

# COMMUNICATION (COM)

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## **COM 120 Newspaper Practicum 1,2 sem. hrs.**

Performance of staff-assigned writing, editing, design, or distribution duties for student newspaper under faculty supervision. Recommended for first and second-year students. NOTE: Students work at least two hours per week for each semester hour of academic credit. No more than 8 credits of practicum (COM 120, 125, and 130) combined will count toward graduation. Offered every fall and spring.

## **COM 125 Newspaper Staff Practicum 3 sem. hrs.**

Performance of staff position duties with student newspaper under faculty supervision. Communication and Corporate Communication majors only. NOTE: Students work at least two hours per week for each semester hour of academic credit. No more than 8 credits of practicum (COM 120, 125, and 130) combined will count toward graduation. Offered every fall and spring.

## **COM 130 Video Practicum 1-3 sem. hrs.**

Performance of campus filming and production duties as assigned under faculty supervision. NOTE: Students work at least two hours per week for each semester hour of academic credit. No more than 8 credits of practicum (COM 120, 125, and 130) combined will count toward graduation. Offered every fall and spring.

Prerequisite: COM 345 or with permission of the instructor.

## **COM 175 Digital Creativity Application 3 sem. hrs.**

An introductory course focused on the design and digital media industry standard software, Adobe Creative Cloud, with an emphasis on Adobe Illustrator, Adobe Photoshop, Adobe InDesign. Studio workflow, file management, and production-ready file set-up are also covered. No previous experience necessary. Required for all Visual Communication Design majors and minors.

## **COM 210 Mass Communication and Society 3 sem. hrs.**

Survey study of history, organization, mechanics, and theory of the mass media. Various media are examined to understand their influence on society and individuals. Required for Communication majors and minors.

## **COM 211 Speech 3 sem. hrs.**

Study of the principles of effective public speaking with emphasis on speech construction, audience analysis, and organization. Includes practice in extemporaneous speaking. Required for Communication majors and minors.

## **COM 212 Interpersonal Communication 3 sem. hrs.**

Overview of the communication process in context of interpersonal communication. Emphasis on verbal and nonverbal messages and development of self-awareness, perception, and listening and responding skills. Required for Communication majors.

## **COM 230 Design for Interactive Media 3 sem. hrs.**

An introductory course focused on design for web and interactive media, utilizing industry standard tools and software. No previous experience necessary. No prerequisites. Required for all Visual Communication Design majors and minors.

## **COM 235 Creative Digi Prac Production 3 sem. hrs.**

Introduces digital production as a tool for artistic expression. Topics include digital imaging for print and screen, raster and vector graphics, video, animation and interactivity. Emphasis is on the application of acquired skills in the completion of creative projects.

## **COM 250 Writing for Mass Media 3 sem. hrs.**

This course offers students a comprehensive survey of professional writing for the mass media, including print, broadcast, mobile, social and web. These writing skills are also relevant to a professional career in many fields, including businesses and non-profit organizations.

## **COM 285 Visual Communication 3 sem. hrs.**

This course develops a visual and verbal vocabulary by examining relationships between form and content and word and image. It includes analysis of production and consumption of visual information, exploration of the role of images in the communication process and their application to journalism, broadcasting, public relations, advertising and digital media. Offered every fall semester.

## **COM 290 DV: Rac,Gen,Po in Mass Med 3 sem. hrs.**

Examines the role of the mass media in maintaining, reflecting and shaping fundamental aspects of culture.

## **COM 291 Sports Broadcasting 3 sem. hrs.**

Beginning level hands-on course covers fundamental aspects of sports broadcasting. Taught by professional sports broadcasters.

## **COM 292 Digital Photography 3 sem. hrs.**

This course covers basic concepts and practice of creating and disseminating digital photographs, including understanding and use of the camera, lenses, and other basic photographic equipment. The course will address aesthetic principles as they relate to composition, space, exposure, light and color.

## **COM 295 Graphic Design 3 sem. hrs.**

An introduction to concept, tools, and history of Graphic Design. Cross listed as GD 295. Offered every fall.

Prerequisite: None.

## **COM 296 Graphic Design II 3 sem. hrs.**

Studio course that examines the formal organization of 2D design with an emphasis on the letter form. History, theory and application of typography are explored through lectures, exercises and projects. Cross listed as GD 296. Offered every spring.

Prerequisite: GD 295 or COM 295.

## **COM 305 TH1:CH:CIT:InterculturaComm. 3 sem. hrs.**

Gaudium et Spes calls for a dialogue among the diverse cultures of the world. The purpose of this course is to develop the necessary skills to build and maintain positive communication and relationships across cultures. Students will focus on similarities and differences in communication styles and behaviors. Perceptions, language usage, nonverbal style, thinking modes, and values all will be explored to see how they influence both face-to-face and mediated communication across different cultures.

## **COM 316 Digital Storytelling 3 sem. hrs.**

This course explores the interactivity and narrative of digital media through the creation of audio and video projects. We will examine digital media as a tool for seeing, exploring, expressing and social critique. Potential topics include sequences and transitions, rhythm and repetition, interactivity and the role of the observer. Focus is on the application of learning in creating digital narratives.

Prerequisite: COM 235 or with permission of the instructor.

## **COM 320 Research Methods in Mass Comm 3 sem. hrs.**

An introduction to the significant questions about the processes of mass communication and the strategies that can be used to answer such questions. Includes a variety of both qualitative and quantitative research methods. Offered every fall semester.

