

The University of Western Ontario
Faculty of Information and Media Studies

MIT 1070B-002 / First Year Foundations in Media Production
Course Outline – Winter 2020

Instructor Information

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Course Information

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Course Description

This course introduces students to the technical and creative production of mediated communication. They will learn basic production principles and use these to analyze and create audio, visual and digital content related to and derived from mass communication through a variety of in-class exercises and creative projects.

The course will be structured around three learning modules:

- 1) **Art and Techniques**
- 2) **Screenwriting**
- 3) **The Production Process**

The foundations of media production will be illustrated in the classroom with a wide range of audiovisual material: feature and short films, documentaries, TV and VOD series, interactive projects and social media content.

Learning Outcomes

By the end of this course, students will be able to:

Art and Techniques:

Analyze the basic principles of the creation of moving images.
Apply those principles when creating images using consumer level devices.
Create a series of still images using the basic principles of the creation of moving images.

Screenwriting:

Analyze the narrative structure of a media product using the three-act paradigm.
Explore other narrative and experimental models.
Assess an idea in terms of its narrative potential and production feasibility.

The Production Process:

Understand the stages of the media production process.
Design the plan for the production of a creative media project.
Work in teams and understand collaboration as one of the basic principles for the production of media content.
Produce a creative media project by implementing a production plan and applying basic principles.

Final Objective: by the end of the course, students will have an enduring understanding of the artistic, technical, narrative, ethical and organizational foundations for the production of media content.

Weekly Schedule:

1. Introduction: Media Production Foundations / Art and Techniques (Jan 8)

2. Art and Techniques: Basic Principles for the Creation of Moving Images – The Visuals (Jan 15)

Block, Bruce A. *The Visual Story: Creating the Visual Structure of Film, TV and Digital Media*.

Chapter 2: Contrast and Affinity

Chapter 3: Space, Part One–The Primary Subcomponents

3. Art and Techniques: Basic Principles for the Creation of Moving Images – Narrative Functions (Jan 22)

Bordwell, David, Kristin Thompson, and Jeff Smith. *Film Art: An Introduction*.

Chapter 5: The Shot: Cinematography

4. Screenwriting: Ideas and Three-Act Structure (Jan 29)

Field, Syd. *Screenplay: The Foundations of Screenwriting*.

Chapter 1: What is a Screenplay?

Chapter 2: The Subject

Chapter 3: The Character

5. Screenwriting: Fiction (Feb 05)

Field, Syd. *Screenplay: The Foundations of Screenwriting*.

Chapter 1: What is a Screenplay?

Chapter 2: The Subject

Chapter 3: The Character

6. Screenwriting: Documentary and Experimental (Feb 12)

Vertov, Dziga. "WE: Variant of a Manifesto," in *The Documentary Film Reader: History, Theory, Criticism*, ed. Jonathan Kahana.

Bernard, Sheila Curran. *Documentary Storytelling: Making Stronger and More Dramatic Nonfiction Films*.

Chapter 3: Documentary Storytelling

Grant, Catherine. "Déjà-Viewing? Videographic Experiments in Intertextual Film Studies." *Mediascape* (2013).

Miller, Carolyn Handler. *Digital Storytelling: A Creator's Guide to Interactive Entertainment*.

Chapter 11: Guidelines: Creating a New Project

7. Reading Week (Feb 19)

8. The Production Process: Pre-Production (Feb 26)

Hewitt, John and Gustavo Vazquez. *Documentary Filmmaking: A Contemporary Field Guide*.

Chapter 5: Preparing for the Long Haul

Grove, Elliot. *Raindance Producers' Lab: Lo-to-no Budget Filmmaking*. 2nd ed. New York: Focal Press, 2014.

Chapter 5: The Camera Package

Chapter 6: Sound

9. The Production Process: Production (Mar 04)

Kellison, Cathrine, Dustin Morrow, and Kacey Morrow. *Producing for TV and New Media*

Chapter 8, The Shoot: Production

Hewitt, John and Gustavo Vazquez. *Documentary Filmmaking: A Contemporary Field Guide*. Chapter 9: Field Production: Shooting the Documentary

10. The Production Process: Post-Production (Mar 11)

Hurbis-Cherrier, Mick. *Voice & Vision: A Creative Approach to Narrative Film and DV Production*. Chapter 21, The Art and Technique of Editing

11. Editing – Review of Group Projects (Mar 18)

12. Final Review of Group Projects. (Mar 25)

13. Screening of Students’ Projects (Apr 01)

Land Acknowledgement:

