

# COMMUNICATION (COMM)

## COMM 1000 - Foundations in Video and Audio Production (4 Credits)

This introductory hands-on course is designed for students who have little or no experience in video/sound production. They learn the basics of image and sound creation necessary for subsequent courses. Topics include camera and microphone operation, video and audio capture, camera supports, editing, adding foley and sound tracks, titling, effects, and color correction. Students will also learn how to compress and encode video so that it is optimized for current platforms.

Lecture: 4 hours

**Prerequisite(s):** (ENGL 1005 or ENGL 0250 or ENGL 0500 or ENGL 1010 or English Wrtg Test Score) and (ENGL 0850 or Reading Course Placement) or (ENGL 1090 and Reading Course Placement) or (Bachelor Degree or higher)

## COMM 1005 - Careers in Communication & Film (1 Credit)

This course is designed to give students an overview of the Communication and Film industries and related careers. Students will explore personal values and academic goals through individual projects, class exercises and group interaction as they learn the educational requirements of specific career degrees and develop the baseline skill necessary for working in Communication or Film, including ethical reasoning, effective communication and self-directed lifelong learning. This course is required for all students in the Communication and Film degree and should be taken during the student's first semester in the program.

Lecture: 1 hour

## COMM 1010 - Communication Fundamentals (3 Credits)

This course examines fundamental concepts related to communicating across a variety of contexts and cultures while emphasizing practical application to everyday life. Through multiple methods (readings, lectures, discussions, activities, research, written and speaking assignments), this course presents predominant theories of and guided experiences with interpersonal, group, and public communication. Focus is on analyzing audiences, identifying/evaluating communication styles, researching effectively, and presenting sound arguments. The real-world skills that students develop help them maintain healthy relationships, increase understanding of others, and voice ideas and concerns in public forums.

Lecture: 3 hours

**Prerequisite(s):** (ENGL 0250 or ENGL 0500 or ENGL 8500 or English Wrtg Test Score) or (Bachelor Degree or higher)

**Course completes the following requirements:**  
Humanities Requirement

## COMM 1050 - Mass Media Foundations (3 Credits)

This introductory course surveys how media influences individuals, cultures, and societies. Topics include entertainment media, digital media, the Internet, books, newspapers, magazines, recordings, advertising, and other relevant issues. In addition, media ethics and responsibility, government regulation, legal issues, politics, and corporate media will be examined.

Lecture: 3 hours

**Course completes the following requirements:**  
Humanities Requirement

## COMM 1100 - Public Speaking (3 Credits)

This one-semester basic course in speech is designed to develop each student's ability to communicate effectively in his or her academic, business and social life. The major emphasis is on the preparation and delivery of formal speeches, but many areas of the communication process are explored.

Lecture: 3 hours

**Prerequisite(s):** (ENGL 0250 or ENGL 0500 or ENGL 1010 or ENGL 1005 or English Wrtg Test Score) and (ENGL 0850 or ENGL 0950 or Reading Course Placement) or (ENGL 1090 and Reading Course Placement) or (Bachelor Degree or higher)

**Course completes the following requirements:**  
Humanities Requirement

## COMM 1110 - Voice and Articulation (3 Credits)

Designed for those people with speech habits resulting in problems of being heard and understood, this course emphasizes voice development and improvement in articulation for clearer and more effective speech.

Lecture: 3 hours

## COMM 1150 - Fundamentals of American Journalism (3 Credits)

The major aim of this class is to introduce students to journalism as a practice, as a function of democracy, and as a tool to create a well-informed citizenry. This course will familiarize you with what journalists do, how they do it and why they do it. Through participation in course activities, readings and assignments, students will learn about the guiding principles and standards of American journalism and the ever-changing landscape of the practice of journalism. Emphasis will be placed on the challenges faced by journalists as society moves from predominantly print/tv news to digital-first news. Students will also have practice in basic writing, grammar and punctuation, and will work to improve their writing skills by producing new stories, analytical essays, and by developing a career focused digital media presence.

Lecture: 3 hours

**Prerequisite(s):** (ENGL 0250 or ENGL 0500 or ENGL 1010 or ENGL 1005 or English Wrtg Test Score) and (ENGL 0850 or Reading Course Placement) or (ENGL 1090 and Reading Course Placement) or (Bachelor Degree or higher)

**COMM 1180 - Oral Interpretation  
(3 Credits)**

This course is designed for students with experience in speaking who are planning careers that require them to read aloud, to be dramatic and to tell stories, possibly to children. The student will learn to interpret prose and poetry orally for the entertainment and edification of small or large audiences.

Lecture: 3 hours

**COMM 1400 - Social Media Communication  
(3 Credits)**

This course will explore the history, rise, and growth of social media as a 21st century communication practice. Students will study the advances that led to the creation of social media and just as importantly examine how the use of social media fed its growth. Students will develop social media communication plans and practice digital communication using online tools, such as Facebook, Twitter, LinkedIn, Kickstarter, YouTube, Flickr, Digg, and Tumblr.

Lecture: 3 hours

**COMM 2000 - Media Writing  
(3 Credits)**

This course provides instruction in writing for print, broadcast, video, and new media. Students will practice skills including form and content required for various media. Writing objectively, considering legal and ethical issues, developing ideas and stories, gathering information, and interviewing are some concepts covered by this course.

Lecture: 3 hours

**Prerequisite(s):** ENGL 1010 or ENGL 1005 or English Wrtg Test Score

**COMM 2025 - Interpersonal Communication  
(3 Credits)**

This course surveys theories and concepts related to communication between individuals. Through participation in course activities and assignments, students will analyze interpersonal interactions in the world around them and apply strategies to improve their own communication style to meet personal, social, and professional goals. Topics include self-concept, perception, effective listening, types of relationships/stages of development, nonverbal communication, and conflict resolution. Emphasis is placed on examining interpersonal communication from diverse perspectives, including age, gender, race, and culture.

