principles, processes and techniques while implementing an actual communication project during the 13-weeks/3



months of the semester. During the semester, the students will monitor the progress of the project and make necessary revisions regarding the allocation of human, financial and other resources to ensure that the goals and objectives of the project will be met. Toward the end of the semester, a summative research evaluation exercise will be conducted to assess the success of the implementation. Because the project is being done as part of a programme in integrated communication planning, students must work in groups and the implemented project must incorporate aspects of public relations, advertising, marketing communication and other communication approaches. Students are advised to plan ahead so that proposals done as coursework in IMCC3601: Public Relations Lab; IMCC3701: Social Marketing Lab; or IMCC3801: Advertising Lab can now form the basis of an integrated communication project ready for implementation during this course.

### **IMCC3901 IMC Internship**

As part of its ongoing efforts to better prepare students for the world of work, this internship provides students with a firsthand experience in integrated marketing communication areas (public relations, advertising, social marketing). The internship provides practical experience opportunities during the summer, at the end of the student's second year at CARIMAC for those students doing a Bachelor of Arts (BA) in Integrated Marketing Communication (IMC). It allows students to get involved with activities and projects that further hone the skills learnt in public relations, marketing and advertising.

Under the CARIMAC Internship, each student is required to complete a minimum of 160 hours at a selected organization, prior to graduation. The student must be placed under the supervision of someone who is knowledgeable and engaged in the area in which the student is being trained at CARIMAC.

## SUMMER SEMESTER COURSES

The following are for-credit courses offered in the Summer Semester.

**N.B.** Courses are only offered with twenty (20) or more registered students.

### LEVEL 1

COURSE CODE	COURSE TITLE	CREDIT	PREREQUISITES
COMM1001	Communication Culture and Caribbean Society	3	None
COMM1121	Understanding the Media	3	None
COMM1234	Basic Media Production	3	None
COMM1268	Basic Visual Communication	3	None
ANIM1001	Motion Studies	3	None
ANIM1002	Drawing for Animators	3	ANIM1011
ANIM1011	Life Drawing	3	None
IMCC1010	Fundamentals of Integrated Communication Planning	3	None
JOUR1001	Writing for Journalism	3	JOUR1004
JOUR1002	History of Journalism	3	None
JOUR1004	Principles and Practice of Journalism	3	None

### LEVEL 2

COURSE CODE	COURSE TITLE	CREDIT	PREREQUISITES
COMM2110	Media Ethics and Legal Issues	3	None
COMM2201	Introduction to Communication Research Methods	3	None
COMM2901	The Art of Feature Writing	3	None
COMM2905	Electronic Publishing	3	None
ANIM2012	Perspective and Composition	3	ANIM1011 & ANIM1002
ANIM2013	Layout	3	ANIM2012
ANIM2003	Storyboarding and Screenwriting	3	ANIM1001 & ANIM1002
IMCC2601	Public Relations Principles and Practice	3	IMCC1010
IMCC2701	Social Marketing Principles and Practice	3	IMCC1010
IMCC2801	Advertising Principles and Practice	3	IMCC1010
JOUR2004	Broadcast Announcing and Presentation	3	JOUR1004

### LEVEL 3

COURSE CODE	COURSE TITLE	CREDIT	PREREQUISITES
COMM3248	Entrepreneurial Skills in the Communication Industry	3	None

# A Short Guide to Group Assignments at CARIMAC

## A. Rationale

Because so much endeavour in Communications is collaborative, CARIMAC places emphasis on assignments and exercises done in groups for several types of student assessment. More than simply a way of approximating work in media and communications, group assignments mirror not just the kind of strength inherent in the best media productions, communication campaigns and other related outputs, but also the inclusiveness and supportive spirit needed for Caribbean development.

## B. Best Practices

Students tend to protect each other from negative sanction and are reluctant to 'rat out' each other when anyone is not pulling his or her own weight while working on a project. But the quality of work—and grades—suffer when the richness of viewpoints and work styles are not given a chance to enhance it.

These steps should help to create the best experience and outcomes when doing group work:

1. **Be open to working in groups selected at random.** Of course, life may seem simpler working with the same students you partnered with in first year. People are easier to find, talk to and agree with. But wouldn't you sometimes rather have a different writer, visualizer, editor, and strategic thinker at hand on different projects? The workplace reality requires an ability to work with different teams of people on different projects.
2. **Have a long first meeting.** Once groups are constituted and the assignment is understood, sit with your colleagues in a safe and comfortable space and assess individuals' interests and strengths. It is fine to assign duties within the project, but only for use by the group as raw material, not finished components (unless it's a straightforward and agreed-upon edit or photo-retouching or similar task). Choose a mealtime to make things easier.
3. **Some tasks may require that two or more members work on the same component and report back to the group.** People always know if they are being asked to do more than their teammates are, so trust each other not to overwork you or get overworked by classmates. The best brainstorming is done when two or more individuals key off each other by using word-association thinking, graphic mapping and other techniques to arrive at concepts the group can use.
4. **Keep a project journal.** Record meeting dates, significant agreements, next steps, and most important, attendance. Chronic, unexplained absences or late/incomplete work are signs of poor time management. Serious discord should be reported to the lecturer once a clear pattern forms.

5. **Write and rewrite; chop and change to improve the result.** One major advantage of group work is the input of different minds. Decide on a limit for each project area by working backwards from the due date. Make the due date for your group's completion of the project 1 or 2 days prior to the actual deadline. Everyone should be involved in the editing process. Ensure the final draft is approved by all team members before submission.
6. **Peer Evaluation** – At the end of the project group members should be allowed to assess the performance of each other for a small percentage agreed upon by the lecturer. This evaluation process can be done openly with each team member's involvement or confidentially, to minimize conflict and ensure honest feedback is obtained.

### C. FAQ

**Q. Suppose one member is clearly weaker in ability than the rest of the group, and his/her contributions always seem substandard?**

A. Students are brought together at CARIMAC from varying backgrounds and life experiences. Help and encourage each other without denigrating a teammate. To make sure the writing is the best the group can produce, appoint a copy chief to make a final edit, which is looked at by all in a final group meeting. The same goes for other skill areas. It is best to have a team leader to keep things together.

**Q. What if a student is not meeting, delivering or communicating?**

A. Do not cover for students who are willfully not doing their work. Record the situation in the journal and bring the situation to the attention of the lecturer once a clear pattern emerges.

**Q. How can one person's work be graded differently from that of other group members?**

A. Typically, group members certify that they have done all the work together when they affix their names to the assignment. Without maintaining a project journal, convening enough meetings or reporting major problems as outlined above, not much can be done. Students may not arbitrarily remove a teammate's name from the final work; similarly, a lecturer does not exclude a group member from receiving credit without proper justification.

