

# MULTIMEDIA COMMUNICATION, MINOR

## Liberal Arts (Code 608-400)

Advisor: G. Vadhavkar (Communication and Journalism).

The ability to develop ideas and present them through a variety of media is indispensable in our communication-rich society. The interdisciplinary minor in Multimedia Communication prepares students to analyze audiences, frame arguments, express themselves clearly in the written and spoken word, understand basic principles of visual design, gather and edit audio and video, and use web-based software to publish their work. Students take courses from the domains of visual communication (Art, Communication & Journalism), written communication (Communication & Journalism, English) and computer programming (Computer Science). The minor is suitable for students who would benefit from the ability to communicate information from their disciplines to a variety of audiences.

Note: Courses counted in the core cannot be used to fulfill requirements in elective credit domains. Because the minor is designed to broaden students' knowledge and skills in multimedia communication no more than nine credits in the prefix of a student's major may be counted toward the minor.

Code	Title	Credits
<b>Twenty-four semester credits, including:</b>		
<b>Required Core Courses</b>		
ART 312	Design Across the Disciplines	3
CJ 184	Multimedia Communication	3
CS 318	Fundamentals of Web Page Design	3
<b>Three credits from one of the following:</b>		<b>3</b>
ENGL 220	Introduction to Creative Writing	
ENGL 307	Editing and Publications Management	
ENGL 312	Science Writing	
ENGL 313	Technical Writing	
ENGL 314	Cultural Rhetorics	
<b>Elective Courses</b>		<b>12</b>

No more than six credits of electives may be taken in any one prefix. An English course counted in the core cannot be used to fulfill an elective requirement. Computer Science majors may not select CS 319 to meet any minor requirement.

ART 274	
ART 275	Typography
ART 278	3-D Computer Modeling
ART 281	Introduction to Photography as an Art Form
ART 374	Graphic Design: Concepts and Experimentation
ART 375	User Experience and Web Design
ART 378	3-D Computer Animation I
or CS 322	Animation Programming
CJ 222	Beginning Journalism
CJ 241	Audio and Video Production Process
CJ 284	Introduction to Photography
CJ 373	Writing for Integrated Strategic Communication

CJ 380	Visual Communication Design
CS 319	Introduction to Web Programming
CS 320	Web Database Design and Implementation
ENGL 220	Introduction to Creative Writing
ENGL 307	Editing and Publications Management
ENGL 310	Intermediate Poetry Writing
ENGL 311	Intermediate Fiction/Nonfiction Writing
ENGL 312	Science Writing
ENGL 313	Technical Writing
ENGL 314	Cultural Rhetorics
ENGL 315	Visual Rhetorics of Science, Technology, and Culture
ENGL 409	Grant Proposal Writing

## Program Learning Outcomes

Students completing this program will be expected to meet the following learning outcomes:

- Communicate ideas through a variety of media.
- Demonstrate technical skills needed for communication in multiple media.
- Craft written messages adapted to audience and purpose, and appropriate for use in multimedia materials.
- Craft visual strategies adapted to audience and purpose, and appropriate for use in multimedia materials.
- Make programming choices that are adapted to audience and purpose.