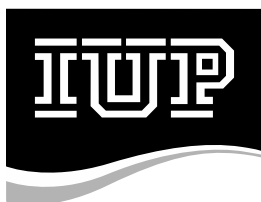


UNDERGRADUATE CATALOG 2016–17

Department of Communications Media
College of Education and Educational Technology
www.iup.edu/commmedia

This document is a direct extract from the full 2016–17 *Undergraduate Catalog*. As a result, the original page numbering will appear.

For information on other colleges at IUP, or about specific courses, please consult the full 2016–17 catalog, available at www.iup.edu/registrar/catalog. Earlier catalogs are also available at this web address.



Indiana University of Pennsylvania

dates for positions in various areas. Students graduating from this program have obtained positions in areas such as radio, television, cable television, public relations, advertising media, media relations, and corporate media relations.

Students changing majors from other academic departments within the university are required to be in good academic standing before the transfer will be approved.

Bachelor of Science—Communications Media/Media Production Track (*)

Liberal Studies: As outlined in Liberal Studies section with the following specifications: 46-47

Mathematics: 3cr

Social Science: PSYC 101

Liberal Studies Electives: 6cr, BTED/COSC/IFMG 101, no courses with COMM prefix

Major: 44

Required Courses: (1)

COMM 101 Communications Media in American Society 3cr

COMM 150 Aesthetics and Theory of Communications Media 3cr

COMM 395 Career Planning in Communications Media 1cr

COMM 475 Senior Portfolio Presentation 1cr

COMM 493 Internship (summer only) 9cr

Writing-Intensive Course:

One writing-intensive COMM course 3cr

Basic Media Production:

Minimum of two courses from the following: (2) 6cr

COMM 240 Communications Graphics 3cr

COMM 249 Basic Audio Recording Techniques 3cr

COMM 251 Television Production 3cr

COMM 271 Beginning Photography 3cr

COMM 306 2-D Digital Game Development 3cr

COMM 349 Radio Production 3cr

Advanced Media Production:

Minimum of three courses from the following: 9cr

COMM 340 Advanced Communication Graphics 3cr

COMM 348 Animation 3cr

COMM 350 Advanced Radio Production 3cr

COMM 351 Advanced Video Production 3cr

COMM 360 Digital Sports Production 3cr

COMM 371 Photography II: The Print 3cr

COMM 374 Documentary Photography 3cr

COMM 406 3-D Game and Simulation Design and Development 3cr

COMM 407 Television Feature Production 3cr

COMM 408 Media Field Studies 3cr

COMM 440 Multimedia Production 3cr

COMM 446 3-D Modeling and Animation for Games and Simulations 3cr

COMM 449 Advanced Audio Recording Techniques 3cr

COMM 451 Broadcast News Process 3cr

COMM 471 Electronic Imaging 3cr

Controlled Electives: 9cr

Other COMM elective courses, NOT including production courses

Other Requirements: 21

Courses outside Communications Media that augment the student's major course of study (advisor approval)

Free Electives: 8-9

Total Degree Requirements: 120

(*) Track revisions pending Council of Trustees approval.

(1) At least 12 COMM credits must be 300 level or higher.

(2) At least 6cr (two courses) in production must be in the same production area.

Department of Communications Media

Website: www.iup.edu/commmedia

B. Gail Wilson, Chairperson; Kleinman, Leidman-Golub, Lenze, Muchtar, Oriz, Piwinsky, Porter, Start, Stiegler, Waltman; and professors emeriti Ausel, Dudt, Kanyarusoke, Kornfeld, Lamberski, MacIsaac, Murray, Young

The department offers a Bachelor of Science degree program with a major in Communications Media, with two tracks as well as two minors, one in Communications Media and one in Educational Technology. The Communications Media minor is an 18-credit program designed to complement any major. The Educational Technology minor is a 24-credit program designed for students who are completing a teaching degree. The department also serves preservice teachers and other students who are required to complete COMM 103.

Students majoring in Communications Media may select one of two tracks: Media Studies or Media Production. The Media Studies Track seeks to broadly educate students in communications media by encouraging them to develop their communication skills, written, oral, and visual. Courses include components to develop critical thinking, collaboration, and research skills. The flexibility of the program allows students to explore a range of courses in media theory, criticism, culture, and current media issues. Beginning level production courses introduce concepts of producing media messages. (Track revisions pending Council of Trustees Approval.)

Students who seek a more rigorous production experience will find that in the Media Production Track. In this track, students will take a set of five COMM production courses that will help them to acquire higher-level production skills. Students will learn the foundational skills associated with their chosen production area and learn to use contemporary postproduction software and equipment. This more specialized track will prepare students for employment in various production fields, including video, audio, radio, graphics, photography, and games.

With 21 credits of required out-of-department electives, communications media students in either track are highly encouraged to pursue a minor in another program that complements their program in communications media.

