



Program of Study: Bachelor of Arts in Communications

Program Description:

Grand Canyon University's Bachelor of Arts in Communications program develops leaders in the fields of human communication and media. The program is built on a values-based liberal arts foundation. Students develop the knowledge, creativity, and technical skills necessary to design and deliver compelling messages.

Additional Program Technology Requirements

ART 202, COM 260, DGN 205, DGN 233, and DGN 265 require software applications that exceed the specific elements of the University Technology Requirements that are identified below. Refer to the Program of Study document and the course syllabi for specific software and computer system requirements.

	Microsoft Windows PC	
	Minimum	Recommended
Processor Speed	2 GHz or faster	2.4 GHz or faster
CPU Memory	2 GB of RAM	2 G of RAM or more
Hard Disk Space	10 GB Free	12 GB Free
Graphics Card	Hardware-accelerated OpenGL® graphics card	Hardware-accelerated OpenGL® graphics card
Display	1,024x768 display with 16-bit video card	1280x800 display with 16-bit video card
DVD Drive	DVD ROM	DVD R/W

	Macintosh	
	Minimum	Recommended
Processor Speed	PowerPC® G5 or multicore Intel® processor	PowerPC® G5 or multicore Intel® processor or faster
CPU Memory	1 GB of RAM	2 GB of RAM
Hard Disk Space	11 GB Free	12 GB Free
Display	1,024x768 display with 16-bit video card	1280x800 display with 16-bit video card
DVD Drive	DVD ROM	DVD R/W

Course Number	Course Title	Course Description	Credits
UNV 101	University Success	This course provides positive re-enforcement of successful learning strategies and assistance with adaptation to the academic environment.	3
COM 101	Intro to Human Communication	This course focuses on how people use messages to generate meanings within and across various contexts, cultures, channels, and media. The course readings and discussions seek to increase understanding of relevant communication theories and their application in the practice of effective and ethical human communication in both personal and professional life.	3
ENG 101	Academic Writing	A course in writing academic prose, including various types of essays, arguments, and constructions. A writing intensive course. Prerequisite: UNV 105.	3
PSY 101	General Psychology^	A foundation course in the science of behavior. Includes a study of the origin and development of behavior patterns, motivation, emotional behavior sensory functions, perception, intelligent behavior, and adjustment. Simple experiments constitute a basic part of the course.	3

HIS 107	World Civilization Before 1500 [^]	A survey of the major events, personalities, movements, and ideas in world civilization from the prehistoric era to 1500 CE. This course focuses on the key political, intellectual, scientific, social, economic, and cultural changes that occurred in world civilization. Students will gain an understanding of the social forces and trends in social, religious, political, and philosophic thought that laid the foundations of the modern world.	3
ENG 102	Research Writing	A course exploring various types of research writing, with a focus on constructing essays, arguments, and research reports based on primary and secondary sources. A writing-intensive course. Prerequisite: ENG 101.	3
SPA 101	Elementary Spanish I [^]	This course builds a foundation in the skills of listening, speaking, reading, and writing through the use of a text-workbook, classroom conversational practice, and outside cultural activities.	3
SPA 101L	Elementary Spanish I Lab [^]	The one hour lab for SPA 101. Must be taken concurrently with SPA 101.	1
MAT 120	Intermediate Algebra	Topics from basic algebra: linear equations, polynomials, quadratic equations, systems of equations, and introductory conic sections. Prerequisite: MAT 100.	3

Choose one of the following courses:

INT 463	World Religions [^]	A study of the major contemporary religions of the world including both historical background and development, and current beliefs and practice with emphasis on basic religions: Hinduism, Jainism, Buddhism, Sikhism, Taoism, Confucianism, Shinto, Zoroastrianism, Judaism, Islam, and Baha'i.	3
BIB 113	Old Testament History [^]	An introductory and historical survey of the Old Testament. Attention is given to the study of the Bible itself, its institutions, literature, and history of the national life of the Hebrew people from earliest times to close of the Old Testament period	3

Choose one of the following courses:

PHI 101	Introduction to Philosophy [^]	An introduction to the discipline of philosophy through a study of representative philosophic problems.	3
BIB 123	New Testament History [^]	A general historical survey of the New Testament, beginning with the inter-biblical period, with the main emphasis given to the Gospels and Acts.	3

UNV 200	History of Ideas [^]	This course is an introduction to the history of Western ideas and aesthetics. From the age of Classicism, through Christianity, the Renaissance, Reformation, Enlightenment, Romanticism, Modernism and Globalism, students will better understand how our modern Western worldviews are informed by historical human thought and events. These views are further examined in light of the aesthetics of their ages, especially through literature, visual art, architecture and music that reflect the thoughts and feelings of the movements.	4
SPA 102	Elementary Spanish II [^]	This course is a continuation of SPA 101.	3
SPA 102L	Elementary Spanish II Lab [^]	The one hour lab for SPA 102. Must be taken concurrently with SPA 102.	1

[^] Campus students may choose an alternative course from the Grand Experience. See the current Academic Catalog for details.

