

# MCB469 : Project and Portfolio VI: Media Communications

The Project and Portfolio VI: Media Communications course combines hands-on learning experiences with summative and formative portfolio assessment. Students will plan, create, and distribute a transmedia narrative by applying the technical proficiencies gained in previous courses. The transmedia narrative will highlight their work as media strategists and content creators as well as demonstrate the delivery of a message to a specific audience. All media content will be aesthetically appropriate and genre specific, in addition to being screened for rights of use. Students will write an assessment of current adherence to legal intellectual-property rules and will make any necessary changes to stay within rights of use. Self-directed students may also explore relevant personal projects or internships during the course.

**Credits** 3