*Western University is situated on the traditional territories of the **Anishinaabeg, Haudenosaunee, Lunaapeewak and Attawandaron** peoples who have longstanding relationships to the land and region of southwestern Ontario and the City of London. The local First Nation communities of this area include **Chippewas of the Thames First Nation, Oneida Nation of the Thames, and Munsee Delaware Nation**. In the region, there are eleven First Nation communities and a growing Indigenous urban population. Western values the significant historical and contemporary contributions of local and regional First Nations and all of the Original peoples of Turtle Island (North America).*

“More than Words”: As a way of implementing the recommendations of the **Truth and Reconciliation Commission**, https://nctr.ca/assets/reports/Calls_to_Action_English2.pdf we will dedicate time to explore the work of Indigenous creators and producers.

Assignments:

Description	Due Date	Weight
<p>Attendance:</p> <p>Attendance - <i>Please don't forget to sign the attendance control.</i></p>	Weekly (in-class)	5%
<p>In-Class Activities:</p> <p>Weekly activities (individual and group exercises designed for the analysis and application of the basic principles of media production). They will include:</p> <ul style="list-style-type: none"> ✓ Participation in discussions based on each week’s lectures, readings and screenings. ✓ Media Content Analysis (narrative and visual principles) ✓ Quizzes on reading materials ✓ Technical Tutorials on the basic functions of entry-level video production equipment <p>It is your responsibility to write your full name on every exercise and to return it to the instructor. Signing the attendance sheet does not constitute proof that you have participated in any in-class activity.</p>	Weekly (in-class)	20%
<p>Visual Essay (individual):</p> <p>Students should select a subject –topic, story, character or location- and produce a sequence of still images. The aim is to apply the visual principles presented and discussed in class.</p> <p>Instructions will be explained in class and posted on OWL.</p> <p style="text-align: right;">continued on next page</p>	Week 05 (Wednesday, Jan 29)	20%

<p>Proposal for a Creative Project (individual):</p> <p>Project description (what you intend to do) Production principles that you would like to explore References (bibliography and media references)</p> <p>1250 words. Instructions will be explained in class and posted on OWL.</p>	<p>Week 07 (Friday, Feb 14)</p>	<p>20%</p>
<p>Media Project (in groups):</p> <p>Throughout the second half of the course, students will work in teams of up to three people on the production of a creative media project. Please see the section below for important information on the process of ‘Working in Groups’.</p> <p>Individual reports will be required to grade each member’s contribution. Grades may be different, depending on the involvement and work of each student.</p> <p><u>Options:</u> Video-Essay Short Documentary Short Experimental Video</p> <p>Length: 3 min. Instructions will be explained in class and posted on OWL.</p>		
<ul style="list-style-type: none"> ▪ Production Plan (in-class assignment) 	<p>Week 08 (Wednesday, Feb 26)</p>	<p>5%</p>
<ul style="list-style-type: none"> ▪ First revision of footage 	<p>Week 10 (Wednesday, Mar 11)</p>	<p>5%</p>
<ul style="list-style-type: none"> ▪ Edited Version 1.0 (for revision and feedback) 	<p>Week 11 (Wednesday, Mar 18)</p>	<p>5%</p>
<ul style="list-style-type: none"> ▪ Final Project (group) and Report of Learning Outcomes (individual) 	<p>Week 12 (Wednesday, Mar 25)</p>	<p>20%</p>
<p>TOTAL</p>		<p>100%</p>

Attendance, Participation and In-Class Activities:

Attendance will be taken in every session, including the first and last week of the term. Please do not forget to sign the attendance sheet at the end of each session. No corrections will be made for forgetting to sign this control.

Missing a session won’t only affect your attendance grade, it will also have an impact on your in-class activities performance.

Please arrive on time to all sessions. Lateness and/or early departure will adversely affect your participation grade.

If you add this course after the first day of classes, please contact the instructor in order to make up for the ‘in-class activities’ that you might have missed.

Students are expected to participate in discussions based on each week’s lectures, readings and screenings.

Screenings are mandatory—even if you have seen the material before or recently. Please don’t use the screening time for other activities. As a general rule, laptops should be closed and phones should be silenced or, preferably, turned off.

After you are enrolled in the course, there is no making up for in-class activities unless a self-reported absence (SRA) report has been submitted or requests for accommodation have been received from your academic counsellor.

