

DEPARTMENT OF INTEGRATIVE MEDIA, ART AND DESIGN

Department of Integrative Media, Art and Design Credit Requirements

Total minimum number of credits required for a major in Digital Design + Media Art leading to the B.F.A. or B.A. degree -122

Total minimum number of credits required for a minor in Digital Design + Media Art - 21

Total minimum number of credits required for a minor in Studio Art - 18

Total minimum number of credits required for a minor in Art History - 18

Digital Design and Media Art Major

The transformation and convergence of media, information, technology, art, culture, business, and entertainment has created a global growth market that is reorienting the ways in which we learn about ourselves and others, conduct business, express ourselves, and play.

Wilkes University requires a minimum of 122 credit hours for a B.F.A. and B.A. degree in Digital Design + Media Art. These include completion of the General Education Requirements and 40 credit hours of Integrative Media Core courses. The B.A. also requires the completion of a minor in one of the following cognate disciplines: Art; Business Administration; Communication Studies; Computer Science; English; Entrepreneurship; Marketing; Theatre Arts (Acting and Directing); or Theatre Arts (Theatre Design).

The B.F.A. requires the General Education Requirements and 40 credit hours of Integrative Media Core courses. Also, the cognate minor in art and 21 credit-hours of art- or design-based electives, plus two alternate DDMA core courses as defined. A minimum of 2 art history courses are also included in the requirement totaling to 65% of courses taken in the topics of art and design.

The Digital Design + Media Art major uses integrated product development as a conceptual framework. Simulating real working environments, students will come together to work in teams, combining various skills to fill core positions including production manager, producer, director, art director, editor, motion designer, writer, interactive guru, coder, animator, f/x artist, etc., as in a production studio. Students will develop a significant portfolio to present to prospective employers within deadline-oriented, high-end studio environments as in feature film, broadcast, interactive, government, corporate, and independent production companies.

The Integrative Media major core curriculum consists of at least 40 credits hours of study comprising the following courses:

[[ART-111]]	Fundamentals of Color and Design	3 cr
[[BA-153]]	Management Foundations I	3 cr
[[CS-125]]	Computer Science I	4 cr.
[[COM-102]]	Principles of Communication	3 cr
[[ENG-202]]	Technical & Professional Writing	3 cr
[[ENT-203]]	Opportunity Identification: Creativity, & Innovation	3 cr
[[IM-101]]	Integrative Media Foundations I	3 cr
[[IM-201]]	Integrative Media Foundations II	3 cr
[[IM-301]]	Principles of Motion and Layering	3 cr
[[IM-302]]	Integrative Media Principles of Interactivity	3 cr
[[IM-320]]	Integrative Media Concept Development & Processes*	3 cr
[[IM-391]]	Integrative Media Project I*	3 cr
[[IM-392]]	Integrative Media Project II*	3 cr
[[IM-399]]	Cooperative Education	1-6 cr.
[[IM-400]]	Integrative Media Portfolio Capstone*	3 cr

**Each of these courses must be completed with a minimum final grade of 2.5 in order to meet degree requirements.*

Cognate Minors

Students majoring in Digital Design + Media Art are required to complete a minor in a cognate discipline (Art, Business Administration, Communication Studies, Computer Science, English, Entrepreneurship, Marketing, or Theatre Arts – Acting and Directing, or Theatre Arts – Theatre Design). This minor area of study provides for each student a specialized skill concentration within the Digital Design + Media Art program experiences. Students will be continually asked to use the knowledge and skills from their cognate minor discipline within the Integrative media project team structure. To the extent possible, courses in each cognate minor have been selected to augment the Digital Design + Media Art major program. Students interested in pursuing a double major should consult carefully

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with their academic advisor. Also, available for experience is involvement in Studio 20. This student operated production club works with non-profit, start-up, and internal Wilkes clients to produce a variety of creative content in a real-world production setting.

ART HISTORY MINOR

Requirements

The minor in Art History requires that students complete [[ART-140]] (Art History I), [[ART-141]] (History of Art II) and 6 credits of art history topics courses. A total of 18 credit hours is required for the minor in Art History.

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ART MINOR

Requirements

The minor in Art History requires that students complete [[ART-140]] (Art History I), [[ART-141]] (History of Art II) and 6 credits of art history topics courses. A total of 18 credit hours is required for the minor in Art History.

The minor in Studio Art requires a total of 18 credit hours in studio art courses, with no more than 6 credits in art history.

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DIGITAL DESIGN + MEDIA ART - COGNATE MINORS Requirements

Cognate Minor in Art - 18 credits

The following courses are required for a cognate minor in Art:

[[ART-111]] Fundamentals of Color and Design 3 cr. (included in the IM core curriculum)
[[ART-113]] Drawing 3 cr.
[[ART-134]] Computer Graphics I 3 cr.
[[ART-234]] Computer Graphics II 3 cr.
ART electives 6 cr.

Cognate Minor in Business Administration - 18 credits

The following courses are required for a cognate minor in Business Administration:

[[BA-153]] Management Foundations 3 cr. (included in the IM core curriculum)
[[ACC-161]] Financial Accounting & Decision-Making 3 cr.
[[ENT-203]] Opportunity Development: Creativity & Innovation 3 cr. (included in the IM core curriculum)
[[MKT-221]] Marketing 3 cr.
[[BA-322]] Advertising 3 cr.
[[BA-351]] Management of Organizations and People 3 cr.

Cognate Minor in Communication Studies - 21 credits

The following courses are required for a cognate minor in Communication Studies:

[[COM-102]] Principles of Communication 3 cr. (included in the IM core curriculum)
[[COM-124]] Mass Media Literacy 3 cr.
[[COM-203]] Small Group and Team Communications 3 cr.
[[COM-222]] Broadcast Production 3 cr.
[[COM-262]] Digital Storytelling and Design 3 cr.
[[COM-322]] Advanced Video Production 3 cr.
[[COM-323]] Advanced Audio Production 3 cr.

Cognate Minor in Computer Science - 25 credits

The following courses are required for a cognate minor in Computer Science:

[[CS-125]] Computer Science I 4 cr. (included in the IM core curriculum)
[[CS-126]] Computer Science II 4 cr.

[[CS-225]] Computer Science III 4 cr.
[[CS-226]] Computer Science IV 4 cr.
[[CS-283]] Web Development I 3 cr.
[[CS-325]] Database Management 3 cr.
[[CS-383]] Web Development II 3 cr.

Cognate Minor in English - 18 credits

The following courses are required for a cognate minor in English:

[[ENG-120]] Introduction to Literature and Culture 3 cr.
[[ENG-202]] Technical and Professional Writing 3 cr. (included in the IM core curriculum)
[[ENG-203]] Introduction to Creative Writing 3 cr.
[[ENG-308]] Rhetorical Analysis of Non-Fiction Prose 3 cr.
English writing or literature electives numbered 300 and above 6 cr.

Cognate Minor in Entrepreneurship - 18 credits

The following courses are required for a cognate minor in Entrepreneurship:

[[BA-153]] Management Foundations 3 cr. (included in the IM core curriculum)
[[ACC-161]] Financial Accounting and Decision-Making 3 cr.
[[MKT-221]] Marketing 3 cr.
[[ENT-201]] Nature and Essence of Entrepreneurship 3 cr.
[[ENT-461]] Practicing Entrepreneurship 3 cr.
[[ENT-384]] Small Business Consultancy or
[[ENT-462]] Entrepreneurship Internship 3 cr.

Cognate Minor in Marketing - 18 credits

The following courses are required for a cognate minor in Marketing:

[[BA-153]] Management Foundations 3 cr. (included in the IM core curriculum)
[[ENT-201]] Nature and Essence of Entrepreneurship 3 cr.
[[ENT-203]] Opportunity Identification: Innovation and Creativity 3 cr. (included in the IM core curriculum)
[[MKT-221]] Marketing 3 cr.
[[MKT-322]] Advertising 3 cr.
[[MKT-327]] Marketing Seminar or
[[MKT-328]] Consumer Behavior 3 cr.

Cognate Minor in Theater Arts (Acting & Directing) - 18 credits

The following courses are required for a cognate minor in Theatre Arts (Acting & Directing):

[[ART-111]] Fundamentals of Color & Design 3 cr. (included in the IM core curriculum)
[[THE-131]] Acting I 3 cr.
[[THE-234]] Directing I 3 cr.

Digital Design + Media Art - Cognate Minors

[[THE-334]] Directing II 3 cr.

Two Theater Arts Elective 6 cr.

Cognate Minor in Theater Arts (Theater Design) - 18 credits

The following courses are required for a cognate minor in Theatre Arts (Theatre Design):

[[ART-111]] Fundamentals of Color & Design 3 cr. (included in the IM core curriculum)

[[IM-350]] 3-Dimensional Environments & Animation 3 cr.

[[THE-121]] Stagecraft 3 cr.

[[THE-226]] Scene painting 3 cr.

[[THE-321]] Scene Design 3 cr.

One Theater Arts Elective 3 cr.

DIGITAL DESIGN AND MEDIA ART MINOR

Requirements

The minor in Digital Design + Media Art offers to the student body the foundational skill set delivered within the art, design, and technology core and elective DDMA courses. As with the major, these courses follow real world production roles and cycles fulfilling a range of creative and non-creative content creation positions as stated in the DDMA major description. There are many majors that would benefit through the understanding of new media production processes as critically relational to their area of study.

Required courses include:

Core Courses (12 cr.)
[[IM-101]] – Integrative Media Foundations I 3 cr.
[[IM-201]] – Integrative Media Foundations II 3 cr.
[[IM-320]] – Integrative Media Concept Development & Practices 3 cr.
[[IM-391]] – Integrative Media Project I 3 cr.
One of the following courses (3 cr.)
[[IM-301]] – Principles of Motion and Layering 3 cr.
[[IM-302]] – Principles of Interactivity 3 cr.
IM Electives (2) 6 cr.
Note: Any IM course not taken can qualify as an elective.

Minimum Total Required Credits 21 cr.

