



**Carleton**  
UNIVERSITY



Bachelor of  
**Media Production and Design**

School of Journalism and Communication

# Humans are storytellers – historians, journalists, scientists, refugees – everyone has a story to tell.

Storytelling is changing. More and more of our stories are being told online and through emerging digital technologies.

Through a rigorous, interdisciplinary course of study, students of the Bachelor of Media Production and Design program at Carleton University learn how to effectively tell stories across all media platforms.

The BMPD program combines core courses in interactive fact-based storytelling with multimedia design and programming.

Contextualize your studies with a minor and learn how to develop industry-specific interactive stories.

## Students in our program learn how to:

- Design Augmented Reality (AR) stories
- Tell stories using 360° video, video, audio and photography
- Craft interactive, non-linear stories
- Generate data visualizations to enhance digital stories
- Develop interactive digital stories alone and in teams





## Interested? Take the next step

Contact us for more information  
Email: [mediaproduction@carleton.ca](mailto:mediaproduction@carleton.ca)

Request a call from a faculty member  
Call: 613-520-2600 x1771

## Your Future Career in the Creative Digital Industries

The Bachelor of Media Production and Design prepares students for careers as non-fiction digital storytellers in a wide variety of professional positions.

Here are just a few things you could do:

As a **Digital Content Specialist** (also known as **Video or Digital Multimedia Storytellers**, or **Digital Producers**) you could, for example, support the international marketing and communications teams in the humanitarian non-profit sector. Using **Social Media Specialist** skills, you could produce and share stakeholder stories in order to reach specific audiences across multiple digital media platforms.

As an **Interactive Educational Resource Designer** you could design, create, and pilot educational video games that help people learn about specific subjects and master new skills.

As a **Data Visualization Developer** you could become part of a collaborative team that translates business needs into effective visualizations by translating information from multiple data sources into imagery that helps identify trends and opportunities.

You could also use your skills to build a successful freelance career in a number of areas, including business, education, museums, law enforcement, non-governmental organizations, media, healthcare, etc.

[www.carleton.ca/sjc/mediaproduction](http://www.carleton.ca/sjc/mediaproduction)