**Q. Is it fair that the whole group loses marks because one person who should have turned in the paper/prepared the final file/didn't respond to an email?**

A. Just as it would be in a professional environment, the group wins and loses together. 'Trust but verify.' – Ronald Reagan

### D. Putting it all together

This guide relies on cooperation to help students succeed. Remember, all the best media and communication projects depend on collaborative parts to create the successful whole. With all the technology available to have group meetings via live video and group-chat, there should really be no reason not to connect with your collaborators. Good luck – love and enjoy your work!

## **PLAGIARISM DECLARATION FORM**

A declaration must be made in accordance with the **University Regulations on Plagiarism (First Degrees, Diplomas and Certificate)** and should be attached to all work submitted by each student to be assessed as part of or/the entire requirement of the course, other than work submitted in an invigilated examination.

Please see The University of the West Indies Assessment Regulations for further information.

THE UNIVERSITY OF THE WEST INDIES  
The Office of the Board for Undergraduate Studies

**INDIVIDUAL PLAGIARISM DECLARATION**

This declaration is being made in accordance with the **University Regulations on Plagiarism (First Degrees, Diplomas and Certificate)** and should be attached to all work submitted by a student to be assessed as part of or/the entire requirement of the course, other than work submitted in an invigilated examination.

**Statement**

1. I have read the Plagiarism Regulations as set out in the Faculty Handbook and University websites related to the submission of coursework for assessment.
2. I declare that I understand that plagiarism is the use of another's work pretending that it is one's own and that it is a serious academic offence for which the University may impose severe penalties.
3. I declare that the submitted work indicated below is my own work, except where duly acknowledged and referenced.
4. I also declare that this paper has not been previously submitted for credit either in its entirety or in part within the UWI or elsewhere.
5. I understand that I may be required to submit the work in electronic form and accept that the University may check the originality of the work using a computer-based plagiarism detection service.

TITLE OF ASSIGNMENT: \_\_\_\_\_

COURSE CODE: \_\_\_\_\_

COURSE TITLE: \_\_\_\_\_

STUDENT ID: \_\_\_\_\_

By signing this declaration, you are confirming that the work you are submitting is original and does not contain any plagiarised material. I confirm that this assignment is my own work, and that the work of other persons has been fully acknowledged.

SIGNATURE: \_\_\_\_\_

DATE: \_\_\_\_\_

THE UNIVERSITY OF THE WEST INDIES  
The Office of the Board for Undergraduate Studies

**GROUP PLAGIARISM DECLARATION**

When submitting a group assignment for assessment each member of the group will be required to sign the following declaration of ownership which will appear on the coursework submission sheet.

We the undersigned declare that:

1. We have read the Plagiarism Regulations as set out in the Faculty Handbook and University websites related to the submission of coursework for assessment.
2. We understand that plagiarism is the use of another's work pretending that it is one's own and that it is a serious academic offence for which the University may impose severe penalties.
3. The submitted work indicated below is our own work, except where duly acknowledged and referenced.
4. This paper has not been previously submitted for credit either in its entirety or in part within the UWI or elsewhere.
5. We understand that we may be required to submit the work in electronic form and accept that the University may check the originality of the work using a computer-based plagiarism detection service.

TITLE OF ASSIGNMENT \_\_\_\_\_

COURSE CODE \_\_\_\_\_

COURSE TITLE \_\_\_\_\_

By signing this declaration each member of the group is confirming that the work being submitted is original and does not contain any plagiarized material.

We confirm that this assignment is our work, and the work of others has been fully acknowledged.

NAME \_\_\_\_\_

SIGNATURE \_\_\_\_\_

NAME \_\_\_\_\_

SIGNATURE \_\_\_\_\_

NAME \_\_\_\_\_

SIGNATURE \_\_\_\_\_

NAME \_\_\_\_\_

SIGNATURE \_\_\_\_\_

NAME \_\_\_\_\_

SIGNATURE \_\_\_\_\_

DATE \_\_\_\_\_

Additional Accountability Statement where work has been previously submitted

1. I have set out in an attached statement the details regarding the circumstances under which this paper or parts thereof has been previously submitted.
2. I have received written permission from my Supervisor/Lecturer/Instructor regarding the submission of this paper and I have attached a copy of that written permission to this statement.
3. I hereby declare that the submission of this paper is in keeping with the permission granted.

NAME \_\_\_\_\_

SIGNATURE \_\_\_\_\_

DATE \_\_\_\_\_

Adapted from Faculty of Social Sciences Handbook, 2011-2012 December 2011



## **CARIMAC EQUIPMENT LOAN POLICY**

The purpose of CARIMAC's Equipment Loan Policy is to ensure the most efficient use of a limited stock of specialized equipment owned by the School. The equipment is for ACADEMIC and TECHNICAL TRAINING use only and not for personal or other uses.



# CARIMAC

CARIBBEAN SCHOOL OF MEDIA AND COMMUNICATION

## EQUIPMENT LOAN POLICY

The purpose of this policy is to ensure the most efficient use of a limited stock of specialized equipment owned by the School. The equipment is for **ACADEMIC** and **TECHNICAL TRAINING** use only and not for personal or other uses. These resources are made available for use by as many students as possible and they must be used with care and returned at the time indicated on the loan form.

The following are the conditions of equipment loan:

1. The Engineering Unit will accept only loan booking forms signed by **the course lecturer** and the student's UWI identification card must be provided for the loan of equipment. Equipment will not be loaned to students without the UWI identification.
2. The user of the equipment is responsible for its condition from the time it is checked out until the time when it is checked in.
3. Equipment reserved for individual assignment will be the responsibility of the individual who will be held financially responsible for any loss or damage.
4. Equipment reserved for group assignment will be the responsibility of a designated student within that group who will be held financially responsible for any loss or damage.
5. Prior to check out, an engineering staff will demonstrate the equipment's operation and verify in the user's presence that it is functioning properly and that all accessories, cables, etc. are included.
6. All borrowers must inspect the equipment and be satisfied that they are in good working order before the checkout. Any fault(s) during inspection shall be reported at the time of check out. Borrowers who forgo or fail to inspect the equipment at check out, do so at their own risk and shall not be excused from fault(s) identified during check in. No excuses of rushing for time, ignorance or lack of proficiency to operate the equipment will be entertained.

7. Prior to check in, an engineering staff member will again check the equipment to ensure it is functioning properly and that all accessories, cables, etc. are being returned.
8. Equipment may be requested for daily checkout and returned during opening hours. Please call CARIMAC IT & Engineering at 876-977-0898 for hours of operation or contact [carimacsupport@uwimona.edu.jm](mailto:carimacsupport@uwimona.edu.jm) with any questions.