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INTEGRATIVE MEDIA, B.A. - COGNATE MINOR IN ART

Recommended Course Sequence

First Semester	
[[BA-153]] Management Foundations	3
[[ART-111]] Fundamentals of Color & Design	3
Distribution Requirements	3
[[ENG-101]] Composition	4
[[FYF-101]] First-Year Foundations	3
Total Credits	16

Second Semester	
[[ART-134]] Computer Graphics I	3
[[CS-125]] Computer Science I	4
Distribution Requirements	6
[[IM-101]] Integrative Media Foundations I	3
Total Credits	16

Third Semester	
[[ART-113]] Drawing	3
[[ART-234]] Computer Graphics II	3
Distribution Requirement	3
[[ENT-203]] Opportunity Identification	3
[[IM-201]] Integrative Media Foundations II	3
Total Credits	15

Fourth Semester	
Electives	3
[[COM-102]] Principles of Communication	3
Distribution Requirement	3
[[ENG-202]] Technical & Professional Writing	3
[[IM-301]] Principles of Motion & Layering	3
Total Credits	15

Fifth Semester	
Distribution Requirement	3
Electives	6
[[IM-302]] Principles of Interactivity	3
[[IM-320]] Concept Development & Processes	3
Total Credits	15

Sixth Semester	
Art Elective	3
Distribution Requirement	3
Electives	6
[[IM-391]] Integrative Media Project I	3
Total Credits	15

Seventh Semester	
Art Elective	3
Electives	6 - 9
[[IM-392]] Integrative Media Project II	3
[[IM-399]] Cooperative Education	0 - 3
Total Credits	12 - 18

Eighth Semester	
Electives	9 - 12
[[IM-399]] Cooperative Education	0 - 3
[[IM-400]] Integrative Media Portfolio Capstone	3
Total Credits	12 - 18

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Art.....	19

INTEGRATIVE MEDIA, B.A. - COGNATE MINOR IN BUSINESS ADMINISTRATION

Recommended Course Sequence

First Semester	
[[BA-153]] Management Foundations	3
[[ART-111]] Fundamentals of Color & Design	3
Distribution Requirements	3
[[ENG-101]] Composition	4
[[FYF-101]] First-Year Foundations	3
Total Credits	16

Second Semester	
[[ACC-161]] Financial Accounting & Decision-Making	3
[[CS-125]] Computer Science I	4
Distribution Requirements	6
[[IM-101]] Integrative Media Foundations I	3
Total Credits	16

Third Semester	
Distribution Requirements	6
Elective	3
[[ENT-203]] Opportunity Identification	3
[[IM-201]] Integrative Media Foundations II	3
Total Credits	15

Fourth Semester	
[[COM-102]] Principles of Communication	3
Distribution Requirement	3
Elective	3
[[ENG-202]] Technical & Professional Writing	3
[[IM-301]] Principles of Motion & Layering	3
Total Credits	15

Fifth Semester	
[[MKT-221]] Marketing	3
Distribution Requirements	6
[[IM-302]] Principles of Interactivity	3
[[IM-320]] Concept Development & Processes	3
Total Credits	15

Sixth Semester	
[[BA-322]] Advertising	3
Electives	9
[[IM-391]] Integrative Media Project I	3
Total Credits	15

Seventh Semester	
[[BA-351]] Management of Organizations & People	3
Electives	9
[[IM-392]] Integrative Media Project II	3
[[IM-399]] Cooperative Education	0 - 3
Total Credits	15 - 18

Eighth Semester	
Electives	9 - 12
[[IM-399]] Cooperative Education	0 - 3
[[IM-400]] Integrative Media Portfolio Capstone	3
Total Credits	12 - 18

Integrative Media.....	31
Business Administration.....	20

INTEGRATIVE MEDIA, B.A. - COGNATE MINOR IN COMMUNICATION STUDIES

Recommended Course Sequence

First Semester	
[[BA153]] Management Foundations	3
[[ART-111]] Fundamentals of Color & Design	3
[[COM-101]] Fundamentals of Public Speaking	3
[[ENG-101]] Composition	4
[[FYF-101]] First-Year Foundations	3
Total Credits	16

Second Semester	
[[COM-102]] Principles of Communication	3
[[CS-125]] Computer Science I	4
Distribution Requirements	6
[[IM-101]] Integrative Media Foundations I	3
Total Credits	16

Third Semester	
[[COM-222]] Broadcast Production	3
Distribution Requirements	6
[[ENT-203]] Opportunity Identification	3
[[IM-201]] Integrative Media Foundations II	3
Total Credits	15

Fourth Semester	
Distribution Requirement	3
[[COM-124]] Mass Media Literacy	3
[[COM-203]] Small Group and Team Communications	3
[[ENG-202]] Technical & Professional Writing	3
[[IM-301]] Principles of Motion & Layering	3
Total Credits	15

Fifth Semester	
[[COM-323]] Advanced Audio Production	3
Distribution Requirements	6
[[IM-302]] Principles of Interactivity	3
[[IM-320]] Concept Development & Processes	3
Total Credits	15

Sixth Semester	
[[COM-262]] Digital Storytelling and Design	3
[[COM-322]] Advanced Video Production	3
Distribution Requirements	6
[[IM-391]] Integrative Media Project I	3
Total Credits	15

Seventh Semester	
Electives	12
[[IM-392]] Integrative Media Project II	3
[[IM-399]] Cooperative Education	0 - 3
Total Credits	15 - 18

Eighth Semester	
Electives	9
[[IM-399]] Cooperative Education	0 - 3
[[IM-400]] Integrative Media Portfolio Capstone	3
Total Credits	12 - 15

Integrative Media.....	31
Communication Studies.....	21

INTEGRATIVE MEDIA, B.A. - COGNATE MINOR IN COMPUTER SCIENCE

Recommended Course Sequence

First Semester	
[[BA-153]] Management Foundations	3
[[CS-125]] Computer Science I	4
[[ART-111]] Fundamentals of Color & Design	3
Distribution Requirement	3
[[FYF-101]] First-Year Foundations	3
Total Credits	16

Second Semester	
[[CS-126]] Computer Science II	4
Distribution Requirements	6
[[ENG-101]] Composition	4
[[IM-101]] Integrative Media Foundation I	3
Total Credits	17

Third Semester	
[[CS-225]] Computer Science III	3
Distribution Requirement	3
Elective	3
[[ENT-203]] Opportunity Identification	3
[[IM-201]] Integrative Media Foundations II	3
Total Credits	15

Fourth Semester	
[[COM-102]] Principles of Communication	3
[[CS-226]] Computer Science IV	3
Distribution Requirement	3
[[ENG-202]] Technical & Professional Writing	3
[[IM-301]] Principles of Motion & Layering	3
Total Credits	15

Fifth Semester	
[[CS-283]] Web Development I	3
Distribution Requirement	3
Elective	3
[[IM-302]] Principles of Interactivity	3
[[IM-320]] Concept Development & Processes	3
Total Credits	15

Sixth Semester	
[[CS-325]] Database Management	3
Distribution Requirement	3
Electives	6
[[IM-391]] Integrative Media Project I	3
Total Credits	15

Seventh Semester	
[[CS-383]] Web Development II	3
Electives	6 - 9
[[IM-392]] Integrative Media Project II	3
[[IM-399]] Cooperative Education	0 - 3
Total Credits	12 - 18

Eighth Semester	
Electives	9 - 12
[[IM-399]] Cooperative Education	0 - 3
[[IM-400]] Integrative Media Portfolio Capstone	3
Total Credits	12 - 18

Integrative Media.....	31
Computer Science.....	24

INTEGRATIVE MEDIA, B.A. - COGNATE MINOR IN ENGLISH

Recommended Course Sequence

First Semester	
[[BA-153]] Management Foundations	3
[[ART-111]] Fundamentals of Color & Design	3
Distribution Requirement	3
[[ENG-101]] Composition	4
[[FYF-101]] First-Year Foundations	3
Total Credits	16

Second Semester	
[[CS-125]] Computer Science I	4
Distribution Requirements	6
[[ENG-120]] Introduction to Literature & Culture	3DDMA
[[IM-101]] Integrative Media Foundations I	3
Total Credits	16

Third Semester	
Distribution Requirements	6
Elective	3
[[ENT-203]] Opportunity Identification	3
[[IM-201]] Integrative Media Foundations II	3
Total Credits	15

Fourth Semester	
[[COM-102]] Principles of Communication	3
Distribution Requirement	3
[[ENG-202]] Technical & Professional Writing	3
[[ENG-203]] Introduction to Creative Writing	3
[[IM-301]] Principles of Motion & Layering	3
Total Credits	15

Fifth Semester	
Distribution Requirement	3
Electives	6
[[IM-302]] Principles of Interactivity	3
[[IM-320]] Concept Development & Processes	3
Total Credits	15

Sixth Semester	
Distribution Requirement	3
Electives	6
[[ENG-308]] Rhetorical Analysis & Non-fiction Prose Writing	3
[[IM-391]] Integrative Media Project I	3
Total Credits	15

Seventh Semester	
Electives	9
ENG Elective	3
[[IM-392]] Integrative Media Project II	3
[[IM-399]] Cooperative Education	0 - 3
Total Credits	15 - 18

Eighth Semester	
Electives	6 - 9
ENG Elective	3
[[IM-399]] Cooperative Education	0 - 3
[[IM-400]] Integrative Media Portfolio Capstone	3
Total Credits	12 - 18

Integrative Media.....	31
English.....	27

INTEGRATIVE MEDIA, B.A. - COGNATE MINOR IN ENTREPRENEURSHIP

Recommended Course Sequence

First Semester	
[[BA-153]] Management Foundations	3
[[ART-111]] Fundamentals of Color & Design	3
Distribution Requirement	3
[[ENG-101]] Composition	4
[[FYF-101]] First-Year Foundations	3
Total Credits	16

Second Semester	
[[ACC-161]] Financial Accounting, & Decision-Making	3
[[CS-125]] Computer Science I	4
Distribution Requirements	6
[[IM-101]] Integrative Media Foundation I	3
Total Credits	16

Third Semester	
Distribution Requirements	6
Elective	3
[[ENT-201]] Nature and Essence of Entrepreneurship	3
[[IM-201]] Integrative Media Foundations II	3
Total Credits	15

Fourth Semester	
[[COM-102]] Principles of Communication	3
Distribution Requirement	3
[[ENG-202]] Technical & Professional Writing	3
[[ENT-203]] Opportunity Identification	3
[[IM-301]] Principles of Motion & Layering	3
Total Credits	15

Fifth Semester	
Distribution Requirements	6
[[ENT-461]] Practicing Entrepreneurship	3
[[IM-302]] Principles of Interactivity	3
[[IM-320]] Concept Development & Processes	3
Total Credits	15

Sixth Semester	
[[MKT-221]] Marketing	3
Distribution Requirement	3
Electives	6
[[IM-391]] Integrative Media Project I	3
Total Credits	15

Seventh Semester	
Electives	9
[[ENT-384]] Small Business Consultancy or	
[[ENT-462]] Internship	3
[[IM-392]] Integrative Media Project II	3
[[IM-399]] Cooperative Education	0 - 3
Total Credits	15 - 18

Eighth Semester	
Electives	9 - 12
[[IM-399]] Cooperative Education	0 - 3
[[IM-400]] Integrative Media Portfolio Capstone	3
Total Credits	12 - 18

Integrative Media.....	31
Entrepreneurship.....	30

INTEGRATIVE MEDIA, B.A. - COGNATE MINOR IN MARKETING

Recommended Course Sequence

First Semester	
[[FYF-101]] First-Year Foundations	3
[[ENG-101]] Composition	4
[[ART-111]] Fundamentals of Color & Design	3
Distribution Requirements	6
Total Credits	16

Second Semester	
[[IM-101]] Integrative Media Foundations I	3
[[BA-153]] Management Foundations	3
[[CS-125]] Computer Science I	4
Distribution Requirements	6
Total Credits	16

Third Semester	
[[IM-201]] Integrative Media Foundations II	3
[[ENT-201]] Nature and Essence of Entrepreneurship	3
Elective	3
Distribution Requirements	6
Total Credits	15

Fourth Semester	
[[IM-301]] Principles of Motion & Layering	3
[[COM-102]] Principles of Communication	3
[[ENG-202]] Technical & Professional Writing	3
[[MKT-221]] Marketing	3
Distribution Requirement	3
Total Credits	15

Fifth Semester	
[[IM-302]] Principles of Interactivity	3

[[IM-320]] Concept Development & Processes	3
[[ENT-203]] Opp. Id.: Innovation & Creativity	3
Distribution Requirement	3
Elective	3
Total Credits	15

Sixth Semester	
[[IM-391]] Integrative Media Project I	3
[[MKT-322]] Advertising	3
Distribution Requirement	3
Elective	6
Total Credits	15

Seventh Semester	
[[IM-392]] IM Project II	3
[[IM-399]] Cooperative Education	0 - 3
[[MKT-327]] Marketing Seminar or	3
[[MKT-328]] Consumer Behavior	
Electives	9 - 6
Total Credits	15

Eighth Semester	
[[IM-400]] Integrative Media Portfolio Capstone	3
[[IM-399]] Cooperative Education	0 - 3
Elective	12 - 9
Total Credits	15

