

University of Miami Bulletin, 2009 – 2010
Undergraduate Course Listing

* 500 level courses appear in both the undergraduate and graduate course listing and may be considered undergraduate or graduate at the discretion of the department. Prerequisites, co-requisites and other course requirements are subject to change.

University of Miami Bulletin, 2009-2010
Undergraduate Course Listing
SCHOOL OF COMMUNICATION
ADVERTISING

CAD114 Principles of Advertising

3 credits

Fall & Spring Semester & First Summer Session

An introduction to the principles and practice of advertising in a free-market economy. Students will be introduced to several areas of advertising including account planning, creative strategy, media planning, research methods, consumer behavior, and integrated marketing. Emphasis on cultural, social, ethical, and regulatory aspects of advertising.

CAD201 Advertising Strategy Development

3 credits

Fall & Spring Semester

Introduction to the development of effective advertising strategies. Topics include consumer behavior, attitude development, persuasion tactics, targeting, market segmentation, market analysis, and brand management.

PREREQUISITE: CAD 114

CAD202 Introduction to Graphic Design

3 credits

Fall Semester

An introduction to the art of visual communication as it relates to advertising design. Topics include typography, design principles, art and illustration, conceptualization and layout stages, color and color reproduction, printing processes, and production.

PREREQUISITE: CAD 114 OR COMMUNICATION MAJOR.

CAD231 Advertising Copywriting and Concept

3 credits

Fall & Spring Semester & First Summer Session

Introduction to writing advertising copy and conceptualizing campaign ideas for print, broadcast, out-of-home, interactive, and specialty media.

PREREQUISITE: CAD 114

CAD233 Writing for Advertising Account Planning

3 credits

Spring Semester

Introduction to writing for the business side of advertising. This course will prepare students to write and create comprehensive reports and prepare presentations related to the business of account planning, including research, creative strategies, and media planning.

PREREQUISITE: CAD 114. COREQUISITE: CAD 201

CAD312 Research Methods for Advertising

3 credits

Fall & Spring Semester & First Summer Session

Application of research techniques used in the field of advertising. Students will learn to collect, analyze, and report secondary and primary research findings as they apply to advertising decision-making.

PREREQUISITE: CAD 201

CAD340 Interactive, Digital, and Social Media in Advertising

3 credits

Offered By Announcement Only

The course will explore the use of new and evolving media in the development of effective advertising campaigns, as well as the impact of these media on the advertising industry.

PREREQUISITE: CAD 114

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SCHOOL OF COMMUNICATION
ADVERTISING

CAD350 International and Cross-cultural Advertising

3 credits

Offered By Announcement Only

This course will explore advertising in a global marketplace. Emphasis will be placed on understanding cultural differences as they relate to international advertising planning, as well as techniques for gathering secondary and primary data on international markets and consumers.

PREREQUISITE: CAD 114

CAD380 Advertising Internship

3 credits

Fall & Spring Semester & First & Second Summer Session

Students select an internship in the field of advertising for on-the-job training.

The student will work a minimum of 45 hours for each credit.

PREREQUISITE: JUNIOR STANDING; MINIMUM GPA OF 2.75; PERMISSION OF PROGRAM DIRECTOR

CAD384 Advertising Creative Strategy and Execution

3 credits

Fall & Spring Semester & First & Second Summer Session

Development of effective creative campaigns. Students will design advertisements for print, broadcast, interactive, and specialty media that meet specific campaign objectives.

PREREQUISITE: CAD 201, 202, AND CAD 231

CAD388 Media Planning

3 credits

Fall & Spring Semester & First Summer Session

An introduction to the principles and concepts of advertising media planning, including media selection, media plan development, media buying, and budgeting.

PREREQUISITE: CAD 312 (PRE- OR CO-REQUISITE)

CAD389 Media Buying and Advertising Sales

3 credits

Fall & Spring Semester

Students will learn the art of buying media in all categories, as well as how to sell advertising space in these media.

PREREQUISITE: CAD 201. COREQUISITE: CAD 388

CAD390 Art Direction

3 credits

Fall Semester

Students will learn art direction skills for both print and electronic media, including newspapers, magazines, outdoor, television, radio, and the internet.

PREREQUISITE: CAD 202, CAD 231, CAD 384

CAD401 Advertising and Societies

3 credits

Offered By Announcement Only

This course will introduce students to the economic, ethical, societal, and regulatory effects of advertising, both domestically and globally.

PREREQUISITE: CAD 114; JUNIOR STANDING

CAD412 Public Opinion and Mass Communication

3 credits

Fall Semester

An exploration of the formation and role of public opinion in mass communication.

Emphasis is placed on its role in advertising and promotion. Topics include the evolution and history of public opinion in American culture, the application of public opinion on attitude formation and persuasion, measurement of public opinion, and propaganda.

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SCHOOL OF COMMUNICATION
ADVERTISING

CAD434 Advertising Campaigns

3 credits

Fall & Spring Semester & First Summer Session

Capstone course in which students develop a full-scale advertising campaign. Students are responsible for conducting secondary and primary research, strategic planning, development of creative executions, planning and executing media selections, and campaign evaluation.

PREREQUISITE: CAD 312, CAD 388

CAD438 Practicum in Advertising

3 credits

Fall Semester

Function as an advertising account executive in a professional environment.

PREREQUISITE: SENIOR STANDING; CAD 434; PERMISSION OF INSTRUCTOR AND DIRECTOR.

CAD483 Integrated Marketing Communication

3 credits

Offered By Announcement Only

An exploration of how brands are built and promoted through the integration of advertising, public relations, sales promotion, personal selling, direct marketing, and e-commerce.

CAD490 Special Topics in Advertising

3 credits

Offered By Announcement Only

This course subject matter varies according to announced special topic. See class schedule for details.

PREREQUISITE: SENIOR STANDING; ADMISSION TO MAJOR; PERMISSION OF INSTRUCTOR

CAD495 Advertising Management

3 credits

Fall & Spring Semester

Students will learn to approach advertising problems at both micro and macro levels from the perspective of a manager in charge of solving such problems. Emphasis will be on problem identification, development of alternative strategies to solve problems, tactics for executing strategies, and evaluation of proposed solutions.

PREREQUISITE: CAD 201, 233, 312, 388 . COREQUISITE: CAD 434

CAD496 Portfolio Development

3 credits

Fall & Spring Semester

This course will assist students in putting together a professional-quality advertising portfolio of their work.

PREREQUISITE: CAD 201, 202, 231, 384, 434

CAD498 AAF National Student Advertising Campaign Competition

3 credits

Spring Semester

Students compete in the American Advertising Federations's National Student Advertising Campaign Competition.

PREREQUISITE: CAD 312, 388; PERMISSION OF INSTRUCTOR

CAD499 Projects and Directed Research in Advertising

3 credits

Fall & Spring Semester & First & Second Summer Session

Individual study.

PREREQUISITE: PERMISSION OF INSTRUCTOR; JUNIOR STANDING; ADMISSION TO MAJOR

COMMUNICATION

COM101 Mass Media Communication in Society

3 credits

Fall & Spring Semester & First Summer Session

A survey of the history, development, structure, and effects of mass communication media.

