



Multimedia Arts and Communication Studies

DEGREES OFFERED

Bachelor of Arts in Multimedia Arts and Communication Studies

ABOUT THE MAJOR

Working within the liberal arts tradition, this major develops multidisciplinary skills in spoken, written, visual and graphic communication. The major begins with lower division traditional and foundational courses in both disciplines. These courses prepare students for the upper division skill refinement and enhanced modes of expression that are necessary to be competitive in today's employment market. The program tailors itself to HNU's technological capacities, while recognizing that technology has its limits, and human face to face communication is crucial in becoming a well rounded and civically engaged participant in society. The major focuses on the application of technology to the process of communication.

The program consist of Art courses and Communication Studies courses in order to satisfy the needs of students who wish to explore *artistically* creative approaches to the working worlds of Broadcasting, Film, Graphic Design, Marketing Design, Museum Studies or any variety of fields which convey information.

CURRICULUM

Preparation for the Major (10 unit total):

ARTS 11	Fundamentals of Drawing (3)
ARTS 13	Graphic Design and Color (3)
ARTS 01	History of Western Art (or Equivalent by Advisor Approval) (3)
COMM 01	Essential of Interpersonal Communication and Effective Speaking (3)
CSCI 10 E	Presentation Software (1)

Major Requirements (30 units total):

ARTS 115	Computer Graphics (3)
ARTS 117	Digital Imaging and Animation (3)
ARTS 161	Photography (3)
ARTS 132	Multi-Media Printmaking (3)
COMM 101	Organizational Communications (3)
COMM 121	Introduction to Multimedia and Hypermedia (3)
COMM 110	Presentation Strategies (3)
COMM 108W	Professional Writing (3)

Plus two course selected from:

1	Advanced Art workshop/course (3)
1	COMM/ARTS 196 Internship (3)
COMM 197	Special Topics in Communication (3)
COMM 143	Group Process and Communication (3)
or	
BSAD 160	Principles of Marketing (3)

THE MINOR

The minor requires

ARTS 11	Fundamentals of Drawing (3) or ARTS 13	Graphic Design and Color (3)
COMM 01	Essential of Interpersonal Communication and Effective Speaking (3)	
CSCI 10 E	Presentation Software (1)	

plus a minimum of 17 additional units, selected in consultation with the student's advisor.

(W)=Intensive writing class.

FACULTY

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