Integrative Media.....	31
Marketing.....	33

INTEGRATIVE MEDIA, B.A. - COGNATE MINOR IN THEATRE ARTS AND A CONCENTRATION IN ACTING AND DIRECTING

Recommended Course Sequence

First Semester	
[[BA-153]] Management Foundations	3
Distribution Requirements	6
[[ENG-101]] Composition	4
[[FYF-101]] First-Year Foundations	3
Total Credits	16

Second Semester	
[[ART-111]] Fundamentals of Color & Design	3
[[CS-125]] Computer Science I	4
Distribution Requirements	6
[[IM-101]] Integrative Media Foundation I	3
Total Credits	16

Third Semester	
Distribution Requirement	3
Elective	3
[[ENT-203]] Opportunity Identification	3
[[IM-201]] Integrative Media Foundations II	3
[[THE-131]] Acting I	3
Total Credits	15

Fourth Semester	
[[COM-102]] Principles of Communication	3
Distribution Requirement	3
[[ENG-202]] Technical & Professional Writing	3
[[IM-301]] Principles of Motion & Layering	3
[[THE-234]] Directing I	3
Total Credits	15

Fifth Semester	
Distribution Requirement	3
Elective	3
[[IM-302]] Principles of Interactivity	3
[[IM-320]] Concept Development & Processes	3
[[THE-334]] Directing II	3
Total Credits	15

Sixth Semester	
Distribution Requirement	3
Electives	6
[[IM-391]] Integrative Media Project I	3
THE Elective	3
Total Credits	15

Seventh Semester	
Electives	6 - 9
[[IM-392]] Integrative Media Project II	3
[[IM-399]] Cooperative Education	0 - 3
THE Elective	3
Total Credits	12 - 18

Eighth Semester	
Electives	9 - 12
[[IM-399]] Cooperative Education	0 - 3
[[IM-400]] Integrative Media Portfolio Capstone	3
Total Credits	12 - 18

Integrative Media.....	31
Theatre Arts.....	33

INTEGRATIVE MEDIA, B.A. - COGNATE MINOR IN THEATRE ARTS AND A CONCENTRATION IN THEATRE DESIGN

Recommended Course Sequence

First Semester	
[[BA-153]] Management Foundations	3
Distribution Requirements	6
[[ENG-101]] Composition	4
[[FYF-101]] First-Year Foundations	3
Total Credits	16

Second Semester	
[[ART-111]] Fundamentals of Color & Design	3
[[CS-125]] Computer Science I	4
Distribution Requirements	6
[[IM-101]] Integrative Media Foundation I	3
Total Credits	16

Third Semester	
Distribution Requirement	3
Elective	3
[[ENT-203]] Opportunity Identification	3
[[IM-201]] Integrative Media Foundations II	3
[[THE-121]] Stagecraft	3
Total Credits	15

Fourth Semester	
[[COM-102]] Principles of Communication	3
Distribution Requirement	3
[[ENG-202]] Technical & Professional Writing	3
[[IM-301]] Principles of Motion & Layering	3
[[THE-321]] Scene Design	3
Total Credits	15

Fifth Semester	
Distribution Requirement	3
Elective	3
[[IM-302]] Principles of Interactivity	3
[[IM-320]] Concept Development & Processes	3
THE-226 Scene Painting	3
Total Credits	15

Sixth Semester	
Distribution Requirement	3
Electives	6
[[IM-350]] 3-Dimensional Environment & Animation	3
[[IM-391]] Integrative Media Project I	3
Total Credits	15

Seventh Semester	
Electives	6 - 9
[[IM-392]] Integrative Media Project II	3
[[IM-399]] Cooperative Education	0 - 3
THE Elective	3
Total Credits	12 - 18

Eighth Semester	
Electives	9 - 12
[[IM-399]] Cooperative Education	0 - 3
[[IM-400]] Integrative Media Portfolio Capstone	3
Total Credits	12 - 18

Integrative Media.....	31
Theatre Arts.....	33

INTEGRATIVE MEDIA, B.F.A. - MAJOR IN DIGITAL DESIGN + MEDIA ART

Digital design and media art majors may work toward either a bachelor of fine arts (B.F.A.) or bachelor of arts (B.A.) degree. The B.F.A. degree is the highest standard, professional degree for undergraduate art and design programs, with a curriculum focused more on art and design courses than liberal arts. To earn a B.F.A., DDMA students at Wilkes must pursue a cognate minor in art and enroll in 21 credit-hours of art- or design-based electives, plus two alternate DDMA core courses as defined. A minimum of 2 art history courses are also included in the requirement totaling to 65% of courses taken in the topics of art and design.

In the course sequence below the courses are currently IM, but DDMA may be appropriate as with all cognate minor course sequences as defined by the timing of the registrar changes.

Recommended Course Sequence

First Semester	
[[BA-153]] Management Foundations	3
[[ART-111]] Fundamentals of Color & Design	3
Distribution Requirement	3
[[ENG-101]] Composition	4
[[FYF-101]] First-Year Foundations	3
Total Credits	16

Second Semester	
[[ART-134]] Computer Graphics I	3
[[CS-125]] Computer Science I	4
Distribution Requirement	6
[[IM-101]] Integrative Media Foundations I	3
Total Credits	16

Third Semester	
[[ART-113]] Drawing	3
[[ART-234]] Computer Graphics II	3
Art History	3
[[ENT-203]] Opportunity Identification	3
[[IM-201]] Integrative Media Foundations II	3
Total Credits	15

Fourth Semester	
Art History	3
[[COM-262]] Digital Storytelling / Design	3
Distribution Requirement	3
[[ENG-222]] Introduction to Digital Humanities	3
[[IM-301]] Principles of Motion & Layering	3
Total Credits	15

Fifth Semester	
Distribution Requirement	6
Art or DDMA Electives	3
[[IM-302]] Principles of Interactivity	3
[[IM-320]] Concept Development & Processes	3
Total Credits	15

Sixth Semester	
Art or DDMA Elective	3
Distribution Requirement	3
Art or DDMA Elective	6
[[IM-391]] Integrative Media Project I	3
Total Credits	15

Seventh Semester	
Art or DDMA Elective	3
Art or DDMA Elective	6 - 9
[[IM-392]] Integrative Media Project II	3
[[IM-399]] Cooperative Education	0 - 3
Total Credits	12 - 18

Eighth Semester	
Art or DDMA Elective	9 - 12
[[IM-399]] Cooperative Education	0 - 3
[[IM-400]] Integrative Media Portfolio Capstone	3
Total Credits	12 - 18

Integrative Media..... 31

STUDIO ART MINOR

Requirements

The minor in Studio Art requires a total of 18 credit hours in studio art courses, with no more than 6 credits in art history.

Art..... 19

ART. ART

ART-198/289/398. TOPICS IN ART

Credits: Varies with topic.

A study of topics of special interest not extensively treated in regularly offered courses. Recent

studio topics have included Life Drawing, Mural Painting, Color Photography, and Ceramic Sculpture. Past topics in art history have included Modern Architecture, A History of Surrealism, and Nineteenth-Century Art. Special topics in art.

[Click here for course fee.](#) [Course fee applies only to studio courses.](#)

ART-101. EXPERIENCING ART

Credits: 3

Lectures and discussion on the elements of art and the forerunners of modern and contemporary art. Two- and three-dimensional studio work is explored through the creative process in a variety of media.

[Click here for course fees.](#)

ART-111. FUNDAMENTALS OF COLOR AND DESIGN

Credits: 3

A basic level design course involving the elements and principles of two-dimensional design and the study of color systems.

[Click here for course fees.](#)

ART-113. DRAWING AND COMPOSITION

Credits: 3

Fees:

An introductory course exploring the organization and potential of line, space, and texture through a variety of media and subject matter.

[Click here for course fees.](#)

ART-120. PAINTING I

Credits: 3

An introduction to painting methods and materials with an emphasis on composition and basic color theory. Oil, watercolor, and acrylic painting techniques are explored in both realistic and abstract styles.

[Click here for course fees.](#)

ART-121. PRINTMAKING

Credits: 3

An introduction to monotype, intaglio and relief printmaking processes. Traditional and creative contemporary approaches to printing original works on paper in a print workshop environment.

[Click here for course fees.](#)

ART-122. SCULPTURE

Credits: 3

An introductory to the basic concepts of three-dimensional form and space. Modeling in clay from life; and casting, carving and direct building techniques in plaster among other traditional methods of sculpture will be explored.

[Click here for course fees.](#)

ART-123. CERAMICS

Credits: 3

Exploration into the basic methods and techniques of hand building and wheel work. Experimentation in surfaces decoration, glazing, and kiln firing.

[Click here for course fees.](#)

ART-134. COMPUTER GRAPHICS I

Credits: 3

A foundation course that introduces the basics of Photoshop, Illustrator, InDesign and Adobe Acrobat, as well as the theory, terminology, and genres of graphic design.

[Click here for course fees.](#)

ART-138. DIGITAL PHOTOGRAPHY

Credits: 3

Fees:

An introduction to the fundamentals of photography; camera usage, subject consideration, lighting, digital techniques, and the preparation of photographs for exhibit.

[Click here for course fees.](#)

ART-140. HISTORY OF ART I

Credits: 3

A survey of the art and architecture of Western Civilization from pre-history through the Early Renaissance. Non-western cultures will also be introduced. Slide lectures and discussion will focus on major artworks and trends within their cultural setting. ELIGIBLE FOR WOMEN'S STUDIES MINOR.

ART-141. HISTORY OF ART II

Credits: 3

A survey of the art and architecture of Western Civilization from the High Renaissance to the present. Slide lectures and discussions will focus on major artists, artworks, and trends within their cultural setting. ELIGIBLE FOR WOMEN'S STUDIES MINOR.

ART-220. PAINTING II

Credits: 3

Increased emphasis on development of style and experimentation in contemporary art methods and techniques.

[Click here for course fees.](#)

Pre-Requisites

[[ART-120]] or permission of instructor.

ART-234. COMPUTER GRAPHICS II

Credits: 3

A continuation of Computer Graphics I designed to reinforce further development in Photoshop, Illustrator, InDesign, and Adobe Acrobat, as well as theory, terminology, and genres of graphic design. Includes the use of media and processes of scanning, collage, typography, and layouts for print.

[Click here for course fees.](#)

Pre-Requisites

[[ART-134]] or permission of instructor.

ART-399. COOPERATIVE EDUCATION

Credits: 1-6

Professional cooperative education placement in a private or public organization related to the student's academic objectives and career goals. In addition to their work experience, students are required to submit weekly reaction papers and an academic project to a Faculty Coordinator in the student's discipline. (See the Cooperative Education section of this bulletin for placement procedures.)

Pre-Requisites

Sophomore standing, minimum 2.0 cumulative average, consent of academic advisor, and approval of placement by the department chairperson.

Course Descriptions

BA. BUSINESS ADMINISTRATION

BA-119. DATA ANALYSIS IN EXCEL

Credits: 1

This course is designed to teach the basic and advanced features and functions of Excel, including summative, descriptive and reporting techniques. Students will also gain the knowledge of data manipulation and visual reporting. This one-credit class will meet multiple times each week, and will run for 5 consecutive weeks.

BA-151. INTEGRATED MANAGEMENT EXPERIENCE I

Credits: 3

Terms Offered: Fall

Integrated Management Experience is a two-semester sequence that takes you through the entrepreneurial process from creating a business concept to planning the venture to launching and operating the business to harvest and closure of the firm. You learn how businesses plan and operate through the study of functional areas such as marketing, management, human resources, accounting and finance, and operations. Most importantly, you will learn and experience how the pieces fit together through integrating the functional areas tracking information and performance using financial accounting principles. Cross listed with [[ACC-151]] and [[ENT-151]].