### **Penalties**

- (a) By agreement of lecturers, equipment returned between 30 minutes and one hour late will attract a penalty for the assignment for which the student borrowed the equipment. The penalty is a deduction of five points, (based on an assignment grading scale of 100 points), or 5% from the total points of the assignment.
- (b) Equipment returned between one and two hours late will attract a penalty of 10% deduction from the total points of the assignment.
- (c) Equipment returned more than two hours late will attract a penalty of 20% deduction from the total points of the assignment.
- (d) Equipment returned more than one day late will result in a special investigation. The student will be required to provide a written explanation and is liable for a total forfeiture of points for the assignment involved, that is a penalty of 100% deduction from the total points of the assignment.

### **Lost or Damaged Items**

If the equipment checked out by a student is lost or damaged, the student will be responsible for purchasing a replacement and/or paying for repairs to the item(s).

In cases where a piece of equipment needs to be replaced, or paid for, borrowing privileges will be suspended until the replacement value of the equipment has been provided. Grades will be withheld until this debt is paid. Suspension of privileges will be ongoing and may traverse one or more academic sessions until such a time as the replacement value of the damaged or lost equipment has been duly provided.

### **Stolen Items**

If the equipment you checked out is stolen, you will need to file a Police Report and a CARIMAC Incident Report. The Police will conduct investigations in association with CARIMAC. If you fail to return the equipment and do not submit a Police Report and a CARIMAC Incident Report, the borrower will be responsible for purchasing replacement equipment as outlined under the section “**Lost or Damaged Items.**”

**Loan Agreement**

In order to check out equipment, students must sign a form stating that they have read this policy and agree to the terms. Student identification card number, contact information, and signatures will be required at checkout.

**Declaration:**

I acknowledge that I have read and that I understand the Conditions of Use as outlined in this policy.

Borrower's Signature: .....

Witness: .....

Date: .....

*(To be affixed to all equipment checkout forms)*

**Caribbean School of Media and Communication (CARIMAC)**

**Equipment Checkout Contract**

I accept full responsibility for the equipment I am borrowing. I will reimburse the Caribbean School of Media and Communication (CARIMAC), UWI, Mona for the cost of repairing or replacing this equipment and/or its accessories if it is damaged, lost, stolen or not returned while checked out in my name. Replacement costs for equipment that is damaged, lost, or stolen will be assessed at current market rates.

I understand that my grades will be held until this debt is paid.

I agree to keep the Caribbean School of Media and Communication (CARIMAC) informed of any changes of address and telephone numbers.

I acknowledge that I have read and that I understand the Conditions of Use as outlined in this Agreement.

Borrower's Name: .....

ID# .....

Telephone# .....

Address: .....

.....

.....

**Student** Signature: .....

**Engineer** Signature: .....

Date: ..... Time of check out: .....

## **YOUR NEXT STEP: GRADUATE STUDY**

When you're ready, you can choose a programme from our graduate study options. You'll get the full benefit of the graduate school experience with intensive studies in classes led by experts and alongside others who share your deep interests and desire to succeed. Completing a MA, MSc or MPhil, PhD at CARIMAC gives you the opportunity to gain professional qualification with an internationally recognised higher-level degree that instantly distinguishes you from the rest.

# CARIMAC GRADUATE PROGRAMMES

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Graduate study is an investment in your future. At CARIMAC, you will study alongside talented students and faculty in an environment focused on research impact and relevance and be part of a university that is committed to changing lives by contributing to the policy, debate and skills required for a better global society.

## PhD COMMUNICATION STUDIES

### Programme Summary

The PhD programme is designed to facilitate the pursuit of scholarship of an original, independent and seminal nature in the discipline of communication. The programme will facilitate the student to evaluate seminal and current theories and models and demonstrate a rich understanding of the literature and research methodologies in the field. Through the programme, the student will be assisted in honing the research problem, developing the investigation with competence and rigour, and presenting the achievements and findings with intellectual maturity.

### Programme Outline

The main work to be undertaken will be a research thesis of no more than 80,000 words. The student will be required to register for and successfully complete at least three (3) courses at the graduate level. These courses will be selected in consultation with the supervisor and subject to the approval of the CARIMAC Director. The PhD candidate will also deliver at least three (3) research seminars. The programme lasts for a minimum of three (3) years full-time, beginning in September.

### Course Descriptions

There are no named courses in the PhD, however PhD candidates will select at least three (3) graduate level courses in consultation with their supervisors.

### Entry Requirements

The minimum requirements for admission into the PhD in Communication Studies are as follows:

- a) Approved graduate degrees awarded primarily for research;
- b) Taught Master's degree provided that the Master's programme included a research component of at least 25% of the total credit rating and the applicant achieved at least a B+ average or its equivalent;
- c) Approval of upgrade application;
- d) Such other qualifications and experience as the Board for Graduate Studies and Research may approve.

Applicants must provide a research proposal outlining the scope of the intended study at time of application.



## MPhil COMMUNICATION STUDIES

### Programme Summary

The MPhil programme is designed to facilitate the student's review of the knowledge of the communication studies field. The student will evaluate seminal and current theories and models, as well as relevant literature and research findings, while developing an area of study which makes an independent contribution to knowledge or understanding of the subject area.

### Programme Outline

The main work to be undertaken will be a research thesis of no more than 50,000 words. The student will be required to register for and successfully complete at least two (2) taught courses. The candidate will also deliver at least two (2) research seminars. The programme lasts for a minimum of two years full-time, beginning in September.

### Course Descriptions

There are no named courses in the MPhil programme, however MPhil candidates will select at least two (2) graduate level courses in consultation with their supervisors.

### Entry Requirements

The minimum requirement for admission into the MPhil in Communication Studies is an undergraduate degree at the Upper Second Class Honours Level or its equivalent. Applicants must provide a research proposal outlining the scope of the intended study at time of application.

## MA COMMUNICATION FOR SOCIAL AND BEHAVIOUR CHANGE

### Programme Summary

The Master's programme in Communication for Social and Behaviour Change provides students with a solid foundation to conceptualise, design, manage and evaluate evidence-based strategic programmes for social and behaviour change. The programme was a first-of-its-kind in the Caribbean and continues to produce specialists in strategic communication and intervention design in areas especially applicable to the Caribbean and other developing countries: health, the environment, climate change, social and community development and disaster preparedness.