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SCHOOL OF COMMUNICATION
COMMUNICATION

COM110 Communication Theory

3 credits *Fall & Spring Semester & First & Second Summer Session*
Survey of basic communication theories and models. Study of processes, functions, levels, and general principles of human communication.

COM250 Freedom of Expression and Communication Ethics

3 credits *Fall & Spring Semester & Second Summer Session*
An examination of the concept of freedom of expression, its philosophical roots, its application of contemporary issues in communication, and of the basics of moral philosophy (ethics) and moral reasoning.
PREREQUISITE: COM 101.

COM395 Honors Seminar in Communication

3 credits *Fall & Spring Semester*
An examination of central issues and topics in the field of Communication.
PREREQUISITE: SENIOR STANDING AND ENROLLMENT IN THE SCHOOL'S HONORS PROGRAM.

COM401 Honors Communication Colloquium

3 credits *Fall & Spring Semester*
An examination of central issues and topics in the field of communication.
PREREQUISITE: JUNIOR OR SENIOR STANDING AND ENROLLMENT IN THE SCHOOL'S HONORS PROGRAM.

COM406 SPECIAL TOPICS IN COMMUNICATION

3 credits *Offered By Announcement Only*
Course subject matter varies according to announced special topic. See class schedule for details.
PREREQUISITE: PERMISSION OF INSTRUCTOR OR PROGRAM DIRECTOR

COM499 Senior Honors Project/Thesis

3 credits *Fall & Spring Semester & First & Second Summer Session*
PREREQUISITE: SENIOR STANDING AND ENROLLMENT IN THE SCHOOL'S HONORS PROGRAM.

COM598 Special Topics in Communication

3 credits *Offered By Announcement Only*
This course subject matter varies according to announced special topic. See class schedule for details.
PREREQUISITE: 12 CREDITS IN COMMUNICATION AT 300 LEVEL OR ABOVE OR EQUIVALENT.

COMMUNICATION STUDIES

COS112 Interpersonal Communication

3 credits *Offered By Announcement Only*
Overview of current theories of interpersonal communication. Consideration is given to impression formation, relationship between self-concept and others, function of language in social interaction, development, and maintenance of relationships.

COS210 Writing for Communication and Social Interaction

3 credits *Spring Semester*
Principles of writing, reviewing literature, and synthesizing research for communication studies and the social sciences.
PREREQUISITE: COM 110.

COS211 Public Speaking

3 credits *Fall & Spring Semester & First & Second Summer Session*
Introduction to effective audience communication including theory and extensive practice in oral presentations.

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COMMUNICATION STUDIES

COS304 Intercollegiate Debate Theory and Practice

1 credit

Fall & Spring Semester

A course designed to teach students how to compete successfully in intercollegiate debate, and to reinforce training through practice and competition.

PREREQUISITE: PERMISSION OF INSTRUCTOR.

COS316 Small Group Communication

3 credits

Offered By Announcement Only

Techniques of discussion applied to goal-oriented, small group situations. Consideration is given to research methods, leadership, and conflict resolution. Theory is applied to active classroom participation.

COS318 Nonverbal Communication

3 credits

Offered By Announcement Only

Theory and application of selected areas of research in nonverbal communication is addressed. Discussion of environment, space, body movement, posture, eye contact, facial expression, vocal cues, and physical appearance is included.

COS324 Health Communication

3 credits

Fall & Spring Semester

This course is designed to provide a broad introduction to human communication in a health-care context. Emphasis will be on issues of social support, patient-health professional/caregiver interaction, organizational culture, planning health promotion campaigns, and cultural conceptions of health and illness.

COS333 Business Communication

3 credits

Fall & Spring Semester & First & Second Summer Session

Study and practice in the major forms of spoken and written communication in the context of businesses and other professional organizational settings.

PREREQUISITE: JUNIOR STANDING.

COS336 Political Communication

3 credits

Offered By Announcement Only

Uses and functions of communication in American and international politics. Communication during political events and campaigns is also addressed.

COS343 Introduction to Intercultural Communication

3 credits

Offered By Announcement Only

Introduction to communication among people from diverse cultures. Application of communication theory to intercultural sensitivity and cultural diversity is emphasized.

COS351 Qualitative Research Methods

3 credits

Spring Semester

Course is designed to introduce students to a sample of qualitative research methods used in communication.

PREREQUISITE: COM110, COS 112, 210

COS353 Quantitative Communication Research Methods and Analyses

3 credits

Fall Semester

Introduction to communication research methods. Application of quantitative measurements techniques and statistical analyses will be discussed as well as the use of microcomputer statistical programs.

PREREQUISITE: COM 110

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SCHOOL OF COMMUNICATION
COMMUNICATION STUDIES

COS377 Argumentation and Critical Thinking

3 credits

Offered By Announcement Only

Argumentation theory and practice are discussed. Rhetorical and philosophical foundations of argumentation and their application in various settings including academic debate are also covered.

COS391 Undergraduate Special Topics in Communication and Social Interaction

3 credits

Offered By Announcement Only

This course subject matter varies according to announced special topic. See class schedule for details.

COS405 Practicum in Communication and Social Interaction Research

1- 3 credits

Fall & Spring Semester & First & Second Summer Session

Structured participation in programmatic research and applied practice in community.

PREREQUISITE: JUNIOR STANDING AND PERMISSION OF INSTRUCTOR.

COS418 Organizational Communication

3 credits

Offered By Announcement Only

Introduction to organizational communication theory. Consideration of structure, function, and effects of communication in organizations are analyzed. Emphasis is placed on principles needed for decision making and effective management of organizational communication processes.

COS445 Intercultural Communications: International Perspective

3 credits

Offered By Announcement Only

Effects of cultural attitudes, beliefs, and attributions on meaning assignment. Effects of language on the structure of thought. Ethics and process of the diffusion of cultural innovations are analyzed.

PREREQUISITE: JUNIOR STANDING OR PERMISSION OF INSTRUCTOR

COS446 Intercultural Communication: Domestic Perspectives

3 credits

Offered By Announcement Only

Effects of cultural attitudes, beliefs, and attributions on meaning assignment. Diffusion of cultural innovations, prejudice, discrimination, and equality are discussed. Emphasis is placed on intercultural interactions within the United States.

PREREQUISITE: JUNIOR LEVEL STANDING OR PERMISSION OF INSTRUCTOR

COS455 Advanced Research Methods in Communication

3 credits

Spring Semester

Advanced Research Methods in Communication is designed to provide students with continued instruction in research methods beyond the introductory quantitative course. Special attention is paid to (a) measurement problems, (b) complex research designs, and (c) statistical analysis of data.

PREREQUISITE: COM 110, COS353

COS472 Persuasion

3 credits

Offered By Announcement Only

A review of theory, research, and practice of the intentional use of symbols to influence others' attitudes, beliefs, and actions.

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COMMUNICATION STUDIES

COS479 Capstone for Communication Studies

3 credits

Spring Semester

Capstone course designed for communication studies majors. Provides students with the opportunity to apply knowledge of communication theory and research skills through development of capstone project.

PREREQUISITE: COM 110, COS 351, COS 353, SENIOR STANDING, OR PERMISSION OF INSTRUCTOR.