BA-152. INTEGRATED MANAGEMENT EXPERIENCE II

Credits: 3

Terms Offered: Spring

Integrated Management Experience is a two-semester sequence that takes you through the entrepreneurial process from creating a business concept to planning the venture to launching and operating the business to harvest and closure of the firm. You learn how businesses plan and operate through the study of functional areas such as marketing, management, human resources, accounting and finance, and operations. You develop a clear understanding of the importance of accounting cycles and how financial accounting principles provide not only information but an integrating thread for all types of organizations. Cross listed with [[ACC-152]] and [[ENT-152]].

Pre-Requisites

[[ACC-151]] / [[BA-151]] / [[ENT-151]] with a minimum grade of 2.0

BA-153. MANAGEMENT FOUNDATIONS

Credits: 3

Management Foundations provides the framework for further study in accounting, business administration, and entrepreneurship programs. Functional areas of management are examined. This class is closed to freshmen and to any student who completed ACC/BA/ENT 151 and ACC/BA/ENT 152.

BA-319. BUSINESS STATISTICS

Credits: 3

Terms Offered: Fall

An introduction to the primary tools of research in business and economics; the collection, summarization, analysis, and interpretation of statistical findings relevant to business decisions. Two hours of lecture and one hour of individualized laboratory. Topics covered will include, but not be limited to, descriptive statistics, probability, sampling theory, hypothesis testing, and regression and correlation analysis. Cross-listed with [[EC-319]].

BA-335. LAW AND BUSINESS

Credits: 3

This course provides a foundation for understanding how the law functions; the laws protecting consumers and employees; and the law of contracts, sales, and business organizations.

BA-336. ADVANCED TOPICS IN BUSINESS LAW

Credits: 3

Terms Offered: Spring

This course provides students with an understanding of select advanced topics in law, specifically those that have the greatest impact on business and accounting.

Pre-Requisites

[[BA-335]] with a minimum grade of 2.0

BA-337. LEGAL ASPECTS OF SPORT AND EVENT MANAGEMENT

Credits: 3

Introduces legal issues that confront contemporary organized athletics and sports management. Specific topics which are highlighted include impact of antitrust laws; personal services contracts; labor law; injury and liability; franchise and transfer rules; and tax aspects. Examines the role of legal services within sports organizations and in individual athlete representation.

Pre-Requisites

[[BA-335]] with a minimum grade of 2.0

BA-338. INTERNATIONAL BUSINESS LAW

Credits: 3

Terms Offered: On Demand, Spring

The course will focus on international business law applicable to international business transactions. Topics covered will include comparable legal systems in the world and the law relative to 1) international sales, transport, credit and commercial agreements; 2) trade law including imports, customs, tariff regulations/agreements, regional free trade areas; 3) regulation of the marketplace including licensing, patent, advertising, sales representation, foreign investment and business formation, currency risk, anti-trust, employment and environmental law. This course is offered every other fall – odd years.

Pre-Requisites

[[BA-335]] with a minimum grade of 2.0

BA-419. QUANTITATIVE DECISION MAKING

Credits: 3

This course is designed to build on the basics of introductory statistics so that the students understand how a variety of advanced statistical tools are used to support decision-making using business data. Students develop necessary skills to build models that conform the assumptions of the procedures. The course aims to provide more hands on experience. The topics that will be introduced include descriptive statistics, t-tests, ANOVA, simple linear regression, multiple linear regression, logistic regression and their applications on business data.

BA-461. BUSINESS STRATEGY AND DECISION-MAKING

Credits: 3

The first of a two-semester capstone experience. This course integrates the functional areas of business from the perspective of top management. Emphasis is on the role of management in the formation of strategic and long-range plans.

Pre-Requisites

[[MKT-221]], [[EC-101]], [[EC-102]], [[FIN-240]], and [[MGT-251]] all with a minimum grade of 2.0

BA-462. PROFESSIONAL BUSINESS EXPERIENCE

Credits: 3

Pre-Requisites

[[MKT-221]], [[FIN-240]], and [[MGT-251]] all with a minimum grade of 2.0

BA-463. THE BUSINESS FIELD AND RESEARCH EXPERIENCE

Credits: 3

This course allows the student to choose from a variety of professional opportunities. The student could perform research and writing in his or her major area. Such research must be approved by the instructor in advance. (The Undergraduate Thesis) The student may participate in a multidisciplinary capstone course that incorporates the application of business creation, development, and planning. It includes the application of business functions such as management, business strategy, marketing, accounting, finance, operations management, and sales. (The Business Incubator) The student could also visit several local organizations to conduct a live case comparison that spans industries and organizations as it pertains to his or her major area and faculty interests. (The Business Field Experience) Action learning gives students the opportunity to develop an understanding of the Sidhu School disciplines and business practices that are ethically and socially responsible.

Pre-Requisites

Senior class standing.

BA-464. INTERNATIONAL BUSINESS EXPERIENCE

Credits: 3

The course provides an overview of a Western European Society. A ten-day field trip in Western Europe is a major learning experience of the course. Site visits are made in a number of cities in European countries. Site visits include Cities, Regions, and Business and travel centers. Arrangements for travel are made during the fall, and travel in the spring. The purpose of the course is to create a global learning experience using Western Europe as a medium to facilitate the student's understanding of the global business environment. Presentations, discussions, travel, observations, projects, as well as written papers will provide students with the opportunity to demonstrate their understanding and knowledge.

COM. COMMUNICATION STUDIES

COM-101. FUNDAMENTALS OF PUBLIC SPEAKING

Credits: 3

Principles of study, application, and evaluation of public speaking. Emphasis will be upon meeting the needs of students through individualized instruction in oral communication settings. The course is taught each semester.

COM-102. PRINCIPLES OF COMMUNICATION

Credits: 3

A study of the theory and process of communication. Required of all department majors. Taught every spring semester.

COM-124. MASS MEDIA LITERACY

Credits: 3

This is a survey course that takes a literacy approach to the study of mass media and their role in society. Taught every spring semester.

COM-144. DEPARTMENT PRACTICUM

Credits: 1-2

A-Debate and Forensics; **B-**P.R. Agency; **C-** WCHL Radio; **D-**The Beacon; **E-**Television; **F-** Department. The Department Practicum may be taken for one or two credits per semester with the total not to exceed six credits. Students may earn credit for major roles and positions of major responsibility in the above co-curricular activities. Credit for participation in these activities is optional, and voluntary participation (without credit) is also encouraged. The department, through the advisor or instructor of the activity, has the authority to approve or reject any contract for credit under this designation. Credits earned are applicable toward graduation, but do not count toward the degree requirements of any concentration in Communication Studies. Written approval of credit must be by advisor and Department chairperson.

COM-201. ADVANCED PUBLIC SPEAKING

Credits: 3

Inquiry into the practice and principles of speech composition and presentation. Detailed analysis of the areas of invention, arrangement, style, and delivery, and an introduction to speech criticism.

Pre-Requisites

[[COM-101]] or consent of the instructor.

COM-202. INTERPERSONAL COMMUNICATION

Credits: 3

This course focuses on interpersonal communication theory and its application to improving the student's interpersonal skills in managing conflict, negotiating, interviewing, and in developing relationships. Taught fall semesters.

Pre-Requisites

[[COM-101]] or consent of the instructor.

COM-203. SMALL GROUP & TEAM COMMUNICATION

Credits: 3

This course is designed to enable students to improve their decision-making abilities within group and team settings. Emphasis will be placed on team-building, as well as task, leadership and interpersonal skills needed for effective group communication.

Pre-Requisites

[[COM-102]].

COM-204. ARGUMENTATION AND DEBATE

Credits: 3

Training in the fundamentals of argumentation and debate, with practice in gathering and organizing evidence and support materials. Course taught every other fall semester.

Pre-Requisites

[[COM-101]] or consent of the instructor.

Course Descriptions

COM-206. BUSINESS AND PROFESSIONAL COMMUNICATION

Credits: 3

Course will concentrate on communication theory as applied to business and professional settings. Students will make several oral presentations and participate in interviewing and conferences. Course taught fall semester in alternate years.

COM-220. INTRODUCTION TO ELECTRONIC MEDIA

Credits: 3

An overview of the history, institutions, and message systems of the radio, television, cable, satellite, and internet industries.

COM-222. BROADCAST PRODUCTION

Credits: 3

Fees:

A study of the principles and techniques of audio and video production. A special emphasis is placed on the utilization of these techniques in broadcast settings.

[Click here for course fee.](#)

COM-223. THE ART OF FILM

Credits: 3

An introduction to the aesthetics, techniques, and critical analysis of cinematic art through the study of representative films of current and past film directors. Screenings and writing intensified.

COM-252. INTERNSHIP

Credits: 3-6

A supervised program of work and study in any of the concentrations. Written permission of the department is required. Offered every semester.

COM-260. BASIC NEWSWRITING

Credits: 3

Fundamentals of newsgathering, newswriting, and news judgment for all media; study of news sources; fieldwork, research, and interview techniques.

Pre-Requisites

[[ENG-101]].

COM-261. MULTIMEDIA COMMUNICATION

Credits: 3

This course offers a skills-focused and theoretical approach to multimedia communication. Through a variety of readings, discussions and practical workshops, students will learn basic skills for navigating through multimedia platforms, including, but not limited to social media, apps, and audio/visual modes of communication. Students will be given the tools and information to adapt their knowledge and expertise as media and software packages change. Students will also critically analyze multimedia platforms to better understand their functions and the repercussions of releasing information on (or through) them.

Pre-Requisites

[[ENG-101]].

COM-262. DIGITAL STORYTELLING AND DESIGN

Credits: 3

This course offers a hands-on approach to exploring the visual aspects of design and storytelling. Students will be introduced to basic principles of design that are applicable to a variety of career fields. Students also will learn about visual storytelling, the power of visual messages, and the interconnectedness between verbal and visual messages. Through readings, class discussions and workshops, students will gain the knowledge to not only produce effective and quality visual messages, but they will also be challenged to critically analyze visual messages and discuss the ethics behind the messages and the message making process.

Pre-Requisites

[[COM-260]].

COM-300. COMMUNICATION CRITICISM

Credits: 3

Theories from classical to contemporary will be applied to the analysis of written, visual, and electronic messages. Emphasis on speech writing and criticism.

Pre-Requisites

[[COM-101]].

COM-301. PERSUASION

Credits: 3

Study and practice of persuasive speaking. General theories of persuasion, the role of persuasion in a democratic society, and an introduction to modern experimental research in the field.

Pre-Requisites

[[COM-101]].

COM-302. FUNDAMENTALS OF PUBLIC RELATIONS

Credits: 3

An introduction to the fundamentals of public relations practice, including program planning and evaluation, working with the media, writing for PR, and coordinating special events and functions. Taught every fall semester.

Pre-Requisites

[[COM-260]].

COM-303. ORGANIZATIONAL COMMUNICATION

Credits: 3

Course focuses on traditional and modern concepts of communication channels in simple and complex organizations. Considerable attention is given to interviewing and conducting communication audits.

Pre-Requisites

[[COM-102]] or consent of the instructor.

COM-304. INTERCULTURAL COMMUNICATION

Credits: 3

Intercultural Communication is a systematic study of what happens when people from different cultural backgrounds interact face-to-face. The course is a balance between theoretical and practical knowledge, with emphasis on immediately usable knowledge. Guest speakers, in-class simulations, cross-cultural interviews, and research projects ask students to apply communication skills to actual intercultural situations.

Pre-Requisites

[[COM-102]] or consent of the instructor.

COM-305. STUDIES IN PUBLIC ADDRESS

Credits: 3

This class is a hybrid or comparative approach to the study of public address in the United States. We will study traditional *and* critical rhetorical theories of public address. We will also engage with speakers and texts that both challenge and reinforce the "great speeches" mold. As we pursue these objectives, we will focus our study on selected social movement rhetorics in the United States, including those of women's and feminist movements, civil rights movements, labor movements, and LGBTQ movements.