Please remember that students seeking academic accommodation must communicate with their instructors no later than 24 hours after the end of the period covered by either the self-reported absence, or immediately upon their return following a medical or documented absence.

For more information on Academic Accommodation, please see **Notes from the Dean's Office of the Faculty of Information and Media Studies** at the end of this document.

Reading and Viewing Materials:

The required readings are extracted from textbooks that were conceived as media (film and video) production guides. They reflect different approaches to the production process. Students are encouraged to read other chapters from these guides, depending on their interests and the characteristics of their individual projects.

Additionally, students will be provided with a list of viewing suggestions; they are encouraged to watch the material included in this list to 'train their eye'.

All Western students have free, unlimited access to **Kanopy**, a streaming service that provides access to more than 26.000 titles: <https://uwo.kanopystreaming.com>

For access to Canadian content, please refer to the **National Film Board** and **CBC** streaming services.

BYOD – Bring Your Own Device:

This is a **BYOD – Bring Your Own Device course**. You are expected to use your own device –e.g. smartphone, point shoot camera, DSLR, etc. for the production of your media production assignments. Your work will be graded considering the application of the aesthetic and theoretical principles presented and discussed in class, in other words: the creative aspects of the media production process. The quality, technical capability and price of your device will not affect your grade. Please, see the instructor in case of any concern regarding access to equipment.

Lynda.com:

Lynda.com (Linkedin Learning) offers on-demand courses to help you build professional skills across a vast range of job functions, including creative and technical aspects of the media production process. All Western students have free, unlimited access to this resource. For more information: <https://lynda.uwo.ca/>

The instructor will share links to some Lynda.com video-tutorials. Students are also encouraged to explore this resource on their own time for skill development.

Use of Electronic Devices:

The use of your personal computer in the classroom is allowed for taking notes and working on in-class activities. Please do not use your personal computer or any other device -tablet or phone- for other purposes during class time. Using your devices in the classroom for other activities not only distracts you, but also has the potential to disturb your instructor and classmates.

If working on assignments for other courses or engaging in text messaging and social media interactions during class time, the instructor may ask you to leave the classroom and it will have a negative impact on your participation and in-class activities grades.

When working in the classroom, all notifications for personal messages are to be disabled. Messages popping-up in the middle of in-class activities or meetings with your instructor will be penalized with a deduction of 10% in the evaluation of the activity.

Meetings with the Instructor or Teaching Assistants:

The instructor (or the teaching assistant) will meet separately with every group during the development of in-class activities, and also for reviewing the production of the creative project throughout its different stages. In these meetings, one of the members of the group should serve as note taker, but all the members are expected to participate actively. Missing any of these meetings (or arriving late) will affect negatively your individual grade.

When meeting with the instructor (or the teaching assistant), please observe the above-mentioned rules for the use of electronic devices. The instructor (or the teaching assistant) might decide to terminate the conversation if these norms are infringed. Please avoid distractions and focus the attention on the conversation about your work.

Working in Groups

Collaborative work is essential for the production of media content. The instructor will establish the size of the groups (minimum and maximum number of members). For some in-class activities the groups will be assigned by the instructor, but in most cases you will be able to choose your partners.

For group assignments, students will have the first option to form the groups and submit them to the instructor for approval. The instructor will have the authority to reorganize teams for academic and logistic purposes.

The first sessions of the term will be opportunities for interacting with other students and finding potential partners. You can communicate your preferences to the instructor in advance. The groups for the final project will be decided in a special session that will be previously announced on OWL. If you are absent that day—even with justified reasons or making use of the SRA system—you will be assigned to a group by the instructor.

When working in groups, it is very important to respond timely and keep track of the conversations. All communications with the instructor and the teaching assistant will be through Western's email system. When working in groups, not responding to messages from the instructor, the teaching assistant or from other members of the group will negatively affect your grade. Failing to respond to one of your classmates' emails within 24 hours is something worthy to be reported. If at some point the communication within the group is not working smoothly, please notify the instructor.

The production of the project is expected to be a learning experience. Having previously acquired skills doesn't grant a member the authority to rule the group, nor should any members rely on other students' knowledge to avoid performing tasks.

You are responsible for keeping your team accountable. Each version (stage) of the video project should include final credits. Student/s should not be credited when failing to do their share of the work.

If one of the members of the group drops the course, the remaining member(s) is/are expected to start (or continue) working on the project (independently of its status of development). In these cases, the projects can be revised and adjusted taking into consideration the reduced number of members. It is your responsibility to contact the instructor to make the necessary arrangements. In these special circumstances, projects could be done individually instead of in groups.