The department faculty offers a wide variety of experience in all areas of communications media. With the combination of classroom work and the required internship program, departmental graduates are competitive candi-

Bachelor of Science—Communications Media/Media Studies Track (*)

Liberal Studies: As outlined in Liberal Studies section with the following specifications: 46-47

Mathematics: 3cr

Social Science: PSYC 101

Liberal Studies Electives: 6cr, BTED/COSC/IFMG 101, no courses with COMM prefix

Major: 44

Required Courses: (1)

COMM 101	Communications Media in American Society	3cr
COMM 150	Aesthetics and Theory of Communications Media	3cr
COMM 395	Career Planning in Communications Media	1cr
COMM 475	Senior Portfolio Presentation	1cr
COMM 493	Internship (summer only)	9cr

Writing-Intensive Course:

One writing-intensive COMM course 3cr

Media Studies: Minimum of four courses from the following: 12cr

COMM 205	Making Presentations with Media	3cr
COMM 230	Global Media and Communication	3cr
COMM 305	Electronic Media Programming and Sales	3cr
COMM 325	Women in Media	3cr
COMM 330	Instructional Design for Training and Development	3cr
COMM 335	Communications Consulting and Project Management	3cr
COMM 345	Television Criticism	3cr
COMM 354	Media Law and Policy	3cr
COMM 375	Mass Media and Behavior	3cr
COMM 380	The History of African Americans in Film	3cr
COMM 401	Promotion for Radio, Television, and Cable	3cr
COMM 414	Music, Media, and Culture	3cr
COMM 420	Media Portrayal of Crime	3cr
COMM 445	Applications and Techniques of Motion Pictures	3cr
COMM 460	Emerging Trends in Communication Technology	3cr
COMM 470	Management Practices in Electronic Communications	3cr
COMM 480	Seminar in Communications Media	3cr

Minimum of two production courses from the following: 6cr

COMM 240	Communications Graphics	3cr
COMM 249	Basic Audio Recording Techniques	3cr
COMM 251	Television Production	3cr
COMM 271	Beginning Photography	3cr
COMM 306	2-D Digital Game Development	3cr
COMM 348	Animation	3cr
COMM 349	Radio Production	3cr
COMM 350	Advanced Radio Production	3cr
COMM 351	Advanced Video Production	3cr
COMM 360	Digital Sports Production	3cr
COMM 371	Photography II: The Print	3cr
COMM 374	Documentary Photography	3cr
COMM 406	3-D Game and Simulation Design and Development	3cr
COMM 407	Television Feature Production	3cr
COMM 408	Media Field Studies	3cr
COMM 440	Multimedia Production	3cr
COMM 446	3-D Modeling and Animation for Games and Simulations	3cr
COMM 449	Advanced Audio Recording Techniques	3cr
COMM 451	Broadcast News Process	3cr
COMM 471	Electronic Imaging	3cr

Controlled Electives: 6cr

Other COMM elective courses including courses from the above lists not taken as part of those requirements

Other Requirements: 21

Courses outside Communications Media that augment the student's major course of study (advisor approval)

Free Electives: 8-9

Total Degree Requirements: 120

(*) Track revisions pending Council of Trustees approval.

(1) At least 12 COMM credits must be 300 level or higher.

Minor—Communications Media 18

Required Courses:

COMM 101	Communications Media in American Society	3cr
COMM XXX	Electives in Communication Media	15cr

Minor—Educational Technology 24

Required Courses:

BTED/COSC/IFMG 101	Computer Literacy	3cr
COMM 101	Communications Media in American Society	3cr
COMM 460	Emerging Trends in Communication Technology	3cr
COMM XXX	Electives in Communications Media	15cr

Communications Media Certificate in Photography and Digital Imaging

For students who wish to obtain inclusive training in digital photography, image optimization, and display. This 18-credit program certificate requires students to take five 3-credit core courses and an additional 3 credits of electives. Completion of the certificate will help prepare students for positions in many fields in which knowledge of photography and digital imaging is required. Majors from other departments will be able to declare a communications media minor along with receiving the certificate.

Communications Media Certificate—Photography and Digital Imaging 18

Core Courses: 15

COMM 101	Communications Media in American Society	3cr
COMM 271	Beginning Photography	3cr
COMM 371	Photography II: The Print	3cr
COMM 374	Documentary Photography	3cr
COMM 471	Electronic Imaging	3cr

Electives: 3

COMM 151	Basic Lighting for Still and Motion Imagery	1cr
COMM 201	Internet and Multimedia	3cr
COMM 240	Communications Graphics	3cr
COMM 251	Television Production	3cr
COMM 335	Communications Consulting and Project Management	3cr
COMM 390	Practicum in Communications	1-3cr
COMM 408	Media Field Studies	3cr
COMM 440	Multimedia Production	3cr
COMM 481	Special Topics	1-3cr

Certificate in Popular Music Studies

Introduces basic skills in the performance, recording, and marketing of popular music. This 19-credit certificate requires students to take 13 credits of core courses and an additional 6 credits of electives. Completion of the certificate will add popular music competencies for students in communications media, music, and other areas. Audition required.

Certificate—Popular Music Studies (1) 19**Core Courses:** 13

APMU XXX	Two semesters of Applied Music (1cr each)	2cr
COMM 249	Basic Audio Recording Techniques	3cr
COMM 414	Music, Media, and Culture	3cr
MUSC 114	Analysis of Popular Music	3cr
MUSC 140	Popular Music Ensemble (2)	2cr

Electives: 6

Two courses from the following:

COMM 354	Media Law and Policy	3cr
COMM 449	Advanced Audio Recording Techniques	3cr
MUHI 333	History of Popular Music Since 1945	3cr

- (1) An audition on an instrument (including voice) or a portfolio of recorded compositions is required for entrance into the program.
 - (2) Two semesters of this 1cr course are required.
-