Pre-Requisites

[[COM-102]] or consent of the instructor.

COM-320. MEDIA MANAGEMENT

Credits: 3

This course will provide a framework for understanding the functions and methods of media managers in both print and non-print media.

Pre-Requisites

[[COM-220]] or consent of the instructor.

COM-321. ADVANCED MULTIMEDIA REPORTING

Credits: 3

This course combines advanced reporting techniques with multimedia production to create news 'packages'. Students will discuss audience analysis and determine what makes a solid news package for a particular audience and/or demographic. The class will analyze existing news packages and then split into teams to create their own multimedia news stories that relate not only to the university, but also to the Wilkes-Barre area. Teams will be responsible for all reporting and multimedia work, including, but not limited to, video, online and photo components. Near the end of the semester, students will present their work to a panel of industry and/or academic professionals for feedback.

Pre-Requisites

[[COM-222]]

COM-322. ADVANCED VIDEO PRODUCTION

Credits: 3

A study of the principles and techniques of video production. Scripting, producing, and editing videography are subjects covered extensively by this course. Each student will produce several video productions. Taught every spring semester.

[Click here for course fee.](#)

Pre-Requisites

[[COM-222]] or consent of the instructor.

COM-323. ADVANCED AUDIO PRODUCTION

Credits: 3

This advanced level course builds on the basic skills learned in Broadcast Production with an emphasis on radio and the radio industry. Students will learn the theory and techniques of in depth radio production, including multi-track recording, mixing, signal processing, editing, mastering, creative radio production, and sound design for media. Students will be expected to work independently and within the group to produce broadcast quality production content suitable to be aired on WCLH.

[Click here for course fee.](#)

COM-324. COMMUNICATION RESEARCH METHODS I

Credits: 3

A study of the basic foundations in the theory and practice of communication research. The course will review the varied concepts and methods used in designing and conducting research specific to the discipline of Communication Studies and introduce students to the process of applying to the Institutional Review Board for research permission involving human subjects. Emphasis on ability to hone research topics, identify research sources, and write literature reviews. Required of all majors. Course taught every fall semester.

Pre-Requisites

[[COM-102]] and [[COM-260]]

COM-325. COMMUNICATION RESEARCH METHODS II

Credits: 3

A focus on the principles and techniques of sampling, data analysis, and data interpretation as applied to communication research. Qualitative and quantitative analyses will be explored, as will fundamental aspects of both descriptive and interpretive statistics. An emphasis is placed on students' ability to work independently to gather, analyze, interpret, and report original research findings. Required of all majors. Course taught every spring semester.

Pre-Requisites

[[COM-324]]

COM-352. ADVANCED PUBLIC RELATIONS CAMPAIGNS

Credits: 3

[[COM-352]] is an advanced course in public relations, taught in seminar format. Emphasis is placed on planning, researching, budgeting, carrying out and evaluating actual public relations campaigns. The course is both writing and speaking intensive. In cooperation with various community-based businesses and non-profit clients, student 'teams' conduct actual semester-long promotional campaigns. Students should be competent in basic newswriting, interviewing, and fundamentals of public relations. Course taught in alternative spring semesters.

Pre-Requisites

[[COM-302]].

COM-354. INTERNATIONAL FIELD EXPERIENCE IN COMMUNICATION

Credits: 1-6

One to six credits International Field Experience in Communication is an international service-learning experience that focuses on social and communication issues. Students will do a service project related to an area of communication studies including, but not limited to, Broadcast and Print Media, Public Relations, or Strategic Communication. Qualifies for Study Tour Experience (STE) credit pricing.

COM-360. ADVANCED NEWSWRITING

Credits: 3

A study of specialized reporting and an introduction to news editing.
[Click here for course fee.](#)

Pre-Requisites

[[COM-260]].

Course Descriptions

COM-361. FEATURE WRITING

Credits: 3

A study of feature articles for newspapers, syndicates, magazines, and specialized publications. Practice in research, interviewing, and writing.

Pre-Requisites

[[COM-260]].

COM-362. MASS COMMUNICATION LAW

Credits: 3

Current legal problems, theory of controls in journalism, television, and radio; libel, copyright, privacy law, and other legal issues affecting the mass media. A case study approach will be used.

COM-372. MANAGING A PUBLIC RELATIONS AGENCY

Credits: 3

Focus on difference between in-house public relations and agency operators. Students work with several clients.

Pre-Requisites

[[COM-302]].

COM-397. SENIOR SEMINAR/COMMUNICATIONS

Credits: 3

An in-depth investigation of current research and ethical issues in communication. A research paper and senior project required. Required of all majors. Course taught every spring semester.

Pre-Requisites

[[COM-324]] and junior or senior standing.

COM-398. TOPICS

Credits: 1-3

A study of topics of special interest not extensively treated in regularly offered courses.

COM-399. COOPERATIVE EDUCATION

Credits: 1-6

Professional cooperative education placement in a private or public organization related to the student's academic objectives and career goals. In addition to their work experience, students are required to submit weekly reaction papers and an academic project to a Faculty Coordinator in the student's discipline. (See the Cooperative Education section of this bulletin for placement procedures.)

Pre-Requisites

Completion of Sophomore year, 2.25 cumulative GPA, consent of academic advisor, and approval of placement by department chairperson.

CS. COMPUTER SCIENCE

CS-198, CS-298, CS-398. TOPICS IN COMPUTER SCIENCE

Credits: Variable

Study of one or more special topics in computer science. May be repeated for credit if different topics are emphasized. Offered when demand warrants.

Pre-Requisites

Varies with topic

CS-115. COMPUTERS AND APPLICATIONS

Credits: 3

An introduction to computers and computing, with emphasis on personal computing in both the Windows and OS X operating systems. Extensive hands-on experience will involve the application of current commercial software (including word processing, database, and spreadsheet). Not open to students who have received credit in any 200-level CS course. Students majoring in either Computer Science or Computer Information Systems will not receive credit for this course.

CS-125. COMPUTER SCIENCE I

Credits: 4

Introduction to information technology and programming (history of computing, text editors, word processing, spreadsheets, introduction to programming), basic data types, functions, decision structures, loops, one- and two-dimensional list structures, testing, debugging, and an introduction to computer graphics. Three hours of lecture and two hours of lab per week. Offered every fall and spring.

[Click here for course fee.](#)

Pre-Requisites

Secondary mathematics, including geometry and algebra II.

CS-126. COMPUTER SCIENCE II

Credits: 4

A study of advanced programming concepts, structures, and techniques (professional and ethical issues, testing and debugging, fundamentals of programming, basic data structures—strings, lists, multidimensional arrays, objects, hashes, inheritance, polymorphism, recursion, divide and conquer, machine representation of data, hardware components, machine instructions). Three hours of lecture and two hours of lab per week. Offered every fall and spring.

[Click here for course fee.](#)

Pre-Requisites

[[CS-125]] with grade of 2.0 or better OR equivalent programming experience.

CS-225. COMPUTER SCIENCE III

Credits: 3

A study of the use of a high-level language to implement basic data structures such as strings, lists, arrays, objects, and hashes, and their application to searching, sorting, and hashing. Representation of numbers and strings at the machine level. The course will also include an introduction to the concepts of algorithm design and problem solving with an emphasis on algorithm development, analysis, and refinement. Offered every fall.

[Click here for course fee.](#)

Pre-Requisites

[[CS-126]] with grade of 2.0 or better

CS-226. COMPUTER SCIENCE IV

Credits: 3

A continuation of [[CS-225]]. Topics include programming language paradigms, advanced use of word processors and spreadsheets, including macros, linked data structures, and an introduction to discrete mathematics, including counting, probability, and graphs. Offered every spring.

[Click here for course fee.](#)

Pre-Requisites

[[CS-225]] with grade of 2.0 or better

CS-246. C AND UNIX

Credits: 3

An introduction to using Unix operating systems, including shells, file manipulation, text editors, filters, and regular expressions. Fundamentals of C programming, including loops, arrays, functions, recursion, pointers, structures, unions, input/output, and system calls.

[Click here for course fee.](#)

Pre-Requisites

[[CS-125]] with grade of 2.0 or better

CS-265. MEDICAL INFORMATICS

Credits: 3

This course will cover basic principles of computer use and information management in health care (including general medicine, dentistry, optometry, and pharmacy). Topics will include basic computing concepts, the characteristics of medical data, and the use of computers in the administrative, diagnostic, and research oriented medical tasks. The course is primarily directed towards students who intend to pursue careers in health-related fields. Offered every spring.

[Click here for course fee.](#)

CS-283. WEB DEVELOPMENT I

Credits: 3

An introduction to the development of interactive web sites, including HTML, JavaScript, forms and CGI programs; server side includes cookies, web server configuration and maintenance. Offered in the fall semester of odd-numbered years when demand warrants.

[Click here for course fee.](#)

Pre-Requisites

[[CS-126]].

CS-285. MOBILE APPLICATIONS

Credits: 3

An introduction to programming mobile application development. Topics will include cross-platform development; user interface design; touchscreen, GPS, and motion sensing input; memory management; cloud services and network utilization; security and trust considerations; data privacy and ethics.

[Click here for course fee.](#)

Pre-Requisites

[[CS-126]] and [[CS-246]].

CS-317. SOFTWARE INTEGRATION

Credits: 3

An introduction to the integration of application programs, including email clients, word processors, spreadsheets, and database systems using Microsoft Office and Visual Basic.

[Click here for course fee.](#)

Pre-Requisites

[[CS-126]].

CS-319. PRINCIPLES OF PROGRAMMING LANGUAGES

Credits: 3

A study of the principles that govern the design and implementation of programming languages. Topics include language structure, data types, and control structures. Programming projects will familiarize students with features of programming languages through their implementation in interpreters.

[Click here for course fee.](#)

Pre-Requisites

[[CS-226]].

CS-321. SIMULATION AND DATA ANALYSIS

Credits: 3

Methods of handling large databases, including statistical analysis and computer simulations. The emphasis will be upon discrete simulation models with a discussion of relevant computer languages: ARENA, GPSS, and SIMSCRIPT.

[Click here for course fee.](#)

Pre-Requisites

[[CS-125]] and [[MTH-111]].

CS-323. THEORY OF COMPUTATION

Credits: 3

This course formalizes many topics encountered in previous computing courses. Topics include languages, grammars, finite automata, regular expressions and grammars, context-free languages, push-down automate, Turing machines, and computability.

[Click here for course fee.](#)

Pre-Requisites

[[CS-126]] and [[MTH-231]].

CS-324. SYSTEMS ANALYSIS

Credits: 3

Fees:

A study of the design and implementation of large computer projects. Special emphasis is placed on applications to business systems. Students will use a CASE tool for automated systems analysis and design.

[Click here for course fee.](#)

Pre-Requisites

[[CS-225]].

CS-325. DATABASE MANAGEMENT

Credits: 3

Terms Offered: Winter

Practical experience involving the fundamental concepts of database systems including data modeling; query languages; database management system implementation; management of semi-structured and multimedia data; distributed and noSQL databases

[Click here for course fee.](#)

Pre-Requisites

[[CS-126]].

Course Descriptions

CS-326. OPERATING SYSTEM PRINCIPLES

Credits: 3

Analysis of the computer operating systems, including Batch, Timesharing, and Realtime systems. Topics include sequential and concurrent processes, processor and storage management, resource protection, processor multiplexing, and handling of interrupts from peripheral devices.

[Click here for course fee.](#)

Pre-Requisites

[[CS-226]].

CS-327. COMPILER DESIGN

Credits: 3

A study of compiler design, including language definition, syntactic analysis, lexical analysis, storage allocation, error detection and recovery, code generation, and optimization problems.