Graduates of the MA in Communication for Social and Behaviour Change should

- a. plan interventions for social and behaviour change which are informed by a variety of theoretical and conceptual tools.
- b. use behaviour change communication strategies effectively in contexts applicable to Small Island Developing States (SIDS) and other developing countries in Africa, Asia and South America.
- c. effectively manage communication campaigns using appropriate tools for assessment and evaluation.
- d. achieve personal and professional goals using the theoretical and practical skills acquired in this course.
- e. demonstrate high ethical practices and standards in strategic communication and intervention design.

### Programme Outline

The Master of Arts in Communication for Social and Behaviour Change is a part-time online-only programme. It runs for two calendar years, starting in September of Year 1 to May of Year 2. In year one, there is a summer component of 6 weeks between June and July. The summer is counted as a semester and students are required to register for the relevant course(s) during the designated summer. Students have the option to do a final project or taught courses only. Students will attend at least two courses per semester. Classes are in the evenings, Mondays, Tuesdays and Thursdays. Some special sessions may be scheduled on a weekend.

### Entry Requirements

At least a Second Class Honours Degree from a recognized University, or other academic or professional qualifications deemed to be equivalent, by the Admissions Committee. Past and present work in sustained community development, professional or volunteer, is also highly valued by the admissions committee.

### Programme Structure

The Master of Arts in Communication for Social and Behaviour Change is a two-year programme offering 36 credits. Students have the option to do a final project or taught courses only. Students must register for at least two courses per semester. Students must also register for the summer term. Depending on the total number of courses taken per semester, students may complete the programme in 18 months.

MA COMMUNICATION FOR SOCIAL AND BEHAVIOUR CHANGE

Choose:

21 Credits Core Courses 1. COMM6112 2. COMM6404 3. COMM6502 4. COMM6602 5. COMM6701 6. COMM6702 7. COMM6901	6-12 Credits Programme Electives 1. COMM6801 2. COMM6821 3. COMM6803 4. COMM6600 5. COMM6822	3-9 Credits Approved Graduate Electives Any approved graduate elective.	Optional Credits COMM6800
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MA CSBC Core Courses

YEAR ONE

	CREDITS		CREDITS
COMM6702: Academic Reading and Writing in the Study & Analysis of Communication	3	COMM6404: Media, Communication and Caribbean Society	3
COMM6112: Communication Research: Paradigms, Designs and Methods	3	COMM6602: Behaviour Change & Communication Theories	3
COMM6502: Media and Communication Theories and Models	3		
<b>Total Credits</b>			<b>15</b>

YEAR TWO

	CREDITS		CREDITS
COMM6701: Communication Analysis & Planning	3	COMM6901: Intervention Design	3
<b>Total Credits</b>			<b>6</b>

MA CSBC Electives

YEAR ONE

	CREDITS		CREDITS
		COMM6802: Quantitative Research in Media and Communication	3
		COMM6803: Disasters, Communication & Media	3

SUMMER

	CREDITS
COMM6801: Social Change & Development Communication	3

MA COMMUNICATION FOR SOCIAL AND BEHAVIOUR CHANGE

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YEAR TWO

	CREDITS		CREDITS
COMM6822: Qualitative Research in Media and Communication	3	COMM6600: Final Research Paper	6

Plus 3-9 credits of any approved graduate electives

## MA INTEGRATED MARKETING COMMUNICATION

### Programme Summary

The Master of Arts in Integrated Marketing Communication (IMC) programme is a graduate programme designed to prepare students for versatile careers such as Marketing, Advertising, Public Relations, Marketing Research, Brand Management, International Marketing, among others. The 2-year part-time programme is suitable for current practitioners in marketing and communications, as well as other professionals with an interest in the area of Marketing and Public Relations.

### Programme Outline

The Master's will be awarded upon the successful completion of 36 credit hours over 2 years. All students are required to take: seven (7) core courses (worth 3 or 4 credits each) and three (3) electives (worth 4 credits each), and then a capstone course regarding a final IMC campaign (worth 6 credits).

### Entry Requirements

At least a Second Class Honours Degree from a recognized University, or other academic or professional qualifications deemed to be equivalent, by the Admissions Committee.

### Programme Structure

#### MA IMC

Choose:

21 Credits Core Courses	9 Credits Programme Electives from COMM courses	Capstone Research Course IMCC7000
1. IMCC6110		
2. IMCC6120		
3. IMCC6150		
4. IMCC6160		
5. IMCC6200		
6. IMCC6210		
7. IMCC6290		

**Core Courses**

All seven (7) courses must be taken

	CREDITS
IMCC6110: Statistical Methods in Marketing Research and Analysis	3
IMCC6120: Brand Equity Management	3
IMCC6150: Integrated Marketing Communication: Theory and Practice	3
IMCC6160: Advertising, Media Analysis and Planning	3
IMCC6200: Social Media Marketing	3
IMCC6210: Event Management and Sales Promotion	3
IMCC6290: Managing Relationships in IMC	3

**Approved Electives**

Select three (3) courses from the list below:

	CREDITS
COMM6112: Communication Research: Paradigms, Designs and Methods	3
COMM6502: Mass Communication Theories & Models	3
COMM6702: Academic Reading & Writing in the Study & Analysis of Communication	3
COMM6301: Communication Policy & Technology in the Caribbean	3
COMM6402: Socio-cultural Issues in Caribbean Communication	3
COMM6002: Caribbean Media, Communication and Society	3
COMM6902: Communication and Persuasion	3
COMM6602: Behaviour Change and Communication Theories	3
COMM6803: Disaster, Communication & Media	3
COMM6901: Intervention Design	3
COMM6801: Social Change and Development Communication	3
COMM6701: Communication Analysis & Planning	3

**Capstone Research Course**

	CREDITS
IMCC7000: Final IMC Campaign	6

## **MSc MEDIA MANAGEMENT**

*Master of Science in Media Management*

*(A joint programme offered by Mona School of Business and Management (MSBM) and  
The Caribbean School of Media and Communication (CARIMAC))*

### **Programme Summary**

The media and communication sector continues to expand in the Caribbean and around the world. The deregulation of telecommunications and media markets, and liberalisation agreements concluded by regional governments with the World Trade Organization and other global agencies have seen an expansion in media services, but without a corresponding education programme to enable better management of the sector. This programme delivers instruction in effective management of contemporary media systems and services. It is intended to make candidates cognisant of the demands made in the transition from analogue to digital media, and the role of social media in changing audience tastes and expectations. Increasing convergence to create new media business models requires an integrated approach to the management of these evolving entities.

### **Programme Outline**

The MScMM will be awarded upon the successful completion of a minimum of forty-two (42) credit hours. All students are required to take: from CARIMAC, six (6) courses (worth 21 credits) and one (1) elective (3 credits), as well as seven (7) MSBM courses (worth 18 credits). N.B. Courses with SBCO codes are MSBM courses.