COS498 Communication and Social Interaction Internship

1- 3 credits

Fall & Spring Semester & First & Second Summer Session

Prescribed study and supervised work with practitioners in organizations.

PREREQUISITE: JUNIOR STANDING AND PERMISSION OF SUPERVISOR.

COS499 Projects and Directed Research

1- 3 credits

Fall & Spring Semester & First & Second Summer Session

Individual study. No more than three credits may be counted toward a Communication major or minor.

PREREQUISITE: 12 CREDITS IN COMMUNICATION STUDIES AND PERMISSION OF SUPERVISING INSTRUCTOR.

COS560 The Executive Communicator

3 credits

Offered By Announcement Only

Audience analysis, speech writing, delivery in professional presentations and theory and history of great speeches are covered. Detailed critiques of student speaking styles and performances are also included.

PREREQUISITE: JUNIOR STANDING OR PERMISSION OF INSTRUCTOR.

COS591 Graduate Special Topics in Communication and Social Interaction

3 credits

Offered By Announcement Only

This course subject matter varies according to announced special topic. See class schedule for details.

PREREQUISITE: PERMISSION OF INSTRUCTOR.

COS599 Advanced Projects and Directed Research

1- 6 credits

Fall & Spring Semester & First & Second Summer Session

Individual study. Course may be repeated to a maximum of six credits.

PREREQUISITE: PERMISSION OF INSTRUCTOR.

ELECTRONIC MEDIA

CEM102 Introduction to Electronic Media

3 credits

Fall & Spring Semester

Technology, history, economics, regulation and social roles of radio, television, cable, satellite, online, and other electronic-media.

CEM201 Writing for the Electronic Media

3 credits

Fall & Spring Semester

Principles of writing for radio and television. Communicating in the aural and visual modes in persuasive, informational, and dramatic contexts is emphasized.

PREREQUISITE: CEM 102, ENG 105

CEM206 Special Topics in Electronic Media I

3 credits

Fall Semester

This course subject matter varies according to announced special topics. See class schedule for details.

PREREQUISITE: PERMISSION OF INSTRUCTOR OR PROGRAM DIRECTOR

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SCHOOL OF COMMUNICATION
ELECTRONIC MEDIA

CEM233 Television Performance

3 credits

Fall & Spring Semester

Introduction to communication concepts and skills involved in typical on-camera duties such as interviewing, commercials, characterizations, and ad-libbing.

PREREQUISITE: CEM 102, OR NON-MAJORS, PERMISSION OF INSTRUCTOR

CEM235 Radio Production Performance

3 credits

Fall Semester

Introduction to equipment and procedures of radio. Production of radio programs and formats, editing, announcing, sequencing program elements, and designing program formulas are discussed.

PREREQUISITE: CEM 102

CEM245 Introduction to Electronic Media Production

3 credits

Fall & Spring Semester

Introduction to the theory, process, and procedure of electronic media production. Lecture and laboratory are included.

PREREQUISITE: CEM 102 OR SOPHOMORE STANDING

CEM301 Measurement and Analysis of Electronic Media Audiences

3 credits

Fall & Spring Semester & Second Summer Session

Survey of methods used and results obtained in qualitative and quantitative measurements, and analysis of broadcast, cable, and online audiences. The course addresses the use of audience data by policy makers, managers, programmers, producers, and advertisers. Practice in conducting small-scale audience measurement is included.

PREREQUISITE: CEM 102, 201, OR CNJ111

CEM302 Electronic Media Law

3 credits

Fall & Spring Semester

Course provides analysis of laws and other forces that influence broadcasting, cable, and online media operations. Examines the application of the First Amendment to media operations with a focus on press law.

PREREQUISITE: COM 101, CEM 102 AND SOPHOMORE STANDING. STUDENTS MAY NOT TAKE BOTH CEM 302 AND CNJ 303 FOR CREDIT.

CEM306 Special Topics in Electronic Media II

3 credits

Fall Semester

This course subject matter varies according to announced special topics. See class schedule for details.

PREREQUISITE: PERMISSION OF INSTRUCTOR AND PROGRAM DIRECTOR

CEM313 Electronic Media Sales

3 credits

Fall Semester

Operation of sales departments at radio, television, and cable outlets. Course includes the preparation and delivery of sales presentations, and use of audience research reports. Online and print media sales are examined in context.

PREREQUISITE: CEM 102

CEM314 Broadcast and Cable Programming

3 credits

Fall Semester

Course covers categories and sources for selecting program materials used in radio, television, and cable television program services. Strategies employed in devising program services are also covered.

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ELECTRONIC MEDIA

CEM315 Acting for the Camera

3 credits

Fall Semester

Dramatic performance techniques for television and motion pictures. Lecture and laboratory are included.

PREREQUISITE: CEM 233, FOR NON-MAJORS, PERMISSION OF INSTRUCTOR.

CEM317 Broadcast Journalism

3 credits

Fall Semester

Preparation of materials for presentation through the broadcast/cable media with emphasis on newswriting for oral presentation, by studio anchors and field reporters. Course examines issues facing the profession of broadcast journalism, radio and TV reporting techniques, and news program formats.

PREREQUISITE: CNJ 111, 216

CEM345 Intermediate Electronic Media Production

3 credits

Fall Semester

Planning and execution of complex field, studio, and multi media production in a variety of lengths and formats. High level skills in television control room situations and non-linear editing will be used to produce audio, video, and online content.

PREREQUISITE: CEM 245

CEM402 Media Management

3 credits

Spring Semester

Managing decision-making in broadcast, cable systems, and other electronic media.

PREREQUISITE: CEM 403 AND 435 (OR PERMISSION OF INSTRUCTOR) PLUS CEM 313 OR 314

CEM403 Media Economics

3 credits

Spring Semester

Economic concepts, practices, and issues as they relate to the mass media industry.

PREREQUISITE: JUNIOR STANDING

CEM406 Special Topics in Electronic Media III

3 credits

Fall Semester

This course subject matter varies according to announced special topics. See class schedule for details.

PREREQUISITE: PERMISSION OF INSTRUCTOR OR PROGRAM DIRECTOR

CEM408 International Electronic Media Systems

3 credits

Fall Semester

Seminar on world broadcasting systems and trans-national communication-services. Discussion of contemporary issues involving electronic media systems worldwide.

PREREQUISITE: SENIOR STANDING OR PERMISSION OF INSTRUCTOR.

CEM417 Advanced Broadcast Journalism

3 credits

Fall Semester

Gathering and preparation of news stories for presentation in news programs. Includes field reporting, editing; preparation of visual and aural elements, writing, producing, and performing for on-air presentation. Lecture and laboratory are included.

PREREQUISITE: CEM 245, 317

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ELECTRONIC MEDIA

CEM427 Television Newscast

3 credits

Fall Semester

Studio anchoring, newscast producing and field reporting for news and public affairs programming.

PREREQUISITE: CEM 417

CEM435 Telecommunication Systems

3 credits

Fall Semester

The convergence and interrelationship of broadcast, cable, satellite, telephone, computer, and other telecommunication technologies and industries, with emphasis on policy, effects, regulation, economics, management, and information content.

PREREQUISITE: JUNIOR STANDING.

CEM445 Advanced Electronic Media Production

3 credits

Fall Semester

The integration of the producer's role and the structure of program design as they relate to day-to-day production operations. Lecture and laboratory are included.

