

January 2026

Curriculum Review and Updates

Presented to
Assessment Committee

Presented by
Brandi Berry - Chair Media Arts

Summary Narrative of Administrative Activities
Media Arts Department – Fall 2025
Lane College

During the Fall 2025 semester, the Media Arts Department actively participated in a range of administrative, co-curricular, and experiential learning initiatives that supported student engagement, professional development, and institutional visibility. These activities were supervised and coordinated by Brandi Berry, MFA, Chair and Associate Professor of Media Arts and Languages, and were aligned with departmental goals related to applied learning, media production, and community engagement.

Executive Speaker Series



The Media Arts Department played a central role in the planning and execution of the Executive Speaker Series, an institutional initiative designed to expose students to accomplished professionals and thought leaders across industries. Under the supervision of the department chair, four Media Arts students—Sandy Moore, Destiny Johnson, Colby Wheeler, and Jean Cirozil—assisted with event logistics, media coordination, and production support.



As part of this initiative, the College invested in four Canon R7 cameras, which were used to document the speaker events. This purchase not only supported high-quality institutional media coverage but also functioned as an experiential learning opportunity, allowing students to gain hands-on experience with professional-level equipment in a live event setting. Students were involved in setup, filming, and post-production workflows, reinforcing course-embedded learning outcomes related to media technologies and professional practices.

Homecoming and Athletic Event Coverage

During the Fall 2025 Homecoming season, the Media Arts Department coordinated parade livestreaming, event photography, and football game media coverage. Faculty oversight ensured alignment with institutional branding and professional standards. Student photographers Jailin Wadel and Jo’Niya Mayes were assigned to capture still photography at football games, gaining applied experience in sports and event photography under real-world conditions.



Commercial Media Production The department also facilitated the production of a commercial for Four Season Landscaping, further extending experiential learning beyond campus events. This project was supervised by the department chair and staffed entirely by Media Arts students: Sandy Moore served as student producer; Colby Wheeler served as cinematographer; and Makayla Jones and Journey Harper appeared as on-screen talent. Students participated in pre-production planning, filming, and coordination, applying classroom knowledge to a client-based production scenario. In addition, two students—Sandy Moore and Daisha McDonald—were enlisted as student producers to assist with organizing media operations, scheduling coverage, and coordinating student crews. Their involvement provided leadership experience and exposure to production management responsibilities typically encountered in professional media environments.

Overall Impact

Collectively, these activities demonstrate the Media Arts Department’s active administrative engagement in institutional initiatives, strategic use of departmental resources, and commitment to high-impact experiential learning. Faculty leadership ensured that students were meaningfully involved in planning, production, and execution, thereby strengthening professional readiness while supporting Lane College’s visibility and community partnerships.





Description *Pending Approval:

The **Department of Media Arts** emphasizes practical, project-based learning designed to prepare students for contemporary careers in media and communication. Courses are taught primarily in **Shy Hall**, which houses the department's core production facilities, including the campus radio station, television studio, audio recording studio, podcast studio, and Mac computer lab. These spaces support hands-on instruction in audio, video, and digital media production using current industry tools and software.

Through a curriculum that integrates theory, technical skill development, and applied projects, students gain experience in content creation, storytelling, and media production across multiple platforms. Upon completion of the program, graduates are prepared for entry-level positions and continued professional development in areas such as social media, content creation, audio and video production, public speaking, and leadership.

Mission Statement – Department of Media Arts *Pending Approval

The mission of the Department of Media Arts is to prepare students for meaningful participation and leadership in today's media-driven society through practical, project-based education. Grounded in hands-on learning and real-world application, the department exists to equip students with the technical, creative, and communication skills necessary to produce, analyze, and lead across multiple media platforms. By providing access to professional facilities in Shy Hall and fostering an environment of experiential learning, the Department of Media Arts supports student success, professional readiness, and responsible media practice in fields such as content creation, audio and video production, social media, public speaking, and leadership.



Program Learning Outcomes:

Master the use of tools and technologies appropriate for the communication/media professions in which they work.

Master the ability to write correctly and clearly in forms and styles appropriate for the communication professions, audiences and purposes they serve.

Discuss and remedy competing social and commercial constraints upon creating and producing public media messages.