### **Entry Requirements**

The minimum requirement for admission to the programme is a GPA of 2.5 minimum or a Lower Second Class Honours Degree or its equivalent from a recognized University (see Regulations for Graduate Diplomas and Degrees, p. 2). Qualifications deemed to be in lieu of the above would be subject to the approval of the Board of Graduate Studies and Research (BGSR) on the recommendation of the Admissions Committee.

## Programme Structure

### YEAR ONE

	CREDITS		CREDITS
MDMG6002: Structure and Operation of Media	3	MDMG6007: Applied Media Management	3
IMCC6160: Advertising, Media Analysis and Planning	3	MGMT6118: Legal Environment of Business	3
SBCO6030 <sup>1</sup> : Graduate Mathematics for Management Education	--	SBCO6390: Strategic Human Resource Management	3
		Total Credits	

### SUMMER

	CREDITS
SBCO6160: Operations Management	3
SBCO6380: Accounting and Financial Management	3
Total Credits	

### YEAR TWO

	CREDITS		CREDITS
MDMG6006: Marketing the Media Entity	3	MDMG6008: Final Media Management Project	3
SBCO6100: Transformational Leadership and Management	3	MDMG6003: Business Communication and Protocol	3
CARIMAC Elective	3	SBCO6150: Data Mining for Marketing and Sales	3
		Total Credits	18

### SUMMER

	CREDITS
MDMG6008: Final Media Management Project	3
Total Credits	3

### Approved Electives

Select courses from the list below:

	CREDITS
COMM6112: Communication Research: Paradigms, Designs and Methods	3
COMM6502: Mass Communication Theories & Models	3

<sup>1</sup> This is a zero-rated compulsory course for students sitting MSBM courses. It is usually done in the summer before Semester 1



COMM6702: Academic Reading & Writing in the Study & Analysis of Communication	3
COMM6301: Communication Policy & Technology in the Caribbean	3
COMM6403: Issues in Caribbean Media and Communication: Class, Race, Gender, Ethnicity and Sexuality	3
COMM6404: Media, Communication and Caribbean Society	3
COMM6902: Communication and Persuasion	3
COMM6602: Behaviour Change and Communication Theories	3
COMM6803: Disaster, Communication & Media	3
COMM6901: Intervention Design	3
COMM6801: Social Change and Development Communication	3
COMM6701: Communication Analysis & Planning	3

### MSBM Courses

Select 18 credits from the list below:

	CREDITS
SBCO6390: Strategic Human Resource Management	3
SBCO6380: Accounting and Financial Management	3
SBCO6160: Operations and Project Management	3
SCCO6150: Data Mining for Marketing and Sales	3
SBCO6090: Legal and Regulatory Framework for Business	3
SBCO6100: Transformational Leadership and Management	3
SBCO6030: Graduate Mathematics for Management Education	0

## GRADUATE COURSE CATALOGUE

COURSE CODE	COURSE TITLE	CREDITS
COMM6112	Communication Research: Paradigms, Designs and Methods	3
COMM6201	Communication and Media Management	3
COMM6301	Communication Policy and Technology in the Caribbean	3
COMM6403	Issues in Caribbean Media and Communication: Class, Race, Gender, Ethnicity and Sexuality	3
COMM6404	Media, Communication and Caribbean Society	3
COMM6502	Media and Communication Theories and Models	3
COMM6600	Final Research Paper	6
COMM6602	Behaviour Change and Communication Theories	3
COMM6700	Graduate Seminar: Contemporary Issues in Communication and Change	3
COMM6701	Communication Analysis & Planning	3
COMM6702	Academic Reading and Writing in the Study and Analysis of Communication	3
COMM6800	Research Design and Fieldwork	3
COMM6801	Social Change and Development Communication	3
COMM6802	Research Methods in Communication for Behaviour & Social Change	3
COMM6803	Disasters, Communication & Media	3
COMM6822	Qualitative Research in Media and Communication Research	3
COMM6901	Intervention Design	3
COMM6902	Communication and Persuasion	3
IMCC6110	Statistical Methods in Marketing Research and Analysis	3
IMCC6120	Brand Equity Management	3
IMCC6150	Integrated Marketing Communication: Theory and Practice	3
IMCC6160	Advertising, Media Analysis and Planning	3
IMCC6200	Social Media Marketing	3
IMCC6210	Event Management and Sales Promotion	3
IMCC6290	Managing Relationships in IMC	3
IMCC7000	Final IMC Campaign	6
MDMG6002	Structure and Operation of Media	3
MDMG6003	Business Communication and Protocol	3
MDMG6005	Media Business Strategy	3
MDMG6006	Marketing the Media Entity	3
MDMG6007	Applied Media Management	3
MDMG6008	Final Media Management Course	3

### COMM6112: COMMUNICATION RESEARCH PARADIGMS, DESIGN & METHODS

This course will enable students to critically analyse current research in the field of communication and media. In addition, students will design and execute research projects using qualitative and quantitative methods.

**COMM6201: COMMUNICATION & MEDIA MANAGEMENT**

This course is designed to equip students to understand the theoretical and practical considerations involved in the media and communication environment and the interplay of business, technological, regulatory and audience factors that are part of the media and communication process. Students will gain an understanding of the political economy of the structure and operations of the mass media and communication industries, managerial decision-making and the role of leadership.

**COMM6301: COMMUNICATION POLICY & TECHNOLOGY IN THE CARIBBEAN**

The main objective of this course is to enhance the knowledge of students about the foundation technologies underlying the emerging communications innovations in the Caribbean context. The course will focus on policy analysis as it relates to technology applications, international regulatory regimes and regional communications institutions. Students will be exposed to elements of policy process, concepts of policies, analysis and development, technological concepts and policy implementation.

**COMM6403: ISSUES IN CARIBBEAN MEDIA and COMMUNICATION: CLASS, RACE, GENDER, ETHNICITY and SEXUALITY**

This course replaces COMM6402 as a core course in the MA Communication Studies. It will be offered as an elective in the MA for Communication for Social and Behaviour Change, Integrated Marketing Communication and the MSc in Media Management. In this course, students investigate media and communication's role in producing, maintaining, and challenging constructs of race, class, gender, ethnicity, and sexuality. Students will explore various critical approaches in analysing these concepts as they present in media texts, media ownership, production, and audience reception in Caribbean communicative practice. This course provides essential themes and issues for students reading for degrees in communication for social and behaviour change strategies, marketing communication and media management.