PREREQUISITE: CEM 345

CEM446 Electronic Media Production Design

3 credits

Fall Semester

A communication-based synthesis of the production process.

PREREQUISITE: CEM 345

CEM491 Internship in Broadcasting and Allied Fields

1- 3 credits

Fall Semester

Course provides a prescribed study and supervised work with practitioners in broadcasting, broadcast journalism, and allied fields.

PREREQUISITE: SENIOR OR JUNIOR STANDING, MAJOR IN COMMUNICATION, CUMULATIVE GPA OF 2.5 IN ALL COURSES OFFERED FOR COMMUNICATION MAJOR AND PERMISSION OF INSTRUCTOR. BROADCAST JOURNALISM MAJORS MUST HAVE COMPLETED CEM 317.

CEM499 Projects and Directed Research

1- 3 credits

Fall Semester

Individual study. No more than three credits may be counted toward a Communication major or minor.

PREREQUISITE: 12 CREDITS IN COMMUNICATION AND PERMISSION OF SUPERVISING INSTRUCTOR.

CEM531 Audio Production Techniques

3 credits

Fall Semester

Writing, preparation, and production of material for auditory presentation, live or recorded, broadcast on open or closed circuit radio systems. Familiarization with magnetic and optical recording procedures, both double and single system sound, in television and motion picture production is discussed. Lecture and laboratory are included.

PREREQUISITE: PERMISSION OF INSTRUCTOR.

CEM534 Practicum in Communication

3 credits

Fall Semester

PREREQUISITE: PERMISSION OF INSTRUCTOR.

CEM535 Telecommunication Systems

3 credits

Fall Semester

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ELECTRONIC MEDIA

CEM592 Special Topics in Electronic Media

3 credits

Fall Semester

This course subject matter varies according to announced special topic. See class schedule for details.

PREREQUISITE: PERMISSION OF INSTRUCTOR AND PROGRAM DIRECTOR.

CEM599 Advanced Projects and Directed Research

1- 6 credits

Fall Semester

Individual study. Course may be repeated for a maximum of six credits.

PREREQUISITE: PERMISSION OF SUPERVISING INSTRUCTOR.

JOURNALISM

CNJ111 Introduction to News Media Writing

3 credits

Fall & Spring Semester & First & Second Summer Session

Principles and practices in journalism for the mass communication media.

PREREQUISITE: 12 COLLEGE CREDITS, PASSING SCORE ON ENGLISH- LANGUAGE SKILLS TEST, TYPING PROFICIENCY OF 25 W.P.M.

CNJ216 News Reporting and Writing

3 credits

Fall & Spring Semester & First Summer Session

Practice in gathering material for and preparation of stories.

PREREQUISITE: CNJ 111. (STUDENTS TRANSFERRING CREDIT FOR CNJ 111 MUST PASS THE ENGLISH- LANGUAGE SKILLS AND TYPING TESTS REQUIRED FOR CNJ 111.)

CNJ300 Journalism Practicum

1- 3 credits

Fall & Spring Semester

Prescribed study and supervised work with faculty and staff of the student newspaper or related news media. Students receive first-hand knowledge and experience in a working news environment.

PREREQUISITE: PERMISSION OF THE PRACTICUM SUPERVISOR

CNJ303 Mass Media Law

3 credits

Fall & Spring Semester & First Summer Session

Study of defamation, right of privacy, journalists' privilege, advertising law, constitutional guarantees, and Communications Act guarantees.

PREREQUISITE: ONE OF THE FOLLOWING: CAD 232, CNJ 216, OR CPR 232. STUDENTS MAY NOT TAKE BOTH CNJ 303 AND CBR 203 FOR CREDIT.

CNJ319 History of Journalism

3 credits

Fall Semester

The development and impact of American journalism.

CNJ381 Newspaper Editing and Layout

3 credits

Fall Semester

Introduction to electronic editing and development of skills in copy-editing, headline-writing, picture-editing, and newspaper-page layout.

PREREQUISITE: CNJ 216.

CNJ382 Publication Planning and Editing

3 credits

Offered By Announcement Only

Procedures for designing and publishing company publications, trade, general and special interest magazines, newsletters and web sites.

PREREQUISITE: CNJ 216.

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JOURNALISM

CNJ401 Editorial Interpretation of Contemporary Events

3 credits

Offered By Announcement Only

Critical examination of fundamental issues in public life. Preparation of editorials and interpretive articles for mass media are included.

PREREQUISITE: SENIOR STANDING OR PERMISSION OF THE INSTRUCTOR.

CNJ441 Business Reporting

3 credits

Offered By Announcement Only

A study of the major types and styles of business news and feature stories, with emphasis on understanding business culture, values and terminology.

PREREQUISITE: CNJ 216 OR PERMISSION OF THE INSTRUCTOR

CNJ442 Online Journalism

3 credits

Fall Semester

a study of the issues, skills and practices related to the online presentation of news and information in a convergent media environment.

PREREQUISITE: CNJ 216 OR PERMISSION OF THE INSTRUCTOR

CNJ444 Public Affairs Reporting

3 credits

Fall Semester

Emphasis on reporting, writing and analysis about institutions, issues and actions of local government and their effects on society.

PREREQUISITE: CNJ 216, 303 AND JUNIOR STANDING.

CNJ445 In-depth Journalism and Media Convergence

3 credits

Fall & Spring Semester

A capstone experience that requires students to use effectively their full range of journalistic knowledge and newsgathering and writing skills to prepare news and information for different media platforms.

PREREQUISITE: CNJ 216 AND CNJ 303 OR CEM 302, SENIOR STANDING, MAJOR IN PRINT, BROADCAST FOR VISUAL JOURNALISM, OR PERMISSION OF THE INSTRUCTOR

CNJ446 Travel Writing

3 credits

Offered By Announcement Only

A study of the major types and styles of travel news and features stories for newspapers, magazines, newsletters and web sites.

PREREQUISITE: CNJ 216 OR PERMISSION OF THE INSTRUCTOR

CNJ461 Seminar in News Ethics and Problems

3 credits

Spring Semester

Ethical, practical, and professional problems of news communicators in society.

PREREQUISITE: SENIOR STANDING IN JOURNALISM, BROADCAST JOURNALISM, PHOTOGRAPHY OR PUBLIC RELATIONS OR PERMISSION OF INSTRUCTOR.

CNJ495 Internship in Newspaper/Magazine/Web site

1- 3 credits

Fall & Spring Semester & First & Second Summer Session

Prescribed study and supervised work with professionals in newspapers, magazines, web sites or related news media.

PREREQUISITE: CNJ 303, ADVANCED JUNIOR STANDING, MAJOR IN COMMUNICATION, CUMULATIVE GPA OF 2.5 IN ALL COURSES OFFERED IN COMMUNICATION, AND/OR PERMISSION OF THE INSTRUCTOR.

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JOURNALISM

CNJ499 Projects and Directed Research

1- 3 credits

Fall & Spring Semester & First & Second Summer Session

Individual study. No more than three credits may be counted toward a Communication major or minor.

PREREQUISITE: 12 CREDITS IN COMMUNICATION AND PERMISSION OF SUPERVISING INSTRUCTOR.

