



COMMUNICATION ARTS

Communication Arts

School of Media and Design

Program Overview

Within a liberal arts curriculum, the goals of the Communication Arts program 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 that 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.

Communication Arts Concentrations

In addition to the required courses, students will choose from one of the following concentrations: Bilingual Communication Arts, Communication Studies, Convergent Media, Journalism, Media Studies, or Media Production. (See individual concentration's profile sheet for more information on curriculum and program descriptions.)

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 Bilingual Communications, Convergent Media and Media Studies 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 our 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) **UIWtv**- Campus television station (uiwtx.org)
KUIW-Campus Radio Station (kuiw.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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