

COMMUNICATIONS**COM 100****Introduction to Mass Media (3)**

Overview of the components of American mass media, including history, structure, economics, regulation, verbal and visual imagery, and dynamics. Radio, television, newspapers, magazines, film, and the closely related advertising and public relations field are surveyed.

3 Class Hours

COM 107/ART 107**Color Theory (2)**

An introduction to the complex language of color, including the investigation of additive and subtractive systems in traditional and electronic applications. Students gain practical knowledge and visual sensitivity, giving them self-confidence in applying color to graphic presentations and three-dimensional forms. Emotional, symbolic, and cultural significance of color is explored through visual examples in historical and contemporary contexts. Knowledge applicable to painting, printmaking, illustration, website design, fashion design, interior design, landscape design, architecture, sculpture, and product design. Coursework includes experimentation with various materials, lectures, discussions, and presentations.

1 Class Hour, 2 Studio Hours.

COM 115**Writing for Print and the Internet (3)**

This course is an introductory study of the elements necessary for print and Internet-based writing. Students will be exposed to standard industry formats used in newspaper, magazine, public relations, print advertising, and Internet media. Through a series of writing assignments students will learn how to effectively write for a variety of print media formats. The class simulates the real world profession of "staff writer" where a writer is assigned to a topic and creates copy for a variety of print media outlets that are part of the same media organization—a common practice in the contemporary world of converging media.

3 Class Hours; Prerequisite: Eng 110 Written Expression I

COM 116**Writing for Broadcasting (3)**

This course is an introductory study of the elements necessary for effective broadcast writing. Students will be exposed to standard industry formats used in radio, television, and film scripts. The class is a combination of technical writing and short scripts since broadcasting involves using words, technical instructions, and creative cues to convey messages. The class simulates the real world professions in broadcast writing that require writers to work with multimedia teams, talent, and technicians to create short scripts that communicate to multi-skilled creative teams.

3 Class Hours; Prerequisite: Eng 110 Written Expression I.

COM 124/ART 125**Introduction to Computer Graphics (3)**

The study of Visual Communication theory relating to applied arts fields such as, advertising and edito-

rial design, animation, gaming, and web design. Students are introduced to vector and raster graphic programs on Macintosh computers, and learn how to develop initial thumbnail sketches into final design comprehensives. Other topics include digital photography, scanning, image manipulation, color correction, and typography.

2 Class Hours, 2 Studio Hours; Prerequisite: ART 105, BIT 108 or equivalent.

COM 125**Introduction to Audio Theory and Production (3)**

Students will be exposed to audio terminology and production techniques. Equipment discussed and used by students include mics, speaker, mixers, tape recording devices, and a variety of signal processing equipment. Production areas discussed will include radio production and studio production, as well as personal home and automotive systems. Both analog and digital system formats will be introduced.

3 Class Hours

COM 130**Introduction to Video Theory and Production (3)**

This course introduces student to single-camera video production techniques; including operation of digital video cameras and recorders and sound, lighting, and non-linear editing equipment. Students will use professional procedures from pre-production through post-production to develop, produce, and execute to completion various non-fiction program formats.

3 Class Hours

COM 145**Contemporary Film Analysis (3)**

Issues pertaining to film analysis and critique: cinematography, narrative vs. non-narrative structure, symbolism, genre, realism vs. expressionism, composition, editing style. Analysis of contemporary issues through screening and discussion of film/cinema work of all historical periods.

3 Class Hours

COM 150**Public Relations (3)**

The course is designed to provide the communications major with a clear picture of the functions of the public relations industry and cite practical applications of public relations principles. Practical examples will be used with emphasis on communications technology presently used throughout the world.

3 Class Hours Lecture

COM 154/SOS 155**Media and Society (3)**

An in-depth examination and analysis of the impacts and effects of the mass media upon society and the converse societal influences upon the media. Includes such issues as media concentration, portrayal of violence, stereotyping, the public's right to know, among others.

3 Class Hours; Prerequisite: COM 100 or SOS 110.

COM 200**Image Theory for Film Photography and Television (3)**

Study of important theories of image production and effectiveness. Survey of several significant photographers, filmmakers, and television artists and their work. Emphasis on the formal elements of the still and moving image and their psychological and aesthetic effects.