CNJ510 Comparative Media Systems

3 credits

Offered By Announcement Only

This course deals with issues in international news gathering and distribution, giving special attention to Latin America and the Caribbean. The class takes a comparative approach, looking at media systems in the United States and other nations.

PREREQUISITE: SENIOR OR GRADUATE STANDING. SIX CREDITS IN COMMUNICATION OR LATIN AMERICAN STUDIES.

CNJ511 Global Media

3 credits

Offered By Announcement Only

An analysis of issues and practices surrounding globalization, regionalization and global/local (global) as they relate to media industries, journalism and communication.

PREREQUISITE: SENIOR OR GRADUATE STANDING

CNJ513 Computer-Assisted Reporting

3 credits

Offered By Announcement Only

Use of computer applications for newsgathering with emphasis on the World Wide Web, commercial online services, and database tools.

PREREQUISITE: CNJ 216 OR PERMISSION OF INSTRUCTOR.

CNJ515 Reporting and the Internet

3 credits

Offered By Announcement Only

Overview of uses of online computer services for newsgathering and distribution with emphasis on the Internet.

PREREQUISITE: CNJ 216 OR PERMISSION OF INSTRUCTOR.

CNJ523 Sports Reporting

3 credits

Offered By Announcement Only

An analysis of sports journalism that will develop students' skills in sports reporting and sports writing. Discussions range across the entire field of sports reporting, including broadcasting, but the greatest emphasis is concentrated on sports reporting and writing for newspapers and magazines.

PREREQUISITE: CNJ 216 OR PERMISSION OF INSTRUCTOR.

CNJ544 Feature Writing

3 credits

Offered By Announcement Only

Analyzing and writing feature articles for magazines, newspapers, and other news media.

PREREQUISITE: CNJ 216.

CNJ595 Special Topics in Journalism

3 credits

Offered By Announcement Only

This course subject matter varies according to announced special topic. See class schedule for details.

PREREQUISITE: PERMISSION OF INSTRUCTOR OR PROGRAM DIRECTOR.

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CNJ599 Advanced Projects and Directed Research

1- 6 credits *Fall & Spring Semester & First & Second Summer Session*
Individual study. Course may be repeated to a maximum of six credits.
PREREQUISITE: PERMISSION OF SUPERVISING INSTRUCTOR.

MOTION PICTURES

CMP103 Survey of Motion Pictures

3 credits *Fall & Spring Semester & First Summer Session*
Examination of the aesthetic, social, and economic aspects of the motion picture industry. Concentration on the present state of the medium with particular emphasis on future trends.

CMP126 Introduction to Scriptwriting

3 credits *Fall & Spring Semester & First & Second Summer Session*
Creation and formatting of narrative material for motion pictures and television.
PREREQUISITE: CMP 103 OR CEM 102 AND ENG 106.

CMP204 History of Motion Pictures (1895-1940)

3 credits *Fall Semester & First Summer Session*
Examination of the origin and history of the motion picture. Narrative and non-fiction genres, in the American and world cinemas, from their inception through 1940 are discussed.

CMP205 History of Motion Pictures (1941-Present)

3 credits *Spring Semester*
Examination of the history of the motion picture from 1941 to the present. Narrative and non-fiction genres in the American and world cinemas are included.

CMP222 Motion Picture Techniques

3 credits *Fall & Spring Semester*
Lectures and laboratory work to acquaint the student with the basic techniques of motion pictures. 16 mm equipment is used to develop an understanding of the motion picture as a creative tool of communication and expression.
PREREQUISITE: CMP 103 OR SOPHOMORE STANDING.

CMP226 Writing for Series Television

3 credits *Fall & Spring Semester*
An introduction to the structures and techniques of writing situation-comedy and dramatic series television.
PREREQUISITE: CMP 126.

CMP306 What is Cinema?

3 credits *Fall & Spring Semester*
Combining close analysis of classic and contemporary films with selected readings, this course addresses fundamental questions about movies and their importance to us. Lectures, discussions, and screenings will focus on such topics as the theory and practice of narrative structures in film, the role of reality in the film medium, the powers and limitations of the camera, and film's evolving forms and impact on society and culture.
PREREQUISITE: JUNIOR STANDING. CMP 204 OR 205. OPEN TO NON-MAJORS.

CMP325 Motion Picture Workshop III

6 credits *Spring Semester*
An intensive five week introduction to 16mm production and postproduction. (Available for incoming MFA students and others by permission of the Program Director).

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MOTION PICTURES

CMP326 Intermediate Scriptwriting

3 credits

Fall & Spring Semester & Second Summer Session

Study of and practice in writing feature length, narrative motion pictures. Development of story line in treatment form, attention to cinematic structure, the development of character, and its presentation on screen is discussed.

PREREQUISITE: CMP 126 AND PERMISSION OF INSTRUCTOR.

CMP352 Intermediate Motion Picture Workshop

3 credits

Fall & Spring Semester

The theory and practice of scriptwriting, pre-production, production and post in the creation of a short narrative work.

PREREQUISITE: CMP 103, 222, 126, AND 204 OR 205

CMP356 Cinematography

3 credits

Offered By Announcement Only

An overview of the cinematographer's process from script to film. Working with camera, lighting, grip equipment on exercises, and projects is discussed.

PREREQUISITE: CMP 103, 222, 204 OR 205.

CMP357 Editing

3 credits

Offered By Announcement Only

The course will develop analytic skills and an understanding of the aesthetics, theories, techniques of picture, and sound editing.

PREREQUISITE: CMP 103, 222, 204 OR 205.

CMP394 Special Topics in Motion Pictures

3 credits

Fall & Spring Semester

This course subject matter varies according to announced special topic. See class schedule for details.

PREREQUISITE: CMP 204, CMP 205

CMP403 Film Directors

3 credits

Spring Semester

The study of the ways in which film communicates. Intensive analysis and criticism of cinematic techniques exemplified through particular films is covered. Prerequisite: Junior standing; CMP 204 or 205; non-majors by permission of program director.

PREREQUISITE: CMP 204 AND 205. NON-MAJORS BY PERMISSION OF INSTRUCTOR.

CMP404 Aspects of Contemporary Cinema

3 credits

Fall & Spring Semester

The study of the ways in which film communicates. Intensive analysis and criticism of cinematic techniques exemplified through particular films.

PREREQUISITE: CMP 204 AND 205. NON-MAJORS BY PERMISSION OF INSTRUCTOR.

CMP406 American Movie Genres

3 credits

Fall & Spring Semester

Study of selected movie genres from a variety of critical perspectives. Issues pertaining to selfhood, sexual differences, and other concerns of present-day criticism will be examined.

PREREQUISITE: CMP 204 AND 205. NON-MAJORS BY PERMISSION OF INSTRUCTOR.

CMP407 Film, Society, and Culture.

3 credits

Fall & Spring Semester

Selected films from Europe, Asia, Africa and Latin America will be studied in relation to their diverse social, political and cultural contexts.

PREREQUISITE: CMP 204 AND 205. NON-MAJORS BY PERMISSION OF INSTRUCTOR.