[Click here for course fee.](#)

Pre-Requisites

[[CS-226]].

CS-328. ALGORITHMS

Credits: 3

Theoretical analysis of various algorithms. Topics are chosen from sorting, searching, selection, matrix multiplication of real numbers, and various combinatorial algorithms.

[Click here for course fee.](#)

Pre-Requisites

[[CS-226]] and [[MTH-232]].

CS-330. COMPUTER ARCHITECTURE

Credits: 3

A study of the design, organization, and structure of computers, ranging from the microprocessors to the latest 'supercomputers.' An emphasis will be placed on machine language, instruction formats, addressing modes, and machine representation of numbers.

[Click here for course fee.](#)

Pre-Requisites

[[CS-226]].

CS-334. SOFTWARE ENGINEERING

Credits: 3

A course in 'programming in the large.' Topics include software design, implementation, validation, maintenance, and documentation. There will be one or more team projects.

[Click here for course fee.](#)

Pre-Requisites

[[CS-226]].

CS-335. ADVANCED DATABASE CONCEPTS

Credits: 3

Practical experience involving unstructured data collections. Topics cover big data, data mining, predictive modeling, decision analysis and indexing and retrieval including probabilistics, clustering, thesauri and passage based retrieval strategies.

[Click here for course fee.](#)

Pre-Requisites

[[CS-325]] or [[CS-340]]

CS-340. ARTIFICIAL INTELLIGENCE

Credits: 3

This course will provide an overview of artificial intelligence (AI) application areas and hands-on experience with some common AI computational tools. Topics include search, natural language processing, theorem proving, planning, machine learning, robotics, vision, knowledge-based systems (expert systems), and neural networks.

[Click here for course fee.](#)

Pre-Requisites

[[CS-126]].

CS-350. OBJECT-ORIENTED PROGRAMMING

Credits: 3

Object-oriented concepts and their application to human-computer interaction. Concepts to be covered include objects, classes, inheritance, polymorphism, design patterns, GUI interface guidelines, and design of interfaces. There will be programming projects in one or more object-oriented languages using one or more GUI interface guidelines.

[Click here for course fee.](#)

Pre-Requisites

[[CS-226]].

CS-355. COMPUTER NETWORKS

Credits: 3

This course introduces basic concepts, architecture, and widely used protocols of computer networks. Topics include the Open System Interconnection (OSI) model consisting of physical link layer, data layer, network layer, transport layer, session layer, presentation layer, and application layer, the medium access sublayer and LAN, various routing protocols, Transmission Control Protocol (TCP), and Internet Protocol (IP) for internetworking.

[Click here for course fee.](#)

Pre-Requisites

[[CS-225]] and [[CS-246]]

CS-363. OPERATIONS RESEARCH

Credits: 3

A survey of operations research topics such as decision analysis, inventory models, queuing models, dynamic programming, network models and linear programming. Cross-listed with [[MTH-363]].

[Click here for course fee.](#)

Pre-Requisites

[[CS-125]], and [[MTH-111]].

CS-364. NUMERICAL ANALYSIS

Credits: 3

An introduction to numerical algorithms as tools to providing solutions to common problems formulated in mathematics, science, and engineering. Focus is given to developing the basic understanding of the construction of numerical algorithms, their applicability, and their limitations. Cross-listed with [[MTH-364]]. Offered Spring odd years.

Pre-Requisites

[[MTH-211]]and [[CS-125]] (or equivalent programming experience).

CS-366. 3 DIMENSIONAL ENVIRONMENTS AND ANIMATION

Credits: 3

This course will explore the foundations of 3-dimensional animation processes as they apply to multiple mediums. Students will build computer-based models and environments, texture, light, animate, and render content for Integrative Media projects or as stand-alone pieces. Cross-listed with [[IM-350]].

[Click here for course fee.](#)

Pre-Requisites

[[CS-126]] or [[IM-201]].

CS-367. COMPUTER GRAPHICS

Credits: 3

Fees:

Introduction to equipment and techniques used to generate graphical representation by computer. Discussion of the mathematical techniques necessary to draw objects in two- and three-dimensional space. Emphasis on application programming and the use of a high-resolution color raster display.

[Click here for course fee.](#)

Pre-Requisites

[[CS-226]].

CS-368. 3 DIMENSIONAL GAME DEVELOPMENT

Credits: 3

An overview of simulation, engine-based, and real-time game systems with a focus on theory, creation, and animation of three-dimensional models used within a game context. Cross-listed with [[IM-368]].

[Click here for course fee.](#)

Pre-Requisites

[[CS-366]]/IM 350 or [[CS-367]].

CS-370. SPECIAL PROJECTS

Credits: variable

Requirements: Senior standing and approval of the department chairperson.

CS-383. WEB DEVELOPMENT II

Credits: 3

An introduction to the development of dynamic, database-driven sites, including active server pages, PHP, authentication, session tracking and security, and the development of shopping cart and portal systems.

[Click here for course fee.](#)

Pre-Requisites

[[CS-283]]. [[CS-325]].

CS-391. SENIOR PROJECTS I

Credits: 1

Design and implementation of a software project under the direction of a faculty member. Students will normally work in teams. Detailed requirements and design documents are required and will be presented at the end of the semester. Offered every fall.

[Click here for course fee.](#)

Pre-Requisites

[[CS-334]] or [[CS-324]].

CS-392. SENIOR PROJECTS II

Credits: 2

Design and implementation of a software project under the direction of a faculty member. Students will normally work in teams. Production of a finished product, including software and documentation, is required. There will be an open forum presentation of the project at the end of the semester. Offered every spring.

[Click here for course fee.](#)

Pre-Requisites

[[CS-391]].

CS-399. COOPERATIVE EDUCATION

Credits: 1-6

Professional cooperative education placement in a private or public organization related to the student's academic objectives and career goals. In addition to their work experiences, students are required to submit weekly reaction papers and an academic project to a Faculty Coordinator in the student's discipline. See the Cooperative Education section of this bulletin for placement procedures. Requirements: Sophomore standing; minimum 2.0 cumulative GPA; consent of the academic advisor; and approval of placement by the department chairperson.

ENG. ENGLISH

ENG-098. ACADEMIC WRITING

Credits: 3

Intensive practice in grammar, syntax, vocabulary, reading and writing.

ENG-101. COMPOSITION

Credits: 4

Practice in writing for specific purposes and audiences to develop a coherent voice for engaging in academic and professional discourse; practice in writing with the support of computer technology; study of primary texts, models, and principles of expository and argumentative writing to develop critical reading, writing, and thinking skills; introductory bibliographic instruction and practice in writing that incorporates library research.

ENG-120. INTRODUCTION TO LITERATURE AND CULTURE

Credits: 3

An introduction to literature through critical reading, writing, and discussion of the major forms of literary and cultural expression. Students will explore works in Western and Non-Western literary traditions. Major subtopic areas for the course will include: Reading Classical Traditions; Reading Great Works; Reading Cultural Crossroads; and Reading American Experience. Reading Classical Traditions: A study of major works from the ancient world to the Renaissance, emphasizing the impact these texts have had on our literary tradition and our culture. Reading Great Works: A study of major works since the Renaissance, emphasizing the principal modes of literary expression (poetry, drama, fiction and film). Reading Cultural Crossroads: A study of works emphasizing a variety of cultural values, intercultural relationships, global perspectives, and aesthetic experiences. Reading American Experience: Study of works from American literature, emphasizing the multicultural heritage and nature of American writers and American culture.

Pre-Requisites

[[ENG-101]].

Course Descriptions

ENG-190. PROJECTS IN WRITING AND EDITING

Credits: 1-3

Independent projects in writing, editing, and peer consulting connected to the English program newsletter (ENG 190 A – Inkwell Quarterly), the student literary magazine (ENG 190 B – Manuscript), and the University Writing Center (ENG 190 C – Writing Methods).

ENG-201. WRITING ABOUT LITERATURE AND CULTURE

Credits: 4

An introduction to conventions, theoretical approaches, research methods, and practice of literary and cultural studies. Application of contemporary critical perspectives and research methodology in reading and writing about literary and cultural texts.

Pre-Requisites

[[ENG-101]].

ENG-202. TECHNICAL AND PROFESSIONAL WRITING

Credits: 3

Practice in 'real world writing.' Students write on subjects associated with their major or intended careers. Students learn to perform as self-aware writers who have something to say to someone, to adapt their roles and voices to various audiences, and to marshal and present persuasively data that is relevant to a particular purpose and context.

Pre-Requisites

[[ENG-101]].

ENG-203. INTRODUCTION TO CREATIVE WRITING

Credits: 3

The analysis and practice of various forms of creative writing., including the study of the writer's tools and choices in creating poetry, short fiction, and dramatic scenes.

Pre-Requisites

[[ENG-101]].

ENG-222. INTRODUCTION TO DIGITAL HUMANITIES

Credits: 3

An introduction to the field of Digital Humanities with an emphasis on how digital processes and products impact the development and study of literature, language, and the disciplines of the humanities.

ENG-225. COMPARATIVE GRAMMAR

Credits: 3

A comparative and critical study of prescriptive, descriptive and transformational-generative grammar.

Pre-Requisites

[[ENG-101]].

ENG-228. PROFESSIONAL AND WORKPLACE WRITING

Credits: 3

The study and practice of effective writing techniques related to writing at work for the professional world that focuses on producing polished documents, enhancing research techniques, and fine-tuning oral communication skills.

Pre-Requisites

[[ENG-101]].

ENG-233. SURVEY OF ENGLISH LITERATURE I

Credits: 3

A study of the major works and movements in English literature from the Anglo-Saxon period through the eighteenth century.

Pre-Requisites

[[ENG-101]].

ENG-234. SURVEY OF ENGLISH LITERATURE II

Credits: 3

A study of the major works and movements in English literature from the Romantic movement to the present.

Pre-Requisites

[[ENG-101]].

ENG-281. SURVEY OF AMERICAN LITERATURE I

Credits: 3

A study of writers, works, and movements represented in indigenous and European colonial writers in North and Central America from the 1490s to the Civil War.

Pre-Requisites

[[ENG-101]].

ENG-282. SURVEY OF AMERICAN LITERATURE II

Credits: 3

A study of major writers, works, and movements from the Civil War to the present.

Pre-Requisites

[[ENG-101]].

ENG-303. ADVANCED WORKSHOP IN CREATIVE WRITING

Credits: 3

Terms Offered: Fall

A seminar experience where students write and critique poetry, fiction, nonfiction, or scripts. Specific genre designated in each course.

Pre-Requisites

[[ENG-203]] or permission of instructor.

ENG-308. RHETORICAL ANALYSIS AND NONFICTIONAL PROSE WRITING

Credits: 3

The study and practice of strategies for producing responsibly written public information, including persuasive and argumentative propositions for particular audiences.

Pre-Requisites

[[ENG-101]].

ENG-311. TECHNOLOGIES OF THE BOOK

Credits: 3

A study in the production, evolution, and circulation of the book as a material form, from its inception through the digital age, with an emphasis on textual criticism and bibliographic analysis..

Pre-Requisites

[[ENG-101]].

ENG-324. HISTORY OF THE ENGLISH LANGUAGE

Credits: 3

A chronological study of the origins of the English language and the systematic changes that have made it the language we speak and write today.

Pre-Requisites

[[ENG-101]].

ENG-331. STUDIES IN MEDIEVAL ENGLISH LITERATURE

Credits: 3

A study of Medieval literature to 1485, exclusive of Chaucer.

Pre-Requisites

[[ENG-101]].

ENG-333. STUDIES IN RENAISSANCE LITERATURE

Credits: 3

A study of Renaissance texts, focused on literary, dramatic, and cultural works from 1485 to 1660.