No group will be asked to accept new members once the work has started.

Submission of assignments

All assignments have to be submitted through OWL. If you fail to submit your work by the due date and time, it will be considered a late submission and it will be marked accordingly.

No assignments will be accepted via email, Microsoft Office One Drive, Google Drive, WeTransfer, or any other file sharing platform.

Instructions will be provided and posted on OWL for the submission (upload) of photo and video assignments.

It is your responsibility to make sure that the video files are exported with the correct format, size and resolution.

The speed of your WiFi connection might be a factor when uploading video files. It's strongly recommended to use Western's campus network when uploading large files.

The files containing group assignments are to be submitted by one member of the group. For every assignment, please discuss with your teammates who will have this responsibility. However, each member of the group is expected to double check that the files have been submitted on time and correctly before the assignment is due.

Penalty for late assignments:

There will be a 5 points penalty for each day the assignments are late, including weekends and holidays.

OWL's assignments section distinguishes between 'due by' and 'accept until'. Assignments submitted after the 'due' date will be considered as 'late' assignments.

Grades:

Please refer to the last page of this syllabus for the **Suggested Grade Ranges in the MIT program**.

You can contact the instructor at any time with questions about your grades and overall performance. Please don't wait until the last minute to ask for revisions, or to request for accommodation for missed activities and assignments.

Please refrain from asking the instructor for a certain grade to achieve personal goals: i.e. getting a scholarship, studying abroad, or being admitted into another program. This will not be acknowledged in the assessment of your performance.

Language:

Even if English is not your first language, we encourage you to set-up English as the default language when using media production software and equipment. It will enhance your learning experience. This is particularly important when working in FNB 2070 (the Computing Lab).

Producing a media project in a language other than English requires special permission from the instructor. When an exception is granted, the subsequent submissions of any video files have to include English subtitles.

Copyright and Right to Privacy:

Any recording (photo, video or audio) produced in the classroom is not to be shared privately or publicly, in any media. The instructor and your classmates own the rights on their respective name, voice and likeness.

For all video assignments, no material can be submitted without the written consent of all the people involved in its production (on and off camera). You need to obtain releases (written consent forms) for the use of any interviews, locations, music, still images and footage. Forms and templates will be provided.

Assignments produced within the context of this course may be used at a later stage for academic purposes as a teaching resource, including public screenings and online distribution.

Emails and OWL:

Announcements, detailed assignments instructions when needed, links and references of interest will be sent by email. Please check your UWO email regularly.

Please use your UWO email account when sending messages to the instructor.

Emails should follow professional standards of business communication:

- ✓ Remember to always introduce your messages with a proper salutation.
- ✓ Please double check that any request includes the word 'please' or a synonym.
- ✓ Don't forget to say 'thank you' when receiving a response.

Generally, emails will be responded within 24-48 hours during weekdays and regular work hours. You should not expect replies overnight or during holidays and weekends.

Emails will not be used to explain and discuss class concepts or to provide detailed advice on assignments. Please see your instructor or teaching assistant during office hours or request a meeting if you need some assistance.

Grades will not be communicated or discussed via email.

Please read the attached pages: **Notes from the Dean's Office of the Faculty of Information and Media Studies**

NOTES FROM THE FIMS DEAN'S OFFICE

Winter 2020

Rights and Responsibilities

The conditions governing a student's ability to pursue their undergraduate education at Western are ratified by Senate and can be found on the Academic Policies section of the University Secretariat:

http://www.uwo.ca/univsec/academic_policies/rights_responsibilities.html

Statement on Academic Offences

Scholastic offences are taken seriously and students are directed to read the appropriate policy, specifically, the definition of what constitutes a Scholastic Offence, at the following Web site:

http://www.uwo.ca/univsec/pdf/academic_policies/appeals/scholastic_discipline_undergrad.pdf

Plagiarism

Students must write their essays and assignments in their own words. Whenever students take an idea, or a passage from another author, they must acknowledge their debt both by using quotation marks where appropriate and by proper referencing such as footnotes or citations. Plagiarism is a major academic offence. All required papers may be subject to submission for textual similarity review to the commercial plagiarism detection software Turnitin under license to the University for the detection of plagiarism. All papers submitted for such checking will be included as source documents in the reference database for the purpose of detecting plagiarism of papers subsequently submitted to the system.