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MOTION PICTURES

CMP408 WOMEN, MEDIA, AND POPULAR CULTURE

3 credits

Offered By Announcement Only

Examination of film, media, and gender representation from the perspective of feminist theory and cultural studies. Students explore the many ways that women have been portrayed- and how they have portrayed themselves-within popular culture.

PREREQUISITE: CMP 204 OR CMP 205. NON-MAJORS AND GRADUATE STUDENTS BY PERMISSION OF INSTRUCTOR.

CMP426 Advanced Scriptwriting

3 credits

Spring Semester

A continuation of CMP 326. Study of and practice in writing feature length, narrative motion picture scripts. Attention is given to cinematic structure; the development of character; and its presentation on screen. Emphasis is placed on bringing the script to a completed draft.

PREREQUISITE: CMP 326 AND PERMISSION OF INSTRUCTOR.

CMP427 Aspects of Screenwriting

3 credits

Offered By Announcement Only

Advanced examination of one or more aspects of screenwriting from rewrites to adaptations, to character development, and related issues.

PREREQUISITE: CMP 426.

CMP429 Nonfiction Film

3 credits

Fall & Spring Semester

An examination of American and world nonfiction films.

PREREQUISITE: CMP 204 AND 205. NON-MAJORS BY PERMISSION OF INSTRUCTORS ONLY

CMP451 Advance Motion Picture Practicum I

3 credits

Fall Semester

The theory and practice of motion picture production from script to screen. Lecture and laboratory. Students will develop and produce one of the following: a narrative, a documentary or an experimental work of their choice.

PREREQUISITE: CMP 352

CMP452 Advanced Motion Picture Practicum II

3 credits

Spring Semester

The theory and practice of motion picture production from script to screen. Lecture and laboratory. Students will develop and produce one of the following: a narrative, a documentary or an experimental work of their choice. Students may also complete work begun in CMP 451 with the approval of the instructor.

PREREQUISITE: CMP 451.

CMP453 Sound Design and Post Production Editing

3 credits

Spring Semester

Sound design is a seminar/workshop that provides a practical and theoretical introduction to sound and its function in the narrative moving image process. The course explores the process from production recording through to the final mix.

PREREQUISITE: CMP 352 AND PERMISSION OF INSTRUCTOR.

CMP455 Producing the Motion Picture.

3 credits

Spring Semester

A practical examination of the development, production and marketing responsibilities involved in producing theatrical feature films. Focus is placed on the process including the ethical considerations that confront the producer.

PREREQUISITE: JUNIOR STANDING AND 12 MOTION PICTURE CREDITS.

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MOTION PICTURES

CMP458 Documentary Production

3 credits

Fall & Spring Semester & First Summer Session

Students produce two short digital documentaries and explore various approaches to the documentary film.

PREREQUISITE: CMP 222 OR PERMISSION OF INSTRUCTOR.

CMP459 Fundamentals of Motion Graphics, Compositing and Animation.

3 credits

Fall Semester

This course is an introduction to 2D animation, motion graphics and compositing techniques. All essential technical and esthetic possibilities are explored in a series of projects. All projects are designed to provide the student with a thorough grounding in contemporary professional practices.

PREREQUISITE: PERMISSION OF INSTRUCTOR.

CMP460 Advanced Motion Graphics, Compositing and Animation

3 credits

Fall & Spring Semester

This is an advanced animation, compositing and motion graphics workshop in which students will design a three to five minute production from script to final product.

PREREQUISITE: CMP 459 OR EEN 596, EEN 596 OR PERMISSION OF INSTRUCTOR.

CMP486 Online Screenwriting

3 credits

Fall & Spring Semester & First & Second Summer Session

The student will prepare and complete the first act of a feature-length screenplay or the student will prepare and commence the rewrite of an existing screenplay.

PREREQUISITE: PERMISSION OF INSTRUCTOR.

CMP489 Projects in Screenwriting

3 credits

Fall & Spring Semester

Individual study. This course and CMP 499 cannot count for more than three credits towards a Communication major or minor.

PREREQUISITE: PERMISSION OF INSTRUCTOR.

CMP494 Motion Picture Internship

1- 3 credits

Fall & Spring Semester & First & Second Summer Session

Prescribed study and supervised work with practitioners in motion pictures.

PREREQUISITE: SENIOR OR JUNIOR STANDING, ADMISSION TO MAJOR IN MOTION PICTURES,

CUMULATIVE GPA OF 2.5 IN ALL COURSES OFFERED FOR COMMUNICATION MAJOR.

CMP495 Directing Techniques I

3 credits

Spring Semester

To teach the craft of directing through exercises, screen work and readings.

PREREQUISITE: PERMISSION OF THE INSTRUCTOR.

CMP496 Directing Techniques II

3 credits

Spring Semester

To build a more advanced set of professional skills and practices through scene work, shooting and collaboration.

PREREQUISITE: PERMISSION OF THE INSTRUCTOR.

CMP499 Projects and Directed Research

1- 3 credits

Fall & Spring Semester & First & Second Summer Session

Individual study. No more than three credits may be counted toward a Communication major or minor.

PREREQUISITE: 12 CREDITS IN COMMUNICATION AND PERMISSION OF SUPERVISING INSTRUCTOR.

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MOTION PICTURES

CMP503 Film Directors

3 credits

Fall Semester

This course will address the conditions of authorship in film through an intensive study of the films of two or more directors, whose careers will serve as case studies. These directors will be historically important and their work will represent significant achievements in the art of film.

PREREQUISITE: CMP 204 AND 205.

CMP504 Aspects of Contemporary Cinema

3 credits

Spring Semester

The study of the ways in which film communicates. Intensive analysis and criticism of cinematic techniques exemplified through particular films.

PREREQUISITE: JUNIOR STANDING; CMP 204 OR 205; NON-MAJORS BY PERMISSION OF PROGRAM DIRECTOR.

CMP506 American Movie Genres

3 credits

Fall Semester

A study of selected movie genres from a variety of critical perspectives. Issues pertaining to selfhood, sexual difference, and other concerns of present-day film criticism will be examined.

PREREQUISITE: CMP 204 AND 205. NON-MAJORS BY PERMISSION OF INSTRUCTOR.

CMP507 Film, Society, and Culture

3 credits

Spring Semester

Selected films from Europe, Asia, Africa and Latin America will be studied in relation to their diverse social/political and cultural contexts.

PREREQUISITE: CMP 204 AND 205. NON-MAJORS BY PERMISSION OF INSTRUCTOR.

CMP509 Legal Aspects of Motion Pictures

3 credits

Spring Semester

The law, contracts, and negotiating techniques of the business affairs aspects of the production of motion pictures.

PREREQUISITE: MOTION PICTURE GRADUATE OR SENIOR UNDERGRADUATE STANDING. NON- MOTION PICTURE GRADUATES OR UNDERGRADUATES BY WRITTEN PERMISSION OF THE DIRECTOR OF THE MOTION PICTURE PROGRAM.

CMP529 Nonfiction Film

3 credits

Fall & Spring Semester

An examination of American and world nonfiction films.

PREREQUISITE: NON-MAJORS BY PERMISSION OF INSTRUCTOR.

CMP550 Motion Graphics and Compositing

3 credits

Spring Semester

Methods, techniques and aesthetics of 2D computer animation and compositing including animated text, title design and green screen.