History and development of visual image production from the pre-technological era to present, with a view toward understanding the universal nature of the need for visual and conceptual expression among all mediums. Role of technology in the creative and aesthetic process, as well as the interplay of artistic and societal goals.

3 Class Hours; Prerequisite: ENG 110 College Writing I.

COM 205**Introduction to Filmmaking (3)**

Introduction to the craft of filmmaking and motion picture production. A hands-on approach to the principles of cinematography, including formats, film stocks, lighting, and camera operation. Students will learn the production techniques involved in silent, single-system filmmaking, basic editing, screening techniques, and shooting film for video transfer and post-production. Students will be expected to complete a brief film project either individually or as a group, and must pay their own film and lab fees.

2 Class Hours, 2 Studio Hours; Suggested Prerequisite: ART 112 Beginning Photography or equivalent.

COM 210**Advanced Video Production (3)**

This course covers the basic use and operation of television equipment utilizing camera, lenses, switching, sound, lights, graphics, videotape recording, and character generator. Laboratory work will center on video programs.

3 Class Hours; Prerequisite: COM 180 Introduction to Video Theory and Production.

COM 211**Digital Filmmaking (3)**

Students will be introduced to the art of filmmaking using inexpensive Digital Video as the medium. Each student will write, shoot, and edit a series of short productions using the school's digital cameras and editing equipment. While the primary emphasis is on telling a story visually, the students will also learn basic cinematography, lighting, editing and sound recording.

2 class hours; 2 studio hours; Prerequisite: COM 130 Introduction to Video Theory and Production

COM 216**Screenwriting (3)**

This course is a workshop introduction to the problems and possibilities presented by the feature-length screenplay. Students will write three or more ideas for feature screenplay stories, develop one of these into a 10-page outline, then write a first draft screenplay based on the outline.

3 Class Hours; Prerequisite: COM 116 Writing for Broadcasting

COM 226/ART 226**Advanced Computer Imagery (3)**

A continuation of Visual Communication theory that students were introduced to during ART 125/COM 124. Through more advanced visual design problems, students will develop their conceptual problem-solving skills relative to applied arts fields such as advertising and editorial design, animation, gaming, and web design. Advanced digital imagery techniques will be introduced using Photoshop CS2, in addition to page layout theory using QuarkXPress.

2 Class Hours, 2 Studio Hours; Prerequisites: ART 125/COM 124; ART 115.

COM 228/ART 228**Animation I (3)**

Animation I introduces the student to the beginning concepts of classical animation. The focus is the investigation of two-dimensional animation using the program of Macro-media Director MX. Topics covered are writing for animation and history of animation, in addition to basic animation concepts such as character development, storyboarding, audio/music timing and screening.

2 Class Hours, 2 Studio Hours; Prerequisite: Art 105 Two-Dimensional Design; Art 107 Color Theory; Art 115 Beginning Drawing; Art 125 Intro to Graphics, Art 225 Illustration or ART 217 Advanced Drawing.

COM 240**Mass Media Research (3)**

This course is designed to provide students with a foundation in media research. The course will introduce students to a variety of mass media research methods, such as library and internet research and content analysis, and will also work as a basis for future projects and presentations and presentation. It is the objective of this course to engage students in research projects, to introduce students to contemporary communication and media research practices, to prepare students to become critical interpreters of their research, to prepare students for further practice and training in communication and media research, and to explore the history and philosophy of social-scientific research in communication and media research.

3 Class Hours.

COM 250/255**Internship (3)**

Placement in a communications related job. Involves in addition to job requirements, directed reading, meetings with the intern supervisor, and written assignments. Most Internships are not paid positions. By advisement only.

COM 256**Special Topics in Communication (3)**

This course is an in-depth examination of a critical topic, skill, or creative process in Communications and Media Arts.

COM 260**TV Production Practicum (3)**

With prior course knowledge acquired, students will produce 1/2 hour format news/information shows for TV airing. Both equipment control and performance will be stressed in the lecture part of the class with application of both in the studio.

2 Class Hours, 2 Studio Hours; Prerequisite: THR 140 or THR 266/276 and COM 130/COM 210.

COM 299**Independent Study (1-3)**

An individual student project concerned with advanced work in a special area of communication. Conducted under the direction of a faculty member, independent study is concerned with material beyond the scope and depth of the ordinary course. (Requires application and approval.)

Prerequisite: 3 semester hours of college level work in communications. By advisement only.