



Program of Study: COLA Communication Concentrations

Program Description

Students seeking to enhance their undergraduate experience, by taking more course work within their majors or by venturing into other disciplines, may select from among a range of concentrations. Concentrations offered by the College of Liberal Arts are comprised of a minimum of 12 specifically defined credits and will be noted on the student's transcript.

Digital Film Production Concentration Courses:

COM 340	Screenwriting	In the Screenwriting course students learn storytelling for the screen through a managed regimen of in-class and out-of-class experiences that emphasizes the essential mix of imagination and craft in writing. They will hone their skills in observation, communication, and visualization, and receive instruction on structure for screenwriting and how to employ written language to articulate dramatic and visual expression.	3
COM 350	Cinematography and Set Design	This course will be an intensive exploration of the craft, technologies, and aesthetic principles of cinematography, lighting, and set design techniques. Lectures and in-class demonstrations will cover video formats, cameras, exposure, lenses and optics, lighting units, lighting placement, lighting control, camera support, and camera movement.	3
COM 460	Media Production And Editing	This course will follow the general chronology of editing from capture and logging, through editing and effects, to final output of a finished program. The first half of the course will be devoted entirely to a mastery of the editing software. The second half of the course will be devoted to the "why" we cut. Different editing theories will be explored including montage, fast cut, long take, jump cut, etc.	3
COM 480	Media Production and Directing	The course utilizes techniques of directing, sound editing, lighting, and advanced editing programs. Several practical and written exercises lead to a short digital production. Students will spend time working with actors in front of the camera as well as composing shots to visually convey a story.	3

Total Digital Media Concentration Credits: 12

Graphic Design/Animation Concentration Courses:

DGN 365	Computer Graphics	A study of the evolution of computer generated imagery from film, tv and photography. This advanced course will explore today's global designers and understand the limitless possibilities of computer graphics. Students will mix all forms of digital visual media, from photographs, video stills, 3D animation and illustration to create still images for 2D in graphic design, ad design and print.	3
DGN 360	3D Modeling: Theory and Practice	Studying the tools to convert 2D hand drawings, photos and other references into 3 dimensional elements. Students will understand the terminology, tools, and topology which the 3D animation industry uses. Concentration on polygon modeling in hard surface and organic models in Maya for film	3

DGN 455	3D Animation	Students will learn the 12 principles of animation and apply it to specific animation assignments. Students will learn the process of animating a character in Maya from acting, camera, staging, blocking, and inbetweens to create short 3 second pieces which can be presented in a portfolio or demo reel. Students will also dissect shots from the major animation studios and critique their work and their peers.	3
DGN 465	3D Animation for Film	A highly aesthetic and technical class where students bring all design skills together, including preproduction, graphic design, modeling, animation, texturing and rendering. They will understand composition, timing and editing to create a short, time based project. Course may be repeated for up to six credits of credit.	3

Total Graphic Design/Animation Concentration Credits: 12

Public Relations Concentration Courses:

MKT 301	Principles of Marketing	This course surveys the marketing mix and marketing concept; markets and buyer behavior; product, service and relationship marketing for global competition; creating and keeping customers in an e-commerce world; branding and positioning; distribution strategies; integrated marketing communications; and pricing strategies.	3
MKT 302	Buyer and Consumer Behavior	This course focuses on a behavioral science approach that studies distinct buyer strategies and decision-making processes of purchase by organizational buyers and consumers. Topics include cross-cultural variations in behavior, external and internal influences on today's buyers, purchase and post-purchase processes, customer satisfaction, and customer commitment.	3
MKT 304	Promotion and Advertising	This course provides an integrated marketing communications perspective for today's changing world. Topics include the promotional mix, determining and developing advertising and promotional objectives, ethical issues in advertising campaigns, budgeting, positioning, creative strategies, media strategies, personal selling, e-marketing, public relations, publicity, corporate advertising, and evaluating the promotional program.	3
COM 320	Public Relations Writing	The study of planning, producing, and evaluating written public relations messages for and from a variety of media including print, broadcast, and the web. Student writing assignments include news releases, newsletters, public service announcements, coverage memos, position papers, background papers, brochures, and reports and proposals.	3

Total Public Relations Concentration Credits: 12