**COMM6404: MEDIA, COMMUNICATION and CARIBBEAN SOCIETY**

This course replaces COMM6002 as a core course in the MA Communication for Social and Behaviour Change and the M.A. Communication Studies. It will be offered as an elective in the MA for Integrated Marketing Communication and the MSc in Media Management. The course provides a comprehensive overview of contemporary Caribbean media and communication systems and the major historical factors and issues that affect the functioning of these systems. Students explore the dialectic relationship between media and communication systems and Caribbean society.

**COMM6502: MEDIA AND COMMUNICATION THEORIES & MODELS**

This course aims to stimulate and foster critical analysis of mass communication theory. The course is intended to develop a balanced assessment of the values and functions of theorizing by placing various communication theories in historical context. Participants will be introduced to some of the major authors in this field and should be able to assess them from a Caribbean developmental perspective. Areas to be examined include media effects theories, the Political Economy Approach and the Social Psychological Approach.

**COMM6600: FINAL RESEARCH PAPER**

The goal of the final project, which is referred to as a Research Project/Research Paper, is to demonstrate students' understanding of application of theory, research methods and other skills acquired in the classroom. The project will be a challenging piece of work that integrates concepts and skills. Approval of project proposals is required before proceeding with the project or research.

**COMM6602: BEHAVIOUR CHANGE & COMMUNICATION THEORIES**

The main objective of the course is to increase students' understanding of evidence-based social and behaviour change processes and some of the theoretical challenges and solutions that have been identified in facilitating or triggering change. The course will focus on complex phenomena and processes expressing themselves at various levels. Changes in behaviour, at the individual as well as the group or community levels, will be approached from a systems perspective, in which key institutional agents will be looked at. The course provides the foundation for the courses that follow in the programme, including Intervention Design and Communication Analysis and Planning.

**COMM6700: GRADUATE SEMINAR: CONTEMPORARY ISSUES IN COMMUNICATION & CHANGE**

The goal of this course is to illustrate the importance of communication for social and behaviour change, focusing on the application of communication models and strategies in health, social and other development fields. The seminar will serve as a forum for discussing current research in communication and change from various perspectives. It will provide a platform for students to begin planning their final year research projects. The course is designed to help students to develop an awareness of relevant current research in the field of social and behaviour change. It will also facilitate the presentation of research proposals for feedback and discussion before final approval and inform students about university regulations regarding final research projects.

**COMM6701: COMMUNICATION ANALYSIS & PLANNING**

This course exposes the student to the practical applications of communication as a tool in the development process. Following on from the preceding courses in the programme, in this course development embraces the human, social, environmental, economic and political processes which bring about change and improvement of human conditions and an empowerment of the individual to harness that change to his or her advantage. In this process the role which communication plays becomes very central. The course introduces students to the practical skills in developing communication support projects as integral parts of a development programme or strategy. In-class assignments take a case-study approach, using teamwork as well as opportunities for individual skills development, in order to allow the student greater understanding of and facility with how communication approaches and methods are integral to effective development programme design. On completion of the course, the student should be able to design workable communication for development programmes for specific situations and needs.

**COMM6702: ACADEMIC READING & WRITING IN THE STUDY & ANALYSIS OF COMMUNICATION**

This course prepares students to analyse and produce writing that meets the requirements of graduate level work in analysing communication. Through continuous reading and writing exercises on issues central to understanding communication, students will improve their skills in selecting and evaluating the scholarly material used in the field of communication. During the course, students will also be introduced to the major journals in communication, including the American and European schools of communication studies. They will also learn how to use and

cite bibliographic material according to the American Psychological Association format standard in communication studies as well as to integrate graphics and tables into their work for seminar and conference presentations.

### **COMM6800: RESEARCH DESIGN AND FIELDWORK**

*(Communication Studies)*

The goal of the final project is to demonstrate students' understanding of the application of theory, research methods and other skills acquired in the classroom. The project will be a challenging piece of work that integrates concepts and skills. Successful completion of coursework and approval of project proposal is required before proceeding with the project or research.

### **COMM6801: SOCIAL CHANGE & DEVELOPMENT COMMUNICATION**

The course will trace the role of theory and research related to information used to address problems of social change and development programmes. Students will understand what is meant by the term Social Change and Development Communication with views from various society change agents. They will be guided through the principles of social change and development communication from various perspectives. The course examines how grassroots and participatory strategies are being combined with communication technologies to promote social change in developing country contexts. The effectiveness of communication strategies (interpersonal, mass, and the Internet) to address problems where change in attitudes or behaviour is called for will be discussed.

### **COMM6802: QUANTITATIVE RESEARCH IN MEDIA AND COMMUNICATION**

*(Formerly Research Methods in Communication for Social and Behaviour Change)*

This means that students will become familiar with a range of research interventions, including quantitative and qualitative methods and will be required to design and execute research projects using these methods. They will also learn to combine both methods over time and make findings an integral part of developing new interventions and making suggestions for policy, as well as strengthening existing programmes. Students will also learn to critically analyze current research in the field of communication for social and behaviour change.

### **COMM6803: DISASTERS, MEDIA & COMMUNICATION**

The purpose of the course is to acquaint students with contemporary theory, research and practice of risk communication. The course treats "risk communication" as a complex challenge that requires a careful understanding of science, the mass media, stakeholder roles, ideologies, and lay conceptions of danger. As professionals, risk communicators assist government, industry, health and activist organizations to produce documents and media campaigns. They inform interdisciplinary and lay audiences about health and environmental hazards, risks, and preparedness. The course recognises that, health specialists, communications managers, scientists, engineers, lawyers, government, and nonprofit organisations and other professionals who face risk communication challenges involving the lay public need a solid understanding of risk communication and the issues involved and how to better manage risk communication within their organisations.

### **COMM6822: QUALITATIVE RESEARCH IN MEDIA AND COMMUNICATION RESEARCH**

In this course, graduate students acquire skills in qualitative research methodology for media and communication research, specifically focus group interviews, in-depth interviews and textual

analysis. The course provides a comprehensive discussion of qualitative research design and the central role of theory in guiding research design. Through seminars, self-directed learning, group work and real-world experiences students should conceptualize, design, and execute small-scale pilot studies.

#### **COMM6901: INTERVENTION DESIGN**

This course is designed to train students in the design of strategically planned - social and behavioural change communication interventions. It emphasizes the need to plan sound interventions and reviews the strategic planning steps that are required for persuasive or participatory approaches. Additionally, it recognizes that 'strategic communication' can go a long way in supporting and deepening the impact of other programmatic interventions and seeks to define the proper role and strength of communication in broader development activities.