PREREQUISITE: PERMISSION OF INSTRUCTOR.

CMP551 Advanced Motion Graphics and Compositing

3 credits

Spring Semester

Extend the 2D skills of students who have taken CMP 550 to 3D motion graphics and animation. Emphasis on title design and animation.

PREREQUISITE: CMP 550

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SCHOOL OF COMMUNICATION
MOTION PICTURES

CMP552 Motion Picture Marketing and Distribution

3 credits

Fall & Spring Semester

Economic and marketing considerations in the production and distribution of motion pictures.

PREREQUISITE: JUNIOR STANDING AND 12 COMMUNICATION- MOTION PICTURES CREDITS.

CMP553 Advanced Motion Picture Marketing

3 credits

Fall & Spring Semester

Advanced marketing considerations in the distribution of motion pictures.

PREREQUISITE: JUNIOR STANDING AND CMP 552.

CMP555 Producing the Motion Picture

3 credits

Fall Semester

A practical examination of the development, production, and marketing responsibilities involved in producing theatrical feature films. Focus is placed on the processes involved including the ethical considerations that confront the producer.

PREREQUISITE: JUNIOR STANDING AND 12 CMP CREDITS.

CMP558 Documentary Production

3 credits

Offered By Announcement Only

An introduction to the documentary genre including the production of a documentary from start to finish.

PREREQUISITE: CMP 103, 222, 204 OR 205 FOR UNDERGRADUATES; PERMISSION OF INSTRUCTOR FOR GRADUATE STUDENTS.

CMP565 The Structure of Dramatic Art

3 credits

Offered By Announcement Only

An investigation into structural forms widely employed by screenwriters with emphasis on Syd Field's three-act paradigm and Joseph Campbell's hero monomyth.

PREREQUISITE: GRADUATE STATUS

CMP566 Character and Dialogue

3 credits

Offered By Announcement Only

An examination of the craft and techniques of creating original characters and dialogue.

PREREQUISITE: MFA SCREENWRITING STATUS OR CMP 126 AND 326.

CMP586 Online Screenwriting

3 credits

Fall & Spring Semester & First & Second Summer Session

The student will prepare and complete the first act of a feature-length screenplay or the student will prepare and commence the rewrite of an existing screenplay.

PREREQUISITE: PERMISSION OF INSTRUCTOR.

CMP594 Special Topics in Motion Picture

3 credits

Offered By Announcement Only

This course subject matter varies according to announced special topic. See class schedule for details.

PREREQUISITE: PERMISSION OF INSTRUCTOR.

CMP599 Advanced Projects and Directed Research

1- 6 credits

Fall & Spring Semester & First & Second Summer Session

Individual study. May be repeated for a maximum of six credits.

PREREQUISITE: PERMISSION OF SUPERVISING INSTRUCTOR.

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SCHOOL OF COMMUNICATION
PUBLIC RELATIONS

CPR116 Introduction to Public Relations in Society

3 credits

Fall & Spring Semester & First Summer Session

History, organization and role of public relations in American society.

CPR202 Graphic Design for Promotional Media

3 credits

Fall & Spring Semester & First Summer Session

Selection, preparation and study of production processes for type, photography, and artwork. Introduction to promotional publication design.

PREREQUISITE: CPR 116 OR PERMISSION OF INSTRUCTOR

CPR232 Writing for Public Relations

3 credits

Fall & Spring Semester & Second Summer Session

Principles, techniques in the development of creative strategies and concepts and writing effective public relations messages for all types of media.

CPR311 Research Methods for Public Relations

3 credits

Fall & Spring Semester & First Summer Session

Public relations research techniques focusing on applications to strategic planning, message evaluation, opinion research, and theory testing of public relations programs. Emphasis on qualitative and quantitative methods and data analysis.

PREREQUISITE: ADMISSION TO MAJOR OR PERMISSION OF INSTRUCTOR.

CPR346 Advanced Public Relations Writing and Design

3 credits

Fall & Spring Semester & First Summer Session

Preparation, execution, and production of visual messages for public relations media.

PREREQUISITE: ADMISSION TO MAJOR, ART 109 OR CAD 202 OR CPR 202 OR PERMISSION OF INSTRUCTOR.

CPR380 Public Relations Internship

1- 3 credits

Fall & Spring Semester & First & Second Summer Session

Supervised activities in public relations. Course may be repeated up to 3 credits.

PREREQUISITE: ADMISSION TO MAJOR AND PERMISSION OF PROGRAM DIRECTOR; JUNIOR STANDING OR PERMISSION OF INSTRUCTOR.

CPR416 Public Relations Ethics and Decision Making

3 credits

Fall & Spring Semester

Ethical concepts and issues pertaining to individuals and society with application to advertising and public relations. Case studies focus on professional and personal ethics based on traditional teaching, modern codes and other guidelines.

PREREQUISITE: ADMISSION TO MAJOR; PERMISSION OF INSTRUCTOR.

CPR436 Public Relations Campaigns

3 credits

Fall & Spring Semester & First Summer Session

Planning, execution and evaluation of communications designed to influence attitudes of specialized publics. Case studies of public relations programs of business firms and other institutions are included.

PREREQUISITE: ADMISSION TO MAJOR; 311, 346 OR PERMISSION OF INSTRUCTOR

CPR438 Public Relations Practicum

3 credits

Fall & Spring Semester & First & Second Summer Session

Function as a public relations account executive in a professional environment.

PREREQUISITE: ADMISSION TO MAJOR; SENIOR STANDING; CUMULATIVE GPA OR 2.75 AND MAJOR GPA OF 2.75, PERMISSION OF INSTRUCTOR AND PROGRAM DIRECTOR.

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PUBLIC RELATIONS

CPR490 Special Topics in Public Relations

3 credits

Fall & Spring Semester

This course subject matter varies according to announced special topic. See class schedule for details.

PREREQUISITE: ADMISSION TO MAJOR; JUNIOR STANDING; PERMISSION OF INSTRUCTOR AND PROGRAM DIRECTOR.

CPR499 Projects and Directed Research in Public Relations

1- 3 credits

Fall Semester

Individual study. No more than three credits may be counted toward a Communication major or minor.

PREREQUISITE: ADMISSION TO MAJOR; JUNIOR STANDING; PERMISSION OF INSTRUCTOR AND PROGRAM DIRECTOR.

CPR517 Media Relations

3 credits

Fall & Spring Semester & First Summer Session

The practice of media relations within the public relations milieu.

PREREQUISITE: ADMISSION TO MAJOR, CPR 311, SENIOR STANDING OR PERMISSION OF INSTRUCTOR

CPR582 International Public Relations

3 credits

Fall & Spring Semester

History, theory, and practice of public relations in a global, multi- cultural environment.

PREREQUISITE: ADMISSION TO MAJOR; SENIOR STANDING OR PERMISSION OF INSTRUCTOR

CPR584 Public Relations Management

3 credits

Fall Semester

Principles and practice of public relations management in a variety of contexts including agency, consultancy, corporate, and nonprofit.

PREREQUISITE: ADMISSION TO MAJOR, CPR 311 AND SENIOR STANDING OR PERMISSION OF INSTRUCTOR

CPR590 Special Projects: Public Relations

3 credits

Offered By Announcement Only

This course subject matter varies according to announced special topic. See class schedule for details.