Accommodation Policies

Students with disabilities work with Accessible Education (formerly SSD) which provides recommendations for accommodation based on medical documentation or psychological and cognitive testing. The accommodation policy can be found here: [Academic Accommodation for Students with Disabilities](#)

Academic Consideration for Student Absence

Students will have up to two (2) opportunities during the regular academic year to use an on-line portal to self-report an absence during the

semester, provided the following conditions are met: the absence is no more than 48 hours in duration, and the assessment for which consideration is being sought is worth 30% or less of the student's final grade. Students are expected to contact their instructors within 24 hours of the end of the period of the self-reported absence, unless noted on the syllabus. Students are not able to use the self-reporting option in the following circumstances:

- during exam periods,
- absence of a duration greater than 48 hours,
- assessments worth more than 30% of the student's final grade,
- if a student has already used the self-reporting portal twice during the academic year

If the conditions for a Self-Reported Absence are NOT met, students will need to provide a Student Medical Certificate, if the absence is medical, or provide appropriate documentation if there are compassionate grounds for the absence in question. Students are encouraged to contact the FIMS Undergraduate Student Services Office to obtain more information about the relevant documentation.

Students should also note that individual instructors are not permitted to receive documentation directly from a student, whether in support of an application for consideration on medical grounds, or for other reasons. **All documentation required for absences that are not covered by the Self-Reported Absence Policy must be submitted to the Academic Counselling office of a student's home Faculty.**

For Western University policy on Consideration for Student Absence, see [Policy on Academic Consideration For Student Absences - Undergraduate Students in First Entry Programs](#) and for the Student Medical Certificate (SMC), see:

http://www.uwo.ca/univsec/pdf/academic_policies/appeals/medicalform.pdf

Religious Accommodation

Students should consult the University's list of recognized religious holidays, and should give reasonable notice in writing, prior to the holiday, to the Instructor and an Academic Counsellor if their course requirements will be affected by a religious observance. Additional information is given in the [Western Academic Calendar](#).

Grading at FIMS

- Normally, first year courses required for entry into an MIT or MPI module (MIT 1020E and MIT 1025F/G) are expected to have a course average between 68-72%.
- Normally, second year required courses (MIT 2000, 2100, 2200, 2500) are expected to have a course average between 70 and 75%.
- Normally, third year required courses (MIT 3000, 3100) are expected to have a course average between 72 and 77%.

Elective courses and 4th year seminars have no recommended course averages.

Support Services

Students who are in emotional/mental distress should refer to Mental Health@Western for a complete list of options about how to obtain help.

<http://www.uwo.ca/uwocom/mentalhealth/>

SUPPORT SERVICES – LINKS

Office of the Registrar:

www.registrar.uwo.ca

Student Development Centre:

www.sdc.uwo.ca

Psychological Services:

www.sdc.uwo.ca/psych

Services for Students with Disabilities:

www.sdc.uwo.ca/ssd

Accessibility

Information:

www.accessibility.uwo.ca

[/ Writing Support](#)

Centre:

www.sdc.uwo.ca/writing

Learning Skills Services:

www.sdc.uwo.ca/learning

[g](#)

Indigenous Services:

[http://indigenous.uwo.c](http://indigenous.uwo.ca/)

[a/](#)

International and Exchange

Student

Centre:

www.sdc.uwo.ca/int

Centre at Western:

www.success.uwo.ca/careers/

Appendix A: Suggested Grade Ranges in MIT, MPI and MTP

Guidelines to the MIT Grade Range

These guidelines are benchmarks, and are not to be followed as rigid regulations. They will be adjusted as appropriate to take into account the level of the course and any specific instructions given by a professor. As well, competency in English language usage (including spelling and grammar) may be taken into account in the assignment of grades by individual instructors. Note that the 70-79 grade range is broken into two divisions, as this is the grade range into which a large number of students fall.

90-100 (Outstanding, A+)

The report shows sparkling originality and exhibits a high degree of critical analysis of the topic. Sophisticated synthesis and analysis of the theoretical and conceptual dimensions of the topic are demonstrated. Mastery of complex material and ideas is immediately evident. The topic is treated with sensitivity and subtlety of thought. The quality of the writing and background research is exemplary.

80-89 (Excellent, A)

The report shows originality and exhibits a high degree of critical analysis of the topic; it gets to the heart of the matter with comments and/or questions. It is clearly focused and logically organized. The quality of writing makes the report immediately understandable. Mastery of complex material and ideas is demonstrated. The report is of appropriate length, while preserving the priorities and emphasis of the material, so that the result is meaningful, not simplistic.