Pre-Requisites

[[ENG-101]].

ENG-334. STUDIES IN EIGHTEENTH-CENTURY LITERATURE

Credits: 3

A study of eighteenth-century authors and culture from about 1660-1820.

Pre-Requisites

[[ENG-101]].

ENG-335. STUDIES IN ROMANTIC LITERATURE

Credits: 3

A study of major writers, works, and topics of the British Romantic Period.

Pre-Requisites

[[ENG-101]].

ENG-336. STUDIES IN VICTORIAN LITERATURE

Credits: 3

A study of major writers, works, and topics of the Victorian Age.

Pre-Requisites

[[ENG-101]].

ENG-337. STUDIES IN AMERICAN ROMANTIC LITERATURE

Credits: 3

A study of nineteenth century American literature, including novels, essays, short fiction, and poetry..

Pre-Requisites

[[ENG-101]].

ENG-340. STUDIES IN CHAUCER

Credits: 3

A study of selected works by Chaucer.

Pre-Requisites

[[ENG-101]].

ENG-342. STUDIES IN SHAKESPEARE

Credits: 3

A study of selected plays and poems by Shakespeare.

Pre-Requisites

[[ENG-101]].

ENG-350. STUDIES IN THE ENGLISH NOVEL

Credits: 3

A study of the novel in English, excluding American writers.

Pre-Requisites

[[ENG-101]].

ENG-351. STUDIES IN POSTMODERNISM

Credits: 3

A study of postmodern writers from the 1960s to the present.

Pre-Requisites

[[ENG-101]].

ENG-352. STUDIES IN THE AMERICAN NOVEL

Credits: 3

A study of the American novel from its eighteenth-century beginnings to the present.

Pre-Requisites

[[ENG-101]].

ENG-353. STUDIES IN POSTCOLONIAL LITERATURE

Credits: 3

A study of colonial and postcolonial literature that examines the effects of British imperial pursuits and provides an overview of major issues within postcolonial studies.

Pre-Requisites

[[ENG-101]].

ENG-355. STUDIES IN AFRICAN AMERICAN LITERATURE

Credits: 3

A study of African American literature from the Antebellum era to the present.

Pre-Requisites

[[ENG-101]].

ENG-356. STUDIES IN GOTHIC LITERATURE

Credits: 3

A study of major writers, works, and topics of gothic fiction.

Pre-Requisites

[[ENG-101]].

ENG-358. STUDIES IN CONTEMPORARY FICTION

Credits: 3

A study of fiction, including the novel, short story, and novella, written since World War II. Works from English, American, and world literature may be included to reflect the diversity of contemporary literature and the emergence of post-modernist themes and forms.

Pre-Requisites

[[ENG-101]].

Course Descriptions

ENG-361. STUDIES IN EARLY MEDIEVAL AND RENAISSANCE DRAMA

Credits: 3

A study of the drama from the tenth century to 1642; reading of plays by medieval and early modern dramatists exclusive of Shakespeare.

Pre-Requisites

[[ENG-101]].

ENG-365. STUDIES IN MODERN BRITISH DRAMA

Credits: 3

A study of major playwrights, works, and topics of modern British drama.

Pre-Requisites

[[ENG-101]].

ENG-366. STUDIES IN AMERICAN DRAMA

Credits: 3

A study of major American playwrights and movements, focus to be determined by the instructor.

Pre-Requisites

[[ENG-101]].

ENG-370. STUDIES IN MODERN BRITISH POETRY

Credits: 3

A study of major British poetry of the twentieth century.

Pre-Requisites

[[ENG-101]].

ENG-376. STUDIES IN MODERN AMERICAN POETRY

Credits: 3

A study of major movements and representative figures in modern American poetry.

Pre-Requisites

[[ENG-101]].

ENG-393. THE TEACHING OF ENGLISH IN SECONDARY SCHOOLS

Credits: 4

A study of the theory and practice of teaching composition, literature, and English language studies on the secondary school level (grades 7 through 12). Topics include planning, methodology, presentation, and assessment of lessons. The course includes 40 hours of field experiences.

Pre-Requisites

Junior standing in English and admission to the Teacher Education Program.

ENG-397. SEMINAR

Credits: 3

Presentations and discussions of selected topics.

ENG-399. COOPERATIVE EDUCATION

Credits: 1-6

Professional cooperative education placement in a private or public organization related to the student's academic objectives and career goals. In addition to their work experience, students are required to submit weekly reaction papers and an academic project to a Faculty Coordinator in the student's discipline. (See the Cooperative Education section of this Bulletin for placement procedures.)

Pre-Requisites

Sophomore standing, minimum 2.0 cumulative GPA, consent of academic advisor, and approval of placement by the department chairperson.

ENT. ENTREPRENEURSHIP

ENT-151. INTEGRATED MANAGEMENT EXPERIENCE I

Credits: 3

Terms Offered: Fall

Integrated Management Experience is a two-semester sequence that takes you through the entrepreneurial process from creating a business concept to planning the venture to launching and operating the business to harvest and closure of the firm. You learn how businesses plan and operate through the study of functional areas such as marketing, management, human resources, accounting and finance, and operations. Most importantly, you will learn and experience how the pieces fit together through integrating the functional areas tracking information and performance using financial accounting principles. Cross listed with [[ACC-151]] and [[BA-151]]

ENT-152. INTEGRATED MANAGEMENT EXPERIENCE II

Credits: 3

Terms Offered: Spring

Integrated Management Experience is a two-semester sequence that takes you through the entrepreneurial process from creating a business concept to planning the venture to launching and operating the business to harvest and closure of the firm. You learn how businesses plan and operate through the study of functional areas such as marketing, management, human resources, accounting and finance, and operations. You develop a clear understanding of the importance of accounting cycles and how financial accounting principles provide not only information but an integrating thread for all types of organizations. Cross listed with [[ACC-152]] and [[BA-152]]

Pre-Requisites

[[ACC-151]] / [[BA-151]] / [[ENT-151]] with a minimum GPA of 2.0.

ENT-201. NATURE AND ESSENCE OF ENTREPRENEURSHIP

Credits: 3

Terms Offered: Fall

An introduction to entrepreneurs and self-career creation in small and large entrepreneurial organizations. The importance of entrepreneurs in the local, national, and world economies and personal characteristics of successful entrepreneurs will be studied. Guest speakers and a case study are included.

Pre-Requisites

[[ENT-152]] or [[BA-153]] with a minimum GPA of 2.0.

ENT-203. OPPORTUNITY IDENTIFICATION: INNOVATION AND CREATIVITY

Credits: 3

Terms Offered: Fall

An introduction to the creative and innovative processes. Emphasis on forms of creativity and how they are interrelated, psychology and behavioral aspects of creativity, recognizing creativity, and the practice of managing innovation and creativity in different environments. Direct experience with two or more forms of creativity.

ENT-252. THE ENTREPRENEURIAL LEADER

Credits: 3

Terms Offered: Spring

Examines leadership characteristics and behaviors of entrepreneurs. Emphasis on authentic and integrity-based leadership, role of emotional intelligence, and effective leadership strategies in entrepreneurial environments.

ENT-321. ANALYZING MARKETS AND COMPETITION

Credits: 3

Terms Offered: Fall

In-depth study of identification and assessment of markets and competition. Sources of information, key analytical techniques, and evaluation strategies are examined.

Pre-Requisites

[[MKT-221]] with a minimum GPA of 2.0.

ENT-342. ENTREPRENEURIAL FINANCE

Credits: 3

Terms Offered: Spring

The study of the financial dimensions of launching and growing ventures. Topics include financial characteristics and requirements of growth, venture capital, angel capital and private investment, equity markets and public offerings, and specialized funding programs.

Pre-Requisites

[[FIN-240]] with a minimum GPA of 2.0.

ENT-384. SMALL BUSINESS CONSULTANCY

Credits: 3

Terms Offered: Spring

Teams of students diagnose, analyze, and recommend solutions for problems defined by small business clients. Course requires students to apply a range of classroom skills in a real situation and present oral and written reports to the client firm. Requirements: Senior standing and permission of the instructor.

ENT-385. OPPORTUNITY ASSESSMENT: TECHNICAL, ECONOMIC AND MARKET FEASIBILITY

Credits: 3

Terms Offered: Spring

Theory and practice of assessing market, economic, and technical feasibility. Use of project management techniques to develop an in-depth feasibility analysis plan for expected outcomes.

ENT-399. COOPERATIVE EDUCATION

Credits: 1-6

Professional cooperative education placement in a private or public organization related to the student's academic objectives and career goals. In addition to their work experience, students are required to submit weekly reaction papers and an academic project to a Faculty Coordinator in the student's discipline. See the Cooperative Education section of this bulletin for placement procedures. Requirements: Sophomore standing; minimum 2.0 cumulative GPA; consent of the academic advisor; and approval of placement by the department chairperson.

ENT-461. PRACTICING ENTREPRENEURSHIP

Credits: 3

Terms Offered: Fall

Advanced essentials and elements of becoming an entrepreneur, or intrapreneur, will be examined through current classic 'real life' entrepreneurial case readings and entrepreneur and guest faculty lectures. Students will create their own entrepreneurial enterprise as a team project.

Pre-Requisites

Senior standing, [[ENT-201]] with a minimum GPA of 2.0, or permission of the instructor.

ENT-462. ENTREPRENEURIAL INTERNSHIP

Credits: 3

The course content provides an on-the-job multi-discipline experience assisting a working local entrepreneur in the development and operation of a business enterprise.

IM. INTEGRATIVE MEDIA

IM-198/289/398. TOPICS IN INTEGRATED MEDIA

Credits: Varies with topic.

A study of topics of special interest not extensively treated in regularly offered courses.

[Click here for course fee.](#)

IM-101. INTEGRATIVE MEDIA FOUNDATIONS I

Credits: 3

This course is an introduction and multiple media survey of artists, styles, and techniques influential in the development of contemporary media. Through this exposure and readings, a creative process will be developed and absorption will stimulate, motivate, and inspire a personal aesthetic vision. In addition, through intensive thought, analysis, and critique, we will explore media as it affects our society and our responsibility as media content generators.

[Click here for course fees.](#)

Course Descriptions

IM-201. INTEGRATIVE MEDIA FOUNDATIONS II

Credits: 3

This course is an introduction to the foundational design principles as they apply to digital new media applications. Students will produce digital projects through the introductory application of various digital tools with a continued focus on the constant evolution of a personal aesthetic vision. A survey of new media applications, terminology, and techniques will be researched and discussed, along with our responsibility as communicators to mass media markets.

[Click here for course fees.](#)

Pre-Requisites

[[IM-101]].

IM-255. INTEGRATIVE MEDIA PRACTICUM

Credits: 1-2

The Department Practicum may be taken for one to two credits per semester. Students may earn credit for major roles and positions of major responsibility in the co-curricular activities in the Creative Production Studio, Studio 020. Credit for participation in these activities is optional, and voluntary participation (without credit) is also encouraged. The department, through the advisor or instructor of the activity, has the authority to approve or reject any contract for credit under this designation. Credits earned are applicable toward graduation, but do not count toward the requirements of the IM core. Written approval for credit must be by advisor or department chairperson.

IM-301. INTEGRATIVE MEDIA PRINCIPLES OF MOTION AND LAYERING

Credits: 3

This course will address the foundational concepts of assembling digital imagery, relational to short format projects, focusing on historical and contemporary principles of montage, timing, and pacing. In addition, the technical and aesthetic principles of compositing will be covered producing multi-layered projects for a variety of media.

[Click here for course fees.](#)

Pre-Requisites

[[IM-201]].