PREREQUISITE: ADMISSION TO THE MAJOR, CPR 311 AND SENIOR STANDING, PERMISSION OF INSTRUCTOR AND PROGRAM DIRECTOR.

CPR599 Advanced Projects and Directed Research in Public Relations

1- 6 credits

Fall & Spring Semester & First & Second Summer Session

Individual study. May be repeated to a maximum of six credits.

PREREQUISITE: ADMISSION TO MAJOR, CPR 311 AND SENIOR STANDING, PERMISSION OF SUPERVISING INSTRUCTOR AND PROGRAM DIRECTOR.

VISUAL JOURNALISM

CVJ106 Multimedia Design

3 credits

Fall & Spring Semester

This course is a project-based introduction to design. Emphasis will be placed on visual concepts and graphic design for multimedia. Students will be introduced to various software packages to design and integrate interaction into their projects. Topics covered include preparing existing content for multimedia journalism, animation, layout for interactive media, typography, photography and usability.

PREREQUISITE: NONE

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VISUAL JOURNALISM

CVJ209 Audio Visual Production

3 credits

Fall & Spring Semester

This course is a lab-lecture course that introduces students to the concepts of visual storytelling and teaches skills needed to gather information in the visual storytelling process. Students work in teams with still photography, video and audio-gathering devices to document community life.

PREREQUISITE: CVJ 106 OR PERMISSION OF INSTRUCTOR. COREQUISITE: CVJ 221

CVJ221 Introduction to Photojournalism.

3 credits

Fall & Spring Semester

Introduction to photojournalism is a course designed to help you develop the skills needed to produce successful images and recognize what makes good photographs in terms of (1) content; (2) composition; and (3) technical quality. The course will help you acquire and develop the intellectual, analytical and technical skills needed to become strong visual storytellers. Students are required to have a 35 mm camera.

PREREQUISITE: CVJ 106 OR PERMISSION OF INSTRUCTOR. COREQUISITE: CVJ 209

CVJ309 Database Journalism.

3 credits

Spring Semester

This course teaches data analysis and interactive deployment of data of the World Wide Web and other digital platforms. Students will learn to analyze data for journalistic work and will be expected to create and deploy database-driven applications.

PREREQUISITE: CVJ 106, 209, 221, 341 OR PERMISSION OF INSTRUCTOR.

CVJ331 Infographics

3 credits

Spring Semester

This is an introduction to informal graphic procedures and practices as they pertain to print and online media. Layout and design typography and mechanical production techniques and production vocabulary will be an integral part of the course of study.

PREREQUISITE: CVJ 106, 209, 221, 341.

CVJ341 Web Desing.

3 credits

Fall & Spring Semester

This course covers the basic aspects of interaction design and web development focusing on production processes. It provides an overview of web design concepts, including usability, accessibility, information architecture, basic animation, and graphic design; all discussed in the context of the web environment. This course further offers an introduction to fundamental and emerging web trends.

PREREQUISITE: CVJ 106, 209, 221 OR PERMISSION OF INSTRUCTOR.

CVJ361 Advanced Photojournalism

3 credits

Fall & Spring Semester

Advanced Photojournalism is a class designed to improve the visual storytelling, newsgathering, and photographic technical skills introduced in the Intro to Photojournalism class. Students will be expected to integrate into the community to make contacts and develop story ideas worthy of visual documentation. The class will explore how quality photojournalism has the potential to affect change in a community, a country and beyond.

PREREQUISITE: CVJ 209, CVJ 309

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VISUAL JOURNALISM

CVJ396 Special Topics in Visual Journalism

3 credits

Fall & Spring Semester

This course subject matter varies according to announced special topic. See class schedule for details.

PREREQUISITE: PERMISSION OF INSTRUCTOR

CVJ409 Advance Feature Design.

3 credits

Fall Semester

Advance newspaper, magazine, and electronic design. The students will develop the skills necessary to produce strong visual packages combining type, photography, artwork and white space. The course will cover advanced design and traditional reproduction techniques for art and copywriting as well as on-line presentations.

PREREQUISITE: CVJ 106, 209, 221, 341, 331.

CVJ419 Information Graphics

3 credits

Fall & Spring Semester

This is an introduction to informational graphic procedures and practices as they pertain to print and on-line media. Layout and design typography and mechanical production techniques and production vocabulary will be an integral part of the course of study.

PREREQUISITE: CVJ 331,341,409 AND/OR PERMISSION OF INSTRUCTOR.

CVJ422 Programming for Interactivity

3 credits

Fall & Spring Semester

This course is a Multimedia class that will teach the fundamental programming skills required to create compelling online multimedia stories. Programming taught in this class caters specifically for non-programmers who want to learn how to present their work online in an interactive manner.

PREREQUISITE: CVJ 209,341,419 OR PERMISSION OF INSTRUCTOR.

CVJ435 Video Journalism

3 credits

Fall Semester

An advanced visual journalism course to develop skills in video pre-production production and post-production with special emphasis on documentary approaches for on-line media.

PREREQUISITE: CVJ 209,106, 221, 341, 361

CVJ496 Internship in Visual Journalism

1- 3 credits

Fall & Spring Semester & First & Second Summer Session

PREREQUISITE: JUNIOR STANDING AND PERMISSION OF INSTRUCTOR.

CVJ499 Projects and Directed Research

1- 3 credits

Fall & Spring Semester

PREREQUISITE: SENIOR STANDING AND PERMISSION OF INSTRUCTOR.

CVJ519 Interactive Storytelling

3 credits

Fall & Spring Semester

Digitization allows us to merge several forms of media that were not connected in the past. This course is intended as an exploration of how storytelling is re-inventing itself utilizing the new digital communication tools available to us today. This course will cover linear and non-linear storytelling techniques and production processes.

PREREQUISITE: CVJ 209, 341, 419, AND 422 OR PERMISSION OF INSTRUCTOR.

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VISUAL JOURNALISM

CVJ521 Seminar in Visual Story-Telling

3 credits

Fall & Spring Semester

An advanced seminar class designed to enhance the knowledge and practice of the visual story telling narrative. This seminar stresses the importance of converging media, still images, video and sound. Particular emphasis will be placed upon the creation of multimedia portfolio.

PREREQUISITE: CVJ 209,309,361 AND 435 OR PERMISSION OF INSTRUCTOR

CVJ522 Design Portfolio Seminar

3 credits

Spring Semester

The course will require an advance use of typography, architecture of design and creative style for layout and design for the print or on line media. This is a portfolio design class. Each student will concentrate on an area of specialty within print or electric design. All portfolios will be reviewed by outside art and design directors.

PREREQUISITE: CVJ 209,331, 342, 409, 419 OR PERMISSION OF INSTRUCTOR

CVJ596 Speical Topics in Visual Journalism (1-6 credits)

1- 6 credits

Fall Semester

This course subject matter varies according to announced special topic. See class schedule for details.

PREREQUISITE: PERMISSION OF INSTRUCTOR.

CVJ599 Advanced Projects and Directed Research

3 credits

Fall Semester

PREREQUISITE: PERMISSION OF SUPERVISING INSTRUCTOR