75-79 (Very Good, B+)

The report shows above average analysis, critical thinking and independent thought. Claims are supported by ample evidence and the components of the topic are well-researched and presented. The topic is addressed in reasonable depth and/or breadth and covers material appropriate to the course. The analysis is organized around focal points and the argument is easily followed. The report demonstrates an above average ability to write in an intelligible style and to condense material meaningfully and with a concern for priorities of that material.

70-74 (Good, B)

The report shows an attempt at analysis and critical thinking. Claims are supported by reasonable evidence. The topic is addressed in some depth and/or breadth, with references to the appropriate literature and course material. The analysis is organized around focal points. The report is generally well written and well argued.

60-69 (Competent, C)

The report demonstrates adequate comprehension of the topic. The report is on topic and is a reasonable summary of material covered in the course, but goes no further. Facts are stated accurately; the quality of writing is sufficiently intelligible with enough elaboration and enough connections made between ideas to permit a reader to understand the point of the report.

50-59 (Marginal, D)

The report shows less than adequate comprehension of the topic and of the material covered by the course. The report is a less than adequate summary of sources and/or is considerably off-topic. Facts are stated inaccurately or ambiguously; the writing style is difficult to follow; there is insufficient elaboration to permit reader's comprehension of relations among ideas; little judgment is shown in selecting detail for inclusion in the report.

Below 50 (Unacceptable, F)

The report demonstrates a failure to comprehend the topic. The material is disorganized and unintelligible. The report clearly does not meet the minimal requirements of the assignment.

Appendix B: Guidelines of Academic Appeals for FIMS Students

Grounds for Appeal:

The Faculty of Information and Media Studies does not view the appeals process as an opportunity for students to solicit a second opinion on a grade assigned to a particular piece of work. Appeals must pertain to the final grade in a course, and will only be entertained if sufficient grounds for appeal can be met, including: medical or compassionate circumstances, a defect in the evaluation process, bias, inaccuracy or unfairness.

Stages in the Appeals Process:

The first stage of the process is a discussion of the disputed grade with the appropriate Teaching Assistant (if applicable), and subsequently, the course Instructor. For grades assigned to individual assignments, essays, lab reports, projects and tests completed throughout the term, the student first must appeal to the Teaching Assistant or Instructor of the course, within three weeks of the date on which the Instructor or Teaching Assistant returned the assignments to the class. The Appeals Committee will not hear any further appeals about the final grade in any course unless this first step has been taken.

If completion of the first stage has not resolved the matter, the student may appeal the final grade in the course to the FIMS Appeals Committee. Appeals of final grades must be **within the time frame indicated in the Undergraduate Calendar.** It is the student's responsibility to ensure that the appeal is submitted within the deadline. The student shall submit a formal letter to the FIMS Appeals Committee outlining the grounds for the appeal, the remedy sought and relevant materials including the information about when and with whom (Teaching Assistant and/or Instructor) the student met, as described in Stage 1. If the appeal involves a request for work to be regraded, the original marked work and a clean copy (if possible) must be included. If the appeal is commenced once the deadline has passed, it will not be considered either by the Appeals Committee or by the Associate Dean.

The FIMS Appeals Committee has the discretion to determine whether the grounds for appeal have been met.

If the Committee deems that the reasons for the appeal are not legitimate, the Associate Dean will be informed. The appeal will be terminated and the student will be informed.

If the Committee decides that the grounds for appeal have been met, the following steps will be taken:

1. the course Instructor will be shown the appeal letter and offered an opportunity to make a written response;
2. if work is to be regraded, a reader will be appointed who is competent in the area in question and was not involved in the assignment of the original mark. The reader will consider the work in question and will arrive at an independent evaluation. If there is a large discrepancy between the original mark and the regraded mark, a second reader may be appointed by the Committee. **If the appointed reader(s) arrive at a grade within five marks of the original, the original grade will stand.**

The FIMS Appeals Committee will review the evidence and will make a recommendation on the case to the Associate Dean Undergraduate.

The Associate Dean Undergraduate will consider the recommendation from the Appeals Committee, and will make a decision. The student and the instructor will be notified promptly and in writing by the Associate Dean of the decision and of the change in grade, if any. Within the Faculty of Information and Media Studies, the Associate Dean's decision on the matter is final.

Further appeals are possible under certain circumstances to the Senate Review Board Academic (for Undergraduate students) or to the Faculty of Graduate Studies (for Graduate students) but the student should carefully consult the guidelines regarding such Appeals.