IM-302. INTEGRATIVE MEDIA PRINCIPLES OF INTERACTIVITY

Credits: 3

Technical and aesthetic principles of interactivity will be conveyed and practiced to produce a range of interactive media. Addressing issues of human static and dynamic interactive ergonomics as they apply to contemporary commercial and artistic applications.

[Click here for course fees.](#)

Pre-Requisites

[[IM-201]].

IM-320. INTEGRATIVE MEDIA CONCEPT DEVELOPMENT AND PRACTICES

Credits: 3

Through research, writing, and example, students will gain an advanced understanding of the creative generating processes in a new media environment. These processes will be used to formulate solid, cohesive concepts and present storyboards that are visually communicative and professional. With discussion, critique, and reiteration, the concepts are refined and reinforced.

[Click here for course fees.](#)

Pre-Requisites

[[IM-201]].

IM-350. 3 DIMENSIONAL ENVIRONMENTS AND ANIMATION

Credits: 3

This course will explore the foundations of 3-dimensional animation processes as they apply to multiple media. Students will build computer-based models and environments, texture, light, animate, and render content for Integrative Media projects, stand-alone projects of 3-D foundations used within the CS gaming track. (Cross-listed with [[CS-350]].)

[Click here for course fees.](#)

Pre-Requisites

IM students—IM 301; CS students—CS 125.

IM-355. DIGITAL AUDIO PRINCIPLES AND EDITING

Credits: 3

The foundational concepts behind music theory, sound design, and digital studio editing techniques will be addressed in this course. This knowledge can then be applied to creating and adapting sound components for use within the variety of Integrative Media projects.

[Click here for course fees.](#)

Pre-Requisites

[[IM-201]].

IM-368. 3 DIMENSIONAL GAME DEVELOPMENT

Credits: 3

An overview of simulation, engine-based, and real-time game systems with a focus on theory, creation, and animation of three-dimensional models used within a game context. Cross-listed with [[CS-368]].

[Click here for course fees.](#)

Pre-Requisites

[[IM-350]] (CS 366) or [[CS-367]].

IM-391. INTEGRATIVE MEDIA PROJECT I

Credits: 3

This project-based course will begin to assemble production teams to produce project(s) from concept to completion. Students will develop storyboards and, through creative and organizational work sessions, define a completion plan and production schedule. All phases of the production process will be addressed under creative, financial, and deadline benchmarks. Note: This course must be completed with a minimum final grade of 25 in order to meet degree requirements

[Click here for course fees.](#)

Pre-Requisites

[[IM-320]].

IM-392. INTEGRATIVE MEDIA PROJECT II

Credits: 3

Students will initiate new or continue team-oriented integrative media productions. The production process will be optimized to continue the experience of industry scenarios. Expanded business practices and production techniques will build upon prior skill sets. Note: This course must be completed with a minimum final grade of 25 in order to meet degree requirements

[Click here for course fees.](#)

Pre-Requisites

[[IM-391]].

IM-399. COOPERATIVE EDUCATION

Credits: 1-6

Pre-Requisites

Sophomore standing, minimum 2.0 cumulative GPA, consent of academic advisor, and approval of placement by the department chairperson.

IM-400. INTEGRATIVE MEDIA PORTFOLIO CAPSTONE

Credits: 3

As the capstone of the IM curriculum, this course will focus on the compilation of visual materials produced throughout the set of courses, as necessary in the job submission process. Creating a self 'brand' will be a concentration, along with the compilation of written works, flatbook, and reel. Understanding the perspective of the employer will be heavily discussed and the various positions, procedures, and environments that produce IM products. Note: This course must be completed with a minimum final grade of 25 in order to meet degree requirements.

[Click here for course fees.](#)

Pre-Requisites

[[IM-391]].

MKT. MARKETING

MKT-221. MARKETING

Credits: 3

An introduction to the planning and activities of marketing. Emphasis on budgeting, product conception and development, pricing, distribution channels, and promotion.

MKT-322. ADVERTISING

Credits: 3

Terms Offered: Spring

A managerial analysis of the decisions involved in advertising. Topics include research, ethics, campaign design, copy, art, media, budgeting, and effectiveness.

Pre-Requisites

[[MKT-221]].

MKT-324. RETAILING

Credits: 3

A basic course that discusses opportunities in retailing, types of retail institutions, problems of store policy and store location, study of organizational structure of department stores, and organization and functions of all store divisions.

Pre-Requisites

[[MKT-221]].

MKT-326. THE SELLING PROCESS

Credits: 3

Examines the buyer-seller relationship process of marketing products and services to consumers and organizations. Emphasis is placed on sales techniques, presentation styles, and sales management skills appropriate to the business interaction.

Pre-Requisites

[[MKT-221]].

MKT-327. MARKETING SEMINAR

Credits: 3

Terms Offered: Fall

In-depth examination of selected issues and problems in marketing. Specific topics alternate depending on student and faculty interests in areas such as marketing strategy formulation, marketing research, new product development, international marketing, and sports marketing.

Pre-Requisites

[[MKT-221]].

MKT-328. CONSUMER BEHAVIOR

Credits: 3

Terms Offered: Fall

This course presents a survey and integration of concepts and theories that help explain or predict consumer behavior. Emphasis is on the implications of this information for marketing planning.

Pre-Requisites

[[MKT-221]].

THE. THEATRE ARTS

THE-100. APPROACH TO THEATRE

Credits: 3

Attention will be directed to the importance of the dramatic imagination in reading and viewing plays, with the objective of developing a critical appreciation of the theatre. Lecture, discussion, demonstration, films, college, and professional theatre performances.

THE-121. STAGECRAFT I

Credits: 3

An exploration of the many physical facets of theatrical production by introducing the student to the process of translating the concept of a design into physical actuality and of adapting a production to the requirements of a stage. Class and workshop.

THE-131. ACTING I

Credits: 3

Basic acting techniques. Creating a variety of characters for the stage through the use of vocal interpretation, physical movement, improvisation, and theatre games.

THE-132. VOICE AND DICTION I

Credits: 3

Applied course introducing voice and speech training that combines practical vocal exercises with a method of analyzing and correcting speech problems. The expectation of the course is improvement in the voice and speech work of the individual student, as well as increased body awareness.

Course Descriptions

THE-190. THEATRE LABORATORY

Credits: 1-3

The production aspect of theatre including rehearsals, performances, scene shop, costume shop, lighting shop, propshop, stage management and box office. Required of Theatre Arts and Musical Theatre majors every semester.

[Click here for course fees.](#)

THE-191. -291-391-491 DEPARTMENT PRACTICUM IN THEATRE PRODUCTION

Credits: 1-3

Credits can be awarded for a major contribution to Theatre Program productions. Approval required from the Director of Theatre.

THE-198. -298-398-498 TOPICS

Credits: 1-3

A study of topics of special interest not extensively treated in regularly offered courses.

THE-211. THEATRE HISTORY I

Credits: 3

A survey of the historical development and background of theatrical art from ancient times through the seventeenth century.

THE-214. SCRIPT ANALYSIS

Credits: 3

An approach to dramatic literature for the theatre artist to read, interpret, and analyze dramatic texts for production and performance values.

THE-216. DESIGN FOR THE THEATRE

Credits: 3

This class will explore through lecture and practical exercises the skills and concepts needed to produce scenic, lighting, and costume designs for the theatre.

THE-217. AUTOCAD FOR THE STAGE

Credits: 3

This class will develop familiarity with using AutoCAD as a tool for generating drawings for the stage. Offered every other year.

THE-219. SOUND DESIGN

Credits: 3

This class develops the knowledge base and skills necessary to execute the Sound Design of a live theatrical performance. Topics include a basic working knowledge of sound equipment, sound itself, and industry-standard show control software. Offered every other year.

THE-220. STAGECRAFT II

Credits: 3

Advanced exploration of the many physical facets of theatrical production in order to refine the process of translating the concept of a design into physical actuality and of adapting a production to the requirements of a stage. Class and workshop.

THE-222. LIGHTING DESIGN

Credits: 3

An introduction to designing lighting for theatre. Emphasis on the development of visual skills, idea development (script and image), and notation. Production work is required.

THE-224. RENDERING FOR THE THEATRE

Credits: 3

An introduction to drawing skills, rendering and visual communication for theatre.

THE-225. HISTORIC SCENIC STYLES

Credits: 3

A survey of art through design projects for the theatre.

THE-226. SCENIC PAINTING

Credits: 3

An introduction to scene painting techniques, methods, approaches and applications used by the scenic artist.

THE-227. COSTUME DESIGN

Credits: 3

An introduction to the basic elements of Costume Design including: Line, Mass, Form, Balance, Hue, and Chroma. Class projects provide an opportunity for the student to render costume sketches, analyze plays, research costume history, and construct basic pattern shapes. Offered every other year.

THE-228. STAGE MAKEUP

Credits: 3

This course offers students the opportunity to learn and apply the fundamental principles of standard, character and special effects stage makeup. Offered every other year.

THE-230. STAGE MANAGEMENT

Credits: 3

An introduction to the art of stage managing a live theatre performance. Offered every other year.

THE-232. ACTING II

Credits: 3

An introduction to the major theories, aims, and styles of acting through performing various roles and monologues in selected dramatic scenes.

Pre-Requisites

[[THE-131]].

THE-233. VOICE AND DICTION II

Credits: 3

Applied course that continues the refinement of vocal expressiveness and interpretation exploring colloquial and complex texts for purposes of oral communication of the written texts.

THE-234. DIRECTING I

Credits: 3

An introduction to the principles of directing, including play selection, composition, casting, blocking, and rehearsing. Class and workshop.

Pre-Requisites

[[THE-131]] or departmental permission.

THE-311. THEATRE HISTORY II

Credits: 3

A survey of the historical development and background of theatrical art from the eighteenth century to the present.

THE-321. SCENIC DESIGN

Credits: 3

Introduces through practical exercises concept development and skills needed to produce scenic designs for the theatre.

THE-331. ACTING III

Credits: 3

Attention to special problems in acting in terms of classical style. Continued self-discovery through improvisation, kinesthetic awareness, and other basic acting techniques learned in [[THE-232]] are expanded upon.

Pre-Requisites

[[THE-131]], [[THE-132]], [[THE-232]], or permission of the instructor.

THE-334. DIRECTING II

Credits: 3

A study of special problems in directing. Students will prepare a prompt book, critique productions, and direct a one-act play.

Pre-Requisites

[[THE-234]].

THE-394. THE BUSINESS OF THEATRE/AUDITIONS

Credits: 1-3

Discussion of information and preparation to navigate the theatrical and entertainment industries.

THE-395. -396 INDEPENDENT RESEARCH

Credits: 1-3

Independent study and research for advanced students in theatre under the direction of a faculty member. A research paper at a more substantial level beyond a term paper is required.

Pre-Requisites

Approval of the department chairperson.

THE-399. COOPERATIVE EDUCATION

Credits: 1-6

Professional cooperative education placement in a private or public organization related to the student's academic objectives and career goals. In addition to their work experience, students are required to submit weekly reaction papers and an academic project to a Faculty Coordinator in the student's discipline. (See the Cooperative Education section of this bulletin for placement procedures.)

Pre-Requisites

Sophomore standing, minimum 2.0 cumulative GPA, consent of academic advisor, and approval of placement by the department chairperson.

THE-431. ACTING IV

Credits: 3

Scene study, analysis, and development of acting theories for a sophisticated preparation of audition material and rehearsal technique for the working actor.

Pre-Requisites

[[THE-131]], 132, 232, 331, or permission of the instructor.

THE-493. SENIOR CAPSTONE

Credits: 1-3

Individual performance project intended to inspire students to take on responsibility for self-governance and, through effort, create a meaningful expression of their aesthetic.