Total General Education Credits: 39

Communications Major Courses:

COM 125	Communications and the Media	Media history and theory are studied with an emphasis on the implications and impact of mass messages on meaning, culture, and society.	3
COM 150	History and Criticism of Visual Media	The history of visual art and its connection and influence on modern media are studied. Students gain an artistic vocabulary by becoming familiar with many kinds of visual art, by developing their skills in visual analysis, by increasing their understanding of aesthetic theory and applying that understanding in course presentations.	3

ART 202	Photography and Digital Imaging	This is an introductory course on digital photography, in which students explore basic techniques in camera operation, film and print processing, composition, and presentation. (Note: This course requires the use/purchase of a digital camera that exceeds the general University Technology Requirements.)	3
COM 260	Introduction to Digital Film Production	This course will introduce students to the technical and aesthetic aspects of small format digital production as well as the basic principals of motion picture production. Students will learn the language of film/digital video and how its manipulation can express one's individual message or purpose. (Note: This course requires the use/purchase of video editing software and a digital camera that exceed the general University Technology Requirements.)	3
DGN 205	Introduction to 3-D Animation	This is an introductory course on the creation of elements for 3D animation using industry standard Maya software. Students will be introduced to the entire production pipeline of 3D animation: modeling, texturing, rigging, lighting, and rendering. Coursework is a combination of lecture, critique, and lab work. (Note: This course requires the use/purchase of Maya 3-D rendering software that exceeds the general University Technology Requirements. Such software can be purchased through the GCU Bookstore Web site.)	3
DGN 233	Introduction to Graphic Design	An introduction to the critique and creation of digital images. Readings will explore issues concerning the digital image and graphic design for print, film and 3D animation. Students will learn the history of graphics as it relates to technology and current trends while using graphics and 3D software create in order to complete design assignments. (Note: This course requires the use/purchase of Adobe Creative Suite software that exceeds the general University Technology Requirements. Such software can be purchased through the GCU Bookstore Web site.)	3
DGN 265	Web Design	Students develop the ability to plan a web site and develop multiple design solutions for the needs of this media. Students learn the technical and aesthetic skills necessary for basic site creation and maintenance. Emphasis is placed on the student's ability to keep themselves current with the tools as they change over time. Programs used are industry standard within the design field. (Note: This course requires the use/purchase of Adobe Creative Suite software that exceeds the general University Technology Requirements. Such software can be purchased through the GCU Bookstore Web site.)	3
COM 300	Writing for the Media	Students study the content, styles, and formats of media writing. The course emphasizes the differences in writing across diverse media modalities.	3
COM 310	Principles of Public Relations	An overview of theory and practice of public relations, media relations, promotion, research, and campaigns. An application of theory through problem solving and case study.	3
COM 314	Intercultural Communications	This course creates an awareness of the skills necessary to promote positive communication and relationships across cultural differences. Students will explore verbal and non-verbal communication behaviors. Other cultures are explored through an examination of demographics, family structure, religion, politics, education, social life, art, and literature.	3
COM 330	Visual Media and Storytelling	This course focuses on the elements that make up almost all storytelling. Each student is encouraged to discover and develop their unique voice as a writer and storyteller, while understanding the critical importance of working as part of a creative team. This course emphasizes the use of traditional storytelling, classic mythology and how these devices apply to contemporary media.	3

COM 495	Senior Seminar	This capstone course examines in depth the concepts of Global Citizenship, Critical Thinking, Effective Communication, and Responsible Leadership, focusing on the ethical and intellectual challenges such concepts evoke for the individual. Students contemplate a values-based view of success, and critically assess the impact their GCU education has had on their future personal and professional lives.	3
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Total Communications Major Credits: 36

Total Grand Experience Credits: 39

Total Electives: 45

Total Bachelor of Arts in Communications Credits: 120

Students may use Electives to complete one or more Concentrations or Minors.