Prerequisite: Junior status or COM 210, 211, 212.

**COM 345 Video Content Production 3 sem. hrs.**

Theory and practice in television and radio production. Topics considered include camera operation, editing and production of commercials, public service announcements, production of video content for online distribution, and various program formats.

**COM 350 Adv Jour Writ/Edit Print Media 3 sem. hrs.**

Emphasis on further developing writing and editing skills while working on the student newspaper. Course also covers: copy editing, headlining and layout. Repeatable once for credit  
Prerequisite: COM 250, Spectator Staff position.

**COM 355 Broadcast Writing/Journalism 3 sem. hrs.**

Theory and practice in writing for broadcast media. First half of course focuses on creative broadcast writing (advertising, television comedy and drama scripting) and its formats. Second half of course emphasizes broadcast journalism.  
Prerequisite: COM 250.

**COM 360 Advert & PR in a Digital World 3 sem. hrs.**

History, concepts, and theories of how business and industry use and interact with various media to disseminate messages and establish images.  
Prerequisite: COM 210 for COM majors/minors.

**COM 365 Writing for Advertising and PR 3 sem. hrs.**

Creative writing think-tank and lab for practice in developing advertising/public relations campaigns and their specific elements. Focus on market research, ad writing, special event planning, media crises and client presentation.  
Prerequisites: COM 250, COM 360 or permission of instructor.

**COM 370 Mass Media Law and Ethics 3 sem. hrs.**

Introduction to legal and ethical issues associated with mass media, including freedom of expression, libel, privacy, access to information, protection of news sources, free press-fair trial, copyright, and government regulation of broadcasting.

**COM 385 Film as Communication 3 sem. hrs.**

History of film with special emphasis on production principles of filmmaking and developing principles of film interpretation.  
Prerequisite: Junior status recommended.

**COM 400-2 Magazine Article Writing 3 sem. hrs.**

Writing course focusing on the development of individual student magazine articles. Familiarizes students with a range of publication options, subjects, formats, and writing styles in the modern magazine industry.  
Prerequisite: COM 250.

**COM 400-3 Computer Assisted Reporting 3 sem. hrs.**

Writing course focused on using computers to explore the range of sources and information-gathering methods that foster variety, depth, scope and context in modern journalistic writing.  
Prerequisite: COM 250.

**COM 400-4 Sports Writing 3 sem. hrs.**

Writing course focusing on the development of individual student articles. Familiarizes students with a range of publication options, subjects, formats, and writing styles in the modern sports journalism industry.  
Prerequisite: COM 250.

**COM 400-5 Writing for Social Media 3 sem. hrs.**

Writing course focusing on the use of social media for varied purposes including personal expression, marketing communication, and journalism.  
Prerequisite: COM 250.

**COM 400-7 TH3:CH:Screenwriting 3 sem. hrs.**

Writing course focusing on the development, format, and structure of film screenplays.  
Prerequisite: COM 250 or ENG 220.

**COM 400-9 Writing for Digital Media 3 sem. hrs.**

This course is focused on writing for digital platforms. In developing Web and other projects, students will consider issues such as language, collaboration, interactivity, audience, and information architecture.  
Prerequisite: COM 250.

**COM 408 Adv Digital Photojournalism 3 sem. hrs.**

A lecture/lab course dealing with intermediate and advanced aspects of modern photojournalism including digital photography, computer photography applications and preparation for publication and exhibition.  
Prerequisite: COM 292.

**COM 410 Spec Topics in Communication 3 sem. hrs.**

Advanced application of Communication skills to specific issue or project.

**COM 420 Mass Comm Issues/Ethics 3 sem. hrs.**

Social, legal, professional and ethical issues related to mass media's influence on individuals and society. Capstone course required for Communication majors. Senior status required. Offered every spring semester.

**COM 430 Media Internship 1-6 sem. hrs.**

Experience with area newspapers, radio or television stations, advertising or public relations firms, or other media-related or affiliated businesses and organizations. Upper level Communication majors and minors and Corporate Communication majors only. Students work at least three hours per week for each semester hour of academic credit. No more than a total of 12 hours of COM 430/432/ENG 480 will count toward graduation. By arrangement with communication department internship supervisor. Open only to Communication majors and minors and Corporate Communication majors. Offered every semester.

**COM 432 Digital Media Internship 1-6 sem. hrs.**

Professional experience working with a corporation or non-profit organization in managing and creating digital media. Students work at least three hours per week for each semester hour of academic credit. No more than a total of 12 hours of COM 430/432/ENG 480 will count toward graduation... By arrangement with Communication department internship supervisor. Open only to Digital Media track students. Offered every semester.

**COM 445 Adv TV/Video Production 3 sem. hrs.**

Workshop format for the writing, production, and editing of advanced individual video project. Projects may range in scope from artistic to mainstream/consumer orientation. This course is geared for the development of a professional portfolio.  
Prerequisite: COM 345.

**COM 460 Adv Advertising/Public Relat 3 sem. hrs.**

Workshop format. Development and presentation of advertising/public relations campaigns for client organizations. Application of communication theory and research technique to analysis of advertising/public relations problems in organization and cultural environments.  
Prerequisite: COM 360.

**COM 490 Independent Study 1-3 sem. hrs.**

Directed readings, discussions, and research of specific topics in communication. By arrangement with the instructor and with permission of the Division Chair and Dean of Instruction. Offered every semester.