#### **COMM6902: COMMUNICATION & PERSUASION**

This course is designed to explore aspects of communication and persuasion as another area of applied social psychology. The course involves the study of basic, effective persuasion tactics through use of the mass media and other communication channels in attitude and behaviour change. The course will explore issues related to influence from a scientific and psychological perspective. It examines several forms of this discipline, including persuasion, compliance, propaganda and mind control - and how to resist these influences.

#### **IMCC6110: STATISTICAL METHODS IN MARKETING RESEARCH & ANALYSIS**

This course looks at the various methods of securing marketing intelligence and its importance in the marketing process; examines research techniques, how data is gathered, analyzed and reported. The purpose is to explore how research may be used in an IMC campaign: identify marketing problems, distinguish what can and cannot be learned from marketing research, gather and analyze marketing data and make business decisions based on the data. It focuses on data analysis in marketing research; emphasizes core statistical techniques, the application of statistical software and the interpretation of statistical outputs. Ethical issues in marketing research are also discussed. SPSS software is required.

#### **IMCC6120: BRAND EQUITY MANAGEMENT**

This course explores strategies and tactics that are used to build, measure and manage brands and brand equity, including the introduction of new products. It also covers creative decisions in branding. The course is designed to improve students' comprehension and appreciation of the importance of brand equity and the management process associated with it. Topics will include building brand equity, measuring brand equity, understanding brands from the customer's perspective, conducting brand audits, managing brand portfolios and managing brands over time.

#### **IMCC6150: INTEGRATED MARKETING COMMUNICATION: THEORY & PRACTICE**

This course is intended to help students to develop a greater appreciation for the study of Integrated Marketing Communication (IMC), and how it may be used through the media to reach audiences with maximum impact. The course focuses on key principles in integrated marketing communication along with the structure of the IMC agency. Public Relations, publicity, marketing and sales promotion are also covered in the course along with evaluation in IMC. Integrated Marketing Communication is a structured and deliberate communication approach aimed at increasing the efficacy in the creation of communication-based interventions.

**IMCC6160: ADVERTISING, MEDIA ANALYSIS & PLANNING**

This course addresses the role of media analysis and planning in IMC and specifically in advertising. The purpose is to cover media terminology in order to effectively communicate and subsequently understand the field; media math, the distinctions between media objectives, strategies and tactics; and the different ways of allocating resources in media. Students will also learn how to buy and utilize the full range of media available to IMC practitioners today, as well as to understand the advantages and disadvantages of each type of media.

**IMCC6210: EVENT MANAGEMENT & SALES PROMOTIONS**

This course is an overview of the role that sales promotion plays in IMC. It examines the functions of sales promotion in the marketing process as well as the legal regulations on sales promotion. The course focuses only on consumer promotions, but is designed to improve students' comprehension and appreciation of the importance of the role of sales promotion as a marketing tool; the advantages and disadvantages of specific sales tools; and the legal constraints to sales promotion. Topics will include consumer behaviour; marketing and sales promotion; planning and implementing sales promotion; types of promotion; and the legal regulations.

**IMCC6200: SOCIAL MEDIA MARKETING**

Rapid development and expansion of new media create a variety of new approaches to social marketing but also new sorts of ethical issues and conundrums. Therefore, there is also the continuous need for IMC practitioners to understand and evaluate contemporary and prevailing ethical issues in order to effectively deal with new ethical issues when they arise in the future. This course examines how modern industry uses emerging media, such as blogs and virtual worlds, on platforms such as computers, tablets and cell phones to enhance the IMC process. It also addresses the creative and ethical issues unique to digital media such as copyright, sponsored posts, freedom of expression and cross-cultural communication online.

**IMCC6290: MANAGING RELATIONSHIPS IN IMC**

This course provides practical knowledge and hands-on experience in managing relationships between an organization and its various publics. Students develop and produce programmes using traditional public relations tools and tactics including press releases, public service announcements, crisis communication plans, speeches, newsletters and special events for a chosen client. Effective management of relationships is crucial to much of the success in private and public entities. The principles of best practice in public relations are best learned through examining how real organizations have decided to establish and maintain their relationships in a variety of industries, locations, and settings. This course explores issues in applying traditional public relations theory to the practice of IMC.

**IMCC7000: FINAL IMC CAMPAIGN**

This capstone course requires students to develop a thoughtful and professional quality IMC campaign for a real-world client. This course must be successfully completed in a student's final academic session.

**MDMG6002: STRUCTURE AND OPERATION OF MEDIA**

Effective management of contemporary media systems and services requires an understanding of what comprises media, the creative and technical people involved, how the entities are structured and how they operate. Media managers are required to be cognisant of the demands made in the transition from analogue to digital media, from physical to digital newspapers, and



the role of social media in changing audience tastes and expectations. This course is intended to expose the student to the nature of modern media, their evolution, and structure and how they operate. The course will take the student through the entire range of what constitutes media and provide the basis for the application of the management principles that are required for media to operate as financially viable and accountable entities. The course examines the various types of media and technology businesses, how they function and their various audiences. It will explore the varying approaches required for the management of media and technology entities.

#### **MDMG6003: BUSINESS COMMUNICATION AND PROTOCOL**

Modern media managers must understand the media and technology industry protocols, codes of ethics, dining etiquette, appropriate forms of attire and general deportment, as well as proven capabilities in verbal and non-verbal forms of communication. Modern Media Management Etiquette is designed to ensure that all students who successfully complete the MSc in Media Management will be equipped with these necessary tools to enable them to function at socially acceptable levels based on the norms and values of their societies. These skills will be required for leadership, interpersonal contact, the conduct of a meeting, attendance at social events and in professional contact with local or international representatives of governments, business organisations, religious or sports bodies. Graduates must feel comfortable at executive luncheons, state or business dinners or at cocktail parties. Students who take this course will also be exposed to official state protocol, hierarchy of governments and international diplomatic norms.

#### **MDMG6005: MEDIA BUSINESS STRATEGY**

In business and other organisations, policy and strategy are formulated in a multi-faceted environment of social, political, economic, technological, and other forces. The focus of this course is developing the general media management perspective. It includes the cross-functional impact of any situation, problem, proposal or decision, and key long- and short-term implications for the total enterprise. The course seeks to develop skills in total enterprise management, and takes a global perspective on strategic management, recognising current and future environments in which organisations operate. Students will identify, develop and pitch ideas for media businesses; research and write business case studies; and perform skill-building exercises in business analysis of digital technologies start-ups.

