
ACADEMIC CALENDAR AY09-10

SEMESTER I 2009

Semester starts	August 30, 2009
Teaching begins	September 7, 2009
Public Holiday	October 19, 2009 (Jamaica National Heroes Day)
Graduation Ceremony	November 6 & 7, 2009 (Mona)
Teaching ends	December 4, 2009
Examinations	December 7 – 22, 2009
Semester ends	December 22, 2009

SEMESTER II 2010

Semester starts	January 24, 2010
Teaching begins	January 25, 2010
Public Holiday	February 21, 2007 (Ash Wednesday)
Good Friday	April 9, 2010
Easter Monday	April 12, 2010
Teaching ends	April 23, 2010
Examinations	April 26 – May 12, 2010
Semester ends	May 12, 2010



CARIMACTM
Caribbean Institute of MEDIA and COMMUNICATION

UNDERGRADUATE STUDENT ORIENTATION PROGRAMME 2009 – 2010

Faculty of Humanities and Education
University of the West Indies, Mona
Western Jamaica Campus
Montego Bay, Jamaica

Welcome to CARIMAC

*The Premier School of Journalism and Communication
in the English-speaking Caribbean*

CARIMAC started at The University of The West Indies (UWI) Mona campus October 1974 with 31 students. The one-year fulltime diploma for practitioners of media and journalism was the first programme to be introduced.

At that time, the UWI was charged with developing a programme that effectively combined practical training in media with a sound theoretical basis. A significant aspect of that mandate was for the UWI to ground the educational experience in the Caribbean environment. The diploma programme became the flagship for the many programmes now offered by CARIMAC.

The institute currently offers two undergraduate programmes – the one-year Diploma and the three-year Bachelor of Arts in Media and Communication, two graduate programmes – the Masters in Communication Studies and Masters in Communication for Social and Behaviour Change, and post-graduate research up to the PhD level.

Over the years the Institute has evolved from the Caribbean Institute of Mass Communication with a strong emphasis on journalism to the Caribbean Institute of Media and Communication fully embracing emerging areas in journalism, integrated marketing communication, new media, and design and production.

CARIMAC remains committed to the development and delivery of quality training and education programmes aimed at strengthening the Caribbean media and communication industries. Hence, four new undergraduate programmes in journalism, integrated marketing communication, communication studies, and digital media production will be introduced in the coming years.

The two programmes in Public Relations and Digital Media Production being offered at the UWI Mona, Western Jamaica Campus are part of that commitment. We welcome you as students of CARIMAC and encourage you to fully embrace your own role in the development of the Caribbean region.

Thursday and Friday September 3 – 4, 2009

All undergraduate students

NEW STUDENTS

Thursday, September 3

11:00 – 12:00, Seminar Room 22

Academic Advising

- What is required for each Programme of Study?
- CARIMAC and Faculty requirements
- Guidelines for programme of study
- Course selections (including electives)

RETURNING STUDENTS

Friday, September 4

11:00 – 12:00, Seminar Room 22

Academic Advising

- What is required for each Programme of Study?
- CARIMAC and Faculty requirements
- Guidelines for programme of study
- Course selections (including electives)

Congratulations! You've taken a very important step towards a dynamic career in media and communication.

The Caribbean Institute of Media and Communication (CARIMAC), located on the Mona Campus of The University of the West Indies, is the premier school of its kind in the region.

At the Mona Western Jamaica Campus CARIMAC offers programmes of study that are relevant, cutting-edge, and designed to make you take your place among the very best of graduates who are now award-winning producers and communication specialists leading media and communication companies across the Caribbean and in international agencies across the world.

A CARIMAC graduate is therefore a very special person to his or her country and the Caribbean region as a whole.

Welcome.

Tuesday, September 1, 2009

All returning undergraduate students

RETURNING STUDENTS

03:15 p.m. – 4:30 p.m., Seminar Room 21

WJC Director's address

Dean's Address

Dr. Swithin Wilmott

Introduction to CARIMAC

Dr. Canute James and Mr. Patrick Prendergast

- The Evolution of the WJC Experience
 - o CARIMAC and the region
 - o Being a CARIMAC student
 - o Projections for the Trailblazers
- A Reminder of CARIMAC culture
 - o Plagiarism
 - o Time management, punctuality and attendance
 - o Assignments and deadlines
 - o Lectures and tutorials
 - o Research activities
 - o The value of teamwork at CARIMAC
 - o Managing equipment and facilities
- The Public Relations Programme
Miss Charmaine Henry
 - o What is involved
 - o The Laboratory
 - o Internships and Attachments
 - o Criteria for passing