Lecture: 3 hours

**Prerequisite(s):** (ENGL 0250 or ENGL 0500 or ENGL 1005) or English Wrtg Test Score and (ENGL 0850 or English Wrtg Test Score) and (ENGL 0850 or Reading Course Placement) or (ENGL 1090 or Reading Course Placement)

**COMM 2050 - Media and Broadcast History  
(3 Credits)**

Media and Broadcast History is an overview of the institutional, technological, and social history of media and broadcasting. Starting with media of early civilization, students will study developments and trends throughout history that will culminate with media of the present. This course will reveal the major models of print, radio, television and the Web that have provided the foundation for communication in industry and society. The historical roles of content producers, broadcasters, and government regulators will be explored to provide students with a greater understanding of media today.

Lecture: 3 hours

**Course completes the following requirements:**

Humanities Requirement

**COMM 2100 - Studio Production  
(3 Credits)**

This introductory course familiarizes students with video production in a studio environment, including the use of studio cameras, studio lighting and sound and control room functions. Students will acquire the necessary skills to produce basic video productions for television and the Web. Students will learn to communicate effectively by making class presentations, writing production proposals and completing video productions.

Lecture: 3 hours, Lab: 1 hour

**Prerequisite(s):** COMM 1000

**COMM 2200 - Documentary Production  
(3 Credits)**

This course builds on basic video production principles learned in COMM 1000 and COMM 2100 and incorporates field production techniques. Students will use both analog and digital technology. Lectures, screenings, and hands-on labs provide an in-depth understanding of video production and related business topics. Also included are technical aspects of scripting, lighting, camera operation, continuity, post-production editing, logistics, and preparing a production budget.

Lecture: 3 hours, Lab: 1 hour

**Prerequisite(s):** COMM 1000

**COMM 2221 - Multimedia Reporting  
(3 Credits)**

In this course, students will learn the latest technologies to write, produce, and distribute media stories for a variety of formats. Building on writing skills, students will become proficient in using still cameras, video cameras, and audio-recording devices to support a news story. Students will use cameras and audio-recording devices to deliver a news story. In essence, this course exposes students to skills needed by contemporary media journalists.

Lecture: 3 hours, Lab: 1 hour

**Prerequisite(s):** COMM 2000

**COMM 2300 - Video & Media Editing  
(3 Credits)**

This course provides the student with an in-depth study of the history, techniques and technology of video and media editing. Students will study the principles and practices of editing by analyzing examples from classic and contemporary film and video as they learn how to build and strengthen a story and engage an audience. Using the latest industry non-linear software tools, students will work on advanced editing exercises that provide opportunities to master the editing process. An overview of the editing process, techniques, in-depth procedures, and skills will be reviewed. At the end of the course, the student will have learned the skills necessary to prepare for professional certification.  
Lecture: 3 hours, Lab: 1 hour

**Prerequisite(s):** COMM 1000 or COMM 2100 or COMM 2200

**COMM 2310 - Sound Design and Production  
(3 Credits)**

This course examines the techniques and production of audio communication. Students will explore elements of audio for media, including video, radio, web, commercials, news reporting, sports commentary, monologues, narration, voice-over, podcasting, ADR, Foley, film scoring and mixing.  
Lecture: 3 hours, Lab: 1 hour

**Prerequisite(s):** COMM 1000

**COMM 2350 - Motion Graphics for Media Communication  
(3 Credits)**

This course teaches students the syntax of motion graphics so that they understand the how and why of incorporating effects in a video sequence. Students become familiar with industry standard tools to make video productions communicate more effectively, much like writers use parts of speech and punctuation to craft their messages.  
Lecture: 3 hours, Lab: 1 hour

**Prerequisite(s):** COMM 1000

**COMM 2400 - Production and Distribution Fundamentals  
(3 Credits)**

Students in this course gain a practical understanding of the planning and distribution of media productions and film projects. This course incorporates budget; recruitment of crew and talent; preparation of sets, props, and costumes; and marketing media strategies. In addition to learning through lectures, screenings, and labs to gain an in-depth understanding and working knowledge of the business side of media, students will use digital technology to optimize media for broadcast, web, commercial and social media outlets across various devices. Digital methods will include media streaming, DVD authoring, and television and podcasting. Special attention will be given to providing students with practical experience in preparing their own media portfolio for presentation to prospective employers, clients, and college or university admission.  
Lecture: 3 hours, Lab: 1 hour

**Prerequisite(s):** COMM 2100 and COMM 1000

**COMM 2490 - Field Experience  
(2 Credits)**

In this course, students will work off-site at a company and interest area that they are studying. Students will be matched with an opportunity that allows them to apply their skills learned in the classroom and that provides a real-world experience in Communication and Film/Media. (Prerequisite: Last semester and/or permission of instructor).  
Lecture: 2 hours, Other: 12 hours

**Prerequisite(s):** COMM 1000 and COMM 1005 and COMM 1400 and COMM 2000

**COMM 2500 - Portfolio Capstone  
(2 Credits)**

In this course, students will create a professional portfolio of representative work that demonstrates their skills and ability in media creation. Through a series of short exercises and assignments, students will assemble a body of work from their course assignments and independent projects to create this comprehensive online portfolio. The course is taken in the last semester of the program sequence.  
Lecture: 2 hours, Lab: 1 hour

**Prerequisite(s):** (COMM 1000) and (COMM 1400) and (COMM 2000) and (COMM 1005)