



CONVERGENT MEDIA

Communication Arts

School of Media and Design

Program Overview

Within a liberal arts curriculum, the goals of the Bachelor of Arts in Communication Arts are to cultivate the student's imagination and creativity through mastery of the technical skills needed to become effective professionals in the field of communication; to create an environment which fosters the exploration of diverse perspectives and encourages students to use their skills and resources to serve their community and society, so they are prepared to participate confidently, ethically, and competently as concerned and enlightened citizens.

Career Opportunities

Communication professionals aim to educate, to inform, to entertain and to persuade using mass media such as radio, TV, film, Internet, newspapers, magazines, public relations, advertising and other forms of new media. Communication graduates can seek career opportunities in a wide variety of industries to include business, education, not-for-profit agencies and the government. Graduates may also seek opportunities in different branches of communication-journalism, visual arts and design, and performance arts. Former students have become writers, producers, directors, editors, public relations specialists, videographers, filmmakers, broadcast journalists, advertising specialists, event planners, social media specialists, teachers, web specialists, bilingual journalists and convergent media specialists.

Convergent Media

The Convergent Media concentration encourages innovation and prepares students to meet the growth in digital technology and online interaction.

Accelerated Bachelor's to Master's Degree

Students who qualify may participate in an Accelerated Bachelor's to Master's program (ABM). This program enables student to complete an undergraduate and graduate degree in less time (minimum five years). The ABM program for Convergent Media allows UIW students to finish their two degrees in 150 hours rather than 158 required of a traditional undergraduate and graduate program combined. An accelerated program results in a lower cost and a time-saving for students because they are allowed to take up to nine hours of graduate courses in their fourth year as part of the banded tuition. Students must apply for the ABM program in the beginning of their junior year and have the necessary GPA and GRE scores to enter the program.

On-Campus Student Media Practicums

Logos--Campus newspaper (uiwlogos.org)
KUIW-- Campus radio station (kuiw.org)
UIWtv-- Campus television station (uiwtv.org)

Scholarships

Aaron A. Rodriguez Journalism Scholarship
Cameron Redus Endowment Scholarship
Student Media Scholarship
Jason W. Curnutt Endowed Scholarship In Communication Arts

Contact

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Website

www.uiw.edu/commarts

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**Bachelor of Arts in Communication Arts
Convergent Media
SCHOOL OF MEDIA AND DESIGN
2015-2017**

Freshman Year: Fall		Hrs.
COMM 1311 Public Speaking		3
ENGL 1311 Composition I		3
COMM 1100 Orientation Comm Arts		1
COMM 1301 Introduction to Mass Comm.		3
COMM 1305 Computer Literacy		3
Total hours		13
Sophomore Year: Fall		
Second Language I		3
ENGL 2310 World Literature Studies		3
COMM 2315 Writing for the Media		3
COMM 2354 Journalism I		3
Science with Lab		4
Total hours		16
Junior Year: Fall		
COMM 2360 Video Production I		3
COMM 3355 Publications Practicum <u>or</u> COMM 3390 Radio Practicum <u>or</u> COMM 3395 Television Practicum		3
COMM 2343 Convergent Media I		3
COMM 4305 Comm, Tech & Society		3
COMM and General Electives approved by advisor		3
Total hours		15
Senior Year: Fall		
ENGL 3000 or 4000 Level		3
COMM 3310 Theories of Communication		3
COMM 4332 Law and the Media		3
COMM 4315 Media Ethics		3
PE Activity Course		1
DWHP 1200 Dimensions of Wellness		2
Total hours		15

Freshman Year: Spring		Hrs.
ENGL 1312 Composition II		3
Social Science Core Course		3
Fine Art Core Course		3
PHIL 1381 Introduction to Philosophy		3
RELS 1305, 1315, 1325, 1335		3
Total hours		15
Sophomore Year: Spring		
Second Language II		3
ENGL 2365 Prof & Tech Communications		3
HIST 1311, 1312, 1321, 1322		3
MATH 1304 <u>or</u> 1306 or higher		3
COMM 2320 Audio Production I		3
Total hours		15
Junior Year: Spring		
ENGL 3375 or any Upper Level ENGL		3
COMM 3380 Announcing & Performing <u>or</u> COMM 3353 Broadcast Journalism		3
COMM 4343 Convergent Media II		3
COMM 3340 New Media Narrative		3
COMM 4349 Electronic & Digital Writing		3
Total hours		15
Senior Year: Spring		
COMM 4328 Internship		3
COMM 4390 Senior Portfolio		3
RELS or PHIL (3000 or 4000 Level)		3
COMM 3365 Multimedia Design & Production		3
COMM 4347 Social Media		3
COMM Elective and General approved by advisor		3
Total hours		18

**Core Curriculum--Total Hours 43
Major--Total Hours 79
Degree--Total Hours 122**