



Communication and Media Practice

Degree Awarded: Bachelor of Arts

Requirements for the Major: 44 credits

The major in Communication and Media Practice prepares students for careers as multimedia storytellers through a hands-on, project-based curriculum. Students are exposed to an array of media technologies and leave equipped with the tools and expertise needed to thrive as content creators, visual storytellers, writers, editors, producers and social media managers.

Requirements for the Major:

Communication Core Courses				Essential Competencies-Outcome Iterations **Transfer courses do not receive outcome iterations**						
				CI	IL	W	O	Q	GA	V
	ARTS 104	Principles of Design II: Digital Media	3							
	ARTS 131	Basic Digital Photography	3	x						x
	COMM 105	Media Literacy	1	x	x				x	
	COMM 128	Video Production Laboratory	3				x			
	COMM 141	Multimedia Storytelling	3			x			x	
	COMM 159	Journalism Laboratory	2			x				
	COMM 255	Public Relations Principles	3				x			
	COMM 263	Digital Publishing	3							
	COMM 399	Internship	3							
	COMM 404	Communication Law and Ethics	3		x	x				
	COMM 470	Multimedia Career Seminar	3				x	x		x

Sophomore/Transfer Portfolio Review:

	COMM 199	Sophomore/Transfer Portfolio Review	0							x
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Advanced Electives

Take 6 credits from:

				CI	IL	W	O	Q	GA	V
	COMM 323	Emerging Video Techniques	3							
	COMM 352	Feature Writing and Editing	3			x				
	ARTS 333	Narrative Photography	3				x			
	ARTS 367	Publication Design	3							

Advanced Communication Labs

Take 2 credits from:

				CI	IL	W	O	Q	GA	V
	COMM 328	Advanced Video Production Lab	1							
	COMM 359	Advanced Journalism Lab	1							

This information must be used in conjunction with the 2020-2021 Grand View University Catalog and does not reflect a student's official record of progress. Students are expected to use the Progress tool found on myView > GV Self Service when monitoring and planning coursework. Other available resources include: Course Planning Documents (found on myView under Academics) and the faculty and staff who work with academic requirements.

Additional Electives**Take 6 additional credits from:**

				CI	IL	W	O	Q	GA	V
	COMM 323	Emerging Video Techniques	3							
	COMM 352	Feature Writing and Editing	3			x				
	COMM 430	Topics in Communication								
	COMM 467	Honors Media Lab								
	ARTS 230	Intermediate Digital Photography	3					x		
	ARTS 245	Interactive Design I	3					x		
	ARTS 261	Graphic Design I	3							
	ARTS 265	Graphic Design II	3				x	x		
	ARTS 300	Graphic Design III	3							
	ARTS 333	Narrative Photography	3				x			
	ARTS 337	Creative Photography	3							
	ARTS 367	Publication Design	3							
	ENGL 309	Writing for Business	3			x	x	x		
	BSAD 315	Marketing	3							
	BSAD 416	Sport Marketing	3							

All Multimedia Communication majors must attain a 2.2 GPA or better in the courses which comprise their academic major. Students majoring in Multimedia Communication must achieve a grade of C or above in all the required courses to graduate.

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