#### **MDMG6006: MARKETING THE MEDIA ENTITY**

All major media entities are equipped with a marketing department that places emphasis on the promotion of the products and ensuring that existing and new products are supported financially through advertising and sponsorship. For the most part, there is not much focus on the profile of the company and on the distinguishing characteristics of that company. Not much attention is paid to how these companies are positioned in relation to other entities of a similar type. The lack of attention could be as a result of the fact that for many media companies in the Caribbean, marketing the company was never an issue. However, in the last 20 years, this position has changed significantly. The issue of convergence and the acquisition of smaller entities by larger groups is increasingly taking place within a competitive and converging media environment where survival of the most profitable and the most visible is becoming the order of the day. Mergers and acquisitions as a concept, is becoming increasingly popular. This course is therefore aimed at equipping those already involved at the management level in media entities with the tool to assist them in the branding of the company as it seeks to be positioned for profitability and success.



**MDMG6007: APPLIED MEDIA MANAGEMENT**

Modern media technologies require modern management practices from managers who can adapt to change quickly. Knowledge of the operation of a business and broad management skills are needed for success, whether these are corporate or self-generated greenfields and start-ups. Applied Media Management prepares students for work in this exciting, but challenging world. This course is designed specifically to meet the demands of successful management in an era of rapid and dynamic change in media. It builds on earlier courses, and requires the student to apply the principles of media management that have been delivered in the programme. The course is designed to encourage innovative thinking. Students explore the principles of responsible and effective management and learn best practices in today's media industry.

**MDMG6008: FINAL MEDIA MANAGEMENT COURSE**

The course requires the student to do an in-depth study of a media, creative or technology-led enterprise and to report on its organisational communication and external communication practices, how it manages technological change, convergence and new media platforms, and its medium to long-term corporate goals. The student is required to use this as the basis for an analysis of the management of the enterprise to indicate its successes and shortcomings, and then to suggest ways in which the enterprise may be able to change its systems and structures to become more efficient. The course demands that the student applies all aspects of the programme to the analysis of the media enterprise, using knowledge of human resources management, media operations management, marketing media products and managing changes in media technology. A successful delivery of this project will indicate that the student has successfully understood all major aspects of the Programme, and has applied this knowledge in analysing media and technology management practices.

**SBCO6390: STRATEGIC HUMAN RESOURCE MANAGEMENT**

It is inarguable that the effectiveness and competitiveness of today's businesses are significantly related to the quality of their human resources. No longer is it possible for employers to omit from their strategic business plans, plans relating to the acquisition, development, compensation and retention of their human resources. This is in recognition of the fact that human resources are as critical to the organization's success as the financial and material resources that have traditionally received much more attention. Accordingly, the role of human resource (HR) managers, and managers generally, in the treatment of a company's human resources has become much more central to the strategic and operational management of a business. This course provides the opportunity for both current/future HR practitioners and line managers to understand the place of human resource management (HRM) in a business, and to grasp the issues and processes that are integral to effective identification of HR needs in the strategic development of organizations. The course also explores theories, concepts, techniques, and applications that inform the design and implementation of practices bearing upon the acquisition and retention of employees with the competencies that will ensure organisational effectiveness and competitive advantage.

**SBCO6030: GRADUATE MATHEMATICS FOR MANAGEMENT EDUCATION**

The course is designed to cover basic mathematical concepts for incoming students. The course is a response to the less than positive performances by students in the mathematically-based – quantitative – business courses within the programme. To this end, the focus of this course will be the coverage of those concepts that will form the foundation of many of the mathematically-based business courses. This is a 24-hour course, which carries no credit. However, students will

have to meet the requirements of the course before they are allowed to graduate. All incoming students are expected to do the course. Exemption will be given only in rare situations and is usually not given before the first quiz.

#### **SBCO6100: TRANSFORMATIONAL LEADERSHIP AND MANAGEMENT**

The Transformational Leadership and Management course is ultimately intended to provide participants with a theoretical foundation upon which to develop their practical understanding and ability to analyse the dynamics of an organization's existing situation. It is also intended for the participants to determine their appropriate response in the form of Leadership approaches and Management structures in all their multi dimensions. Participants, while informed of the distinctly different but complementary functions of leadership and management, must be able to perform these functions in today's global and Caribbean operating environment, which is characterized by radical and continuous change and uncertainty. Participants will be made mindful that both the leadership and management roles are necessary for success in an increasingly complex and ever-changing workplace environment with critical implications for human resources management and organizational behaviour. Participants will be enabled to develop a healthy consciousness of their own leadership profile, attributes and skills, deepening their confidence in their ability to appropriately and effectively perform the roles of both managing and leading transformational change.

#### **SBCO6380: ACCOUNTING AND FINANCIAL MANAGEMENT**

The main objective is to provide an understanding of financial decision making and financial theory from the point of view of corporate financial managers in competitive financial markets. This course serves as an introduction to business finance (corporate financial management and investments) for both non-finance concentration students and those electing a finance concentration and preparing for upper-level course work. The course's objective is to provide a framework, concepts, and tools for analyzing corporate finance problems and issues, based on the fundamental principles of modern financial theory, with an understanding of application to "real-world" situations. The approach is rigorous and analytical. Topics covered include discounted cash flow techniques, corporate capital budgeting and valuation, working capital management, portfolio investment decisions under uncertainty and cost of capital.

#### **SCCO6150: DATA MINING FOR MARKETING AND SALES**

Data mining has emerged as a growing field that is concerned with developing techniques to assist managers to make intelligent use of the rapid increase of data. It is the process of analysing data from different perspectives and summarizing it into useful information. Data mining identifies trends, patterns, and relationships, which might otherwise have remained hidden. Emphasis will be placed on how to extract and apply business intelligence to improve business decision making and marketing strategies. The course will take advantage of online social media content from various applications, such as social network analysis, customer segmentation, customer

relationship management (CRM), and web mining. The course will provide students with exposure to data mining tools, and application of data mining techniques to improve marketing, and sales.

**SBCO6160: OPERATIONS AND PROJECT MANAGEMENT**

The objective of this course is to introduce students to the strategic and operational issues and decisions involved in managing the operating division of a firm. Most business enterprises are concerned with the production of goods and services that meet some need in the marketplace.

**SBCO6090: LEGAL AND REGULATORY FRAMEWORKS**

Both competition and regulation give rise to legal challenges. In the pre-liberalization telecommunications environment, the role of law and regulators was a limited one. But since liberalization these have been evolving. Telecommunications policy and regulations are underpinned by law. An awareness of key aspects of the law is necessary to grasping the full implications of the economic and technical changes taking place within the industry and host societies. Intrinsic constraints imposed by legal rights are not often clearly understood. These apply to the telecommunications sector, as convergence brings together issues of both carriage and content and competition pith the incumbent against new incoming players, all of whom are subject to state-determined as well as global regulatory systems.