Tuesday, September 1, 2009

All new undergraduate students

NEW STUDENTS

01:15 p.m. – 2:30 p.m., Seminar Room 21

WJC Director's address

Dean's Address

Dr. Swithin Wilmott

Introduction to CARIMAC

Dr. Canute James and Mr. Patrick Prendergast

- Overview and historical context of CARIMAC as a Caribbean institution
 - o What CARIMAC Offers and the Rationale
 - o The value of being a CARIMAC student
 - o Why WJC
- Practical guidelines to being in CARIMAC
 - o Plagiarism
 - o Time management, punctuality and attendance
 - o Assignments and deadlines
 - o Lectures and tutorials
 - o The value of teamwork at CARIMAC
 - o Managing equipment and facilities
- The WJC Offerings
Miss Charmaine Henry and Mr. David Bain
 - o Public Relations
 - o Digital Media Production
 - o Criteria for passing



CARIMAC Western Jamaica Campus PROGRAMMES

BA, MEDIA AND COMMUNICATION – PUBLIC RELATIONS

LEVEL I Semester I

COMM1001	Communication, Culture & Caribbean Society
COMM1510	Writing for Media & Communication
FOUN0001	Language Exposition or
FOUN1401	Writing in the Disciplines
SPAN0001	Basic Spanish
HIST1601	The Atlantic World 1400-1600

LEVEL I Semester II

COMM1610	Media Technology: Printing Press to Podcast
COMM1121	Understanding the Media
FOUN1002	Language Argument
PHIL1003	Introduction to Philosophy
Non-major course (SY14G – Caribbean Sociology)	

LEVEL II Semester I

COMM2110	Media Ethics & Legal Issues
COMM2201	Introduction to Communication Research Methods
COMM2601	Basic Public Relations 1
COMM2904	Desktop Publishing
FOUN1301	Law and Economics of the Caribbean

LEVEL II Semester II

COMM2003	Communication Analysis & Planning I
COMM2602	Basic Public Relations 2
COMMXXX	Organizational Communication
FOUN1201	Science and Technology in the Caribbean
Non-major course (MS22A/Cultural studies course)	

LEVEL III Semester I

COMM3119	Communication Analysis & Planning II
COMM3601	Advanced Public Relations 1
COMM3901	Advertising & Copywriting
Non-major course	
Non-major course	

LEVEL III Semester II

COMM3119	Communication Analysis & Planning II
COMM3602	Advanced Public Relations 2
COMM3905	Entrepreneurial Skills in Communication Industry
Non-major course	
Non-major course	

BA, DIGITAL MEDIA PRODUCTION

LEVEL I

Semester I

MDIA1004	Elements of Style for Design Presentation
MDIA1003	Digital Photography
MDIA1006	Drawing Fundamentals
FOUN0001	Language Exposition or
FOUN1401	Writing in the Disciplines
SPAN0001	Basic Spanish

Semester II

MDIA1001	Web Page Layout and Design with CSS
MDIA1002	Digital Illustration and Design
MDIA1005	Image Manipulation
FOUN1002	Language Argument
PHIL1003	Introduction to Philosophy

LEVEL II

MDIA2001	- Content Management and Web Applications
MDIA2002	- Elements of Style for Writing/Report Creation Skills
MDIA2003	- Web Publishing, Streaming Audio, Video and Podcasting
MDIA2004	- Advanced Web Page Layout and Design with CSS
MDIA2005	- Communication Through Typography and Layout
MDIA2006	- Flash Fundamentals
MDIA2007	- Preproduction Fundamentals
HIST2006	- Conquest Colonization and Resistance in the Caribbean
FD12A	Science and Technology
FD13A	- Caribbean Society, Government and Law

LEVEL III

MDIA3001	Interactive Flash Development
MDIA3002	- Managing Online Advertising Campaigns
MDIA3003	- Portfolio Preparation, Presentation and Personal Development - Newmedia
COMM3009	- Advanced Advertising Research
COMM3010	- Audience Research
MDIA3003	- Web Integration and Web Frameworks
MDIA3004	- Content Delivery, Design, Pricing and Ethics
MDIA3005	- Production Project I
Free Elective I	
Free Elective II	