

COMMUNICATION ARTS, BACHELOR OF ARTS

College: The Goodwin College of Business and Liberal Arts

Department: Visual, Performing, and Media Arts

Student Type: Traditional Undergraduate

Degree: Bachelor of Arts

Campus: Both Lisle Campus and Mesa Campus

Requirements - Major

Students majoring in Communication Arts must complete at least 42 semester credit hours within the department with a grade of "C" or better, including:

Code	Title	Hours
Core Courses		
COMM 3207	Editing for Publications	3
COMM 2208	Layout and Design for Publication	3
COMM 2209	Newswriting and Reporting	3
COMM 2235	Photojournalism	3
COMM 2255	Television Production	3
COMM 4317	Mass Media Law and Ethics	3
COMM 4393	Senior Portfolio	3
COMM 2253	Public Relations Writing	3
COMM 2254	Writing for the Electronic Media	3
3000-level Theory Course		
Select one of the following:		3
COMM 3303	Media and Society	
COMM 3304	Media and Environment	
COMM 3384	Recording and Popular Music in America	
COMM 3385	Television and Society	
COMM 3388	Studies in Film Theory and Criticism	
COMM 3390	Images of Men and Women in Advertising	
3000-level Applied Course		
Select one of the following:		3
COMM 3316	Advanced Television Production	
COMM 3337	Advanced Journalism Writing	
COMM 3353	Advanced Seminar in Page Design for Publications	
COMM 3381	Multimedia Production for the Web	
COMM 3382	Digital Video Editing	
Select at least three 3000-level Communication Arts Elective Courses (Theory or Applied)		9
Total Hours		42

No more than three internship credit hours may count toward the major. Students majoring in Communication Arts will need to submit a portfolio of their work in advertising, journalism, multimedia, public relations, and video prior to graduation. Through working with advisors, majors will be guided in the selection of courses both within and outside the department in order to plan a program of studies tailored to their individual educational and career goals.

A student may not minor in Public Relations while majoring in Communication Arts.

The Communication Arts program offers courses in the following areas:

1. publication design,
2. broadcasting and cable,
3. advertising and public relations,
4. mass media theory and criticism,
5. journalism

Requirements - Concentration

The Sports Communication concentration requires 45 hours and consists of all of the above major requirements (except COMM 2235 Photojournalism and just one general 3000 elective) plus:

Code	Title	Hours
COMM 2264	Sports Journalism	3
COMM 2265	Sports Broadcasting	3
COMM 3297	Internship	2-6
MGT 3305	Introduction to Sports Culture in America	3
Total Hours		11-15

Objectives

Students in the Communication Arts program will achieve the following student learning outcomes (SLO):

Student Learning Outcome 1: Demonstrate proficiency with appropriate transferable skills used by professionals in the communications/media fields.

• University SLO: 3. Communication Skills

Student Learning Outcome 2: Develop a critical understanding of the effects of evolving communication systems on society

• University SLO: 2. Critical and Creative Thinking Skills; University SLO: 3. Communication Skills; University SLO: 4. Information Fluency

Student Learning Outcome 3: Develop storytelling skills in fiction/non-fiction environments across a variety of media situations.

• University SLO: 2. Critical and Creative Thinking Skills; University SLO: 3. Communication Skills; University SLO: 4. Information Fluency

Student Learning Outcome 4: Communicate effectively orally through speech

• University SLO: 2. Critical and Creative Thinking Skills; University SLO: 3. Communication Skills; University SLO