

# Visual Communication *Minor*

## FACULTY/STAFF

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The Visual Communication Interdisciplinary Minor provides the theoretical framework and the technical facility for students to understand and manipulate visual elements effectively in a variety of communication modes such as, graphic design, web design, radio, photojournalism, video and animation. The contributing departments for this program are the Department of Communication, the Studio Art Program and the Department of English of the Department of Fine and Performing Arts. The program is designed so the aesthetic judgment and understanding acquired in the Studio Art coursework and the technical facility and analytical processes learned in the communication coursework can be focused on discovering innovative and aesthetically pleasing solutions to the specific problems inherent in the visual communication process. This combination of attributes will lead to a student equipped to produce and address the products of visual communication as both artistic artifacts and technical instruments. Students are encouraged to complete an internship as part of the minor.

# Visual Communication Minor

## Required Courses

### Studio Art Majors 10 hrs

ART 2700	Graphic Design I	3
CMM 2500	Media Lab	1
CMM 2810	Video Production & Design	3
CMM 4810	Digital Storytelling	3

## Required Courses

### Communication Majors 10 hrs

CMM 2500	Media Lab	1
ART 2700	Graphic Design I	3
ART 2500	Computer Art I	3
ART 3700	Graphic Design II	3

## Required Courses

### Other Majors 10hrs

CMM 2400	Media & Society	3
CMM 2500	Media Lab	1
ART 2700	Graphic Design I	3
ART 3700	Graphic Design II	3

## Additional Courses

9 hrs

*Choose three courses from the following:*

CMM 2400	Media & Society	3
CMM 2810	Video Production & Design	3
CMM 3120	Media Script Writing	3
CMM 3810	Studio Production	3
CMM 4810	Digital Storytelling	3
CMM 4910	internship	3
CMM 2550	Photojournalism	3
CMM 3520	Sports Documentary	3
ART 2500	Computer Art I	3
ART 3500	Computer Art II	3
ART 3700	Graphic Design II	3
ART 3750	Introduction to Web Design	3
ART 4500	Computer Art Studio	3
ART 4700	Graphic Design Studio	3
ENG 4010	New Media Writing	3

TOTAL REQUIRED

19 hrs

## Communication Majors

A minimum of 12 hours of the program must be selected from designated Studio Art courses.

## Studio Art Majors

A minimum of 13 hours of the program must be selected from designated Communication courses.

## Other Majors

A distribution of not less than 6 hours from each contributing discipline must be taken.