Updated Course Descriptions

COM 131: Media and Society

3 Credits Course Description *Pending Approval This survey course examines the dynamic

relationship between media, culture, and society within a rapidly evolving digital landscape. Students explore how traditional, digital, and emerging media platforms shape public opinion, identity, politics, and social behavior, while reflecting broader cultural values and power structures. Emphasis is placed on media literacy, ethical communication, audience analysis, and the societal impact of technologies such as social media algorithms, artificial intelligence, streaming platforms, and user-generated content. Instruction incorporates analysis across foundational media modes to examine how media form influences how information is produced, distributed, and received. **Primary Focus:** Media literacy and societal impact **Course Level:** Introductory

Outcome Emphasis: Critical analysis, ethical reasoning, media awareness **Learning**

Objectives By the end of the course, students will be able to:

1. Analyze how media systems influence social behavior, public opinion, and cultural values.
2. Evaluate media content for credibility, bias, and ethical implications.
3. Compare how different media forms shape audience understanding and engagement.
4. Apply responsible and critical use of artificial intelligence tools for media analysis and information verification.

Prerequisite: ENG 133

Offered: Fall/Spring (A)

COM 135: Writing Across Media

3 Credits

Course Description *Pending Approval

This participatory writer's workshop explores the evolving role of the writer across multiple media environments, including digital, broadcast, and emerging platforms. Students learn foundational writing principles applicable to a wide range of formats, emphasizing clarity, structure, voice, and audience awareness. The course introduces strategies for short-form and long-form writing, narrative development, and brand-aligned messaging, with attention to writing for visual, interactive, and algorithm-influenced contexts. Students apply interconnected techniques to original scripts, treatments, and digital content projects while developing flexible writing skills adaptable to changing media landscapes. The course also introduces research practices, source evaluation, and proper citation, with emphasis on **APA style**, and incorporates responsible and ethical uses of artificial intelligence as part of contemporary writing workflows.

Primary Focus: Writing across media formats and platforms

Course Level: Introductory

Outcome Emphasis: Writing proficiency, creative development, audience engagement

Learning Objectives

By the end of the course, students will be able to:

1. Write original content adapted for multiple media formats and communication contexts.
2. Apply narrative structure and storytelling techniques across short-form and long-form writing.
3. Adapt writing style and content to target audiences, genres, and distribution platforms.
4. Apply research practices and **APA citation standards** to properly attribute sources and support written work.
5. Use artificial intelligence responsibly to support ideation, research, drafting, and revision while maintaining originality, authorship, and ethical standards.

Prerequisite: COM 131

Offered: Fall/Spring (A)

COM 212: Introduction to Image and Sound

3 Credits

Course Description *Pending Approval

This course introduces students to foundational production operations and workflows for studio and field environments. Students develop practical skills in camera operation and technique, sound recording, lighting, graphics, teleprompting, producing, directing, editing, and on-camera performance. Emphasis is placed on professional production practices, collaboration, and problem-solving across multiple media formats.

Primary Focus: Technical production foundations

Course Level: Introductory

Outcome Emphasis: Production skills, technical competence, collaboration

Learning Objectives

By the end of the course, students will be able to:

1. Operate basic audio and video production equipment in studio and field settings.
2. Apply visual and sound principles to produce technically sound media content.
3. Demonstrate effective collaboration within production teams and workflows.
4. Use artificial intelligence tools responsibly to support pre-production planning, editing assistance, and accessibility features.

Prerequisite: COM 135

Offered: Fall/Spring (A)

COM 230: Public Communication

3 Credits

Course Description *Pending Approval This skills-based public speaking course develops

students' ability to research, organize,

and deliver effective oral presentations in academic, professional, and civic settings.

Students practice informative, persuasive, and special-occasion speaking while learning techniques for audience analysis, speech structure, vocal delivery, and confident physical presence. Emphasis is placed on ethical communication, critical listening, and leadership through purposeful public speech.

Primary Focus: Public speaking and oral presentation **Course Level:** Introductory **Outcome**

Emphasis: Oral communication, confidence, leadership **Learning Objectives** By the end of

the course, students will be able to:

1. Research and organize speeches for diverse audiences and purposes.
2. Deliver clear, confident, and engaging oral presentations.
3. Apply effective vocal, verbal, and nonverbal delivery techniques.
4. Use artificial intelligence responsibly to support topic development, audience analysis, and speech refinement.

Prerequisite: ENG 133

Offered: Fall/Spring

COM 236: Multimedia Storytelling

3 Credits

Course Description *Pending Approval

This course introduces students to contemporary storytelling practices across multiple platforms and media modes. Students learn to conceptualize, develop, and produce stories using formats such as spoken word, audio, video, photography, motion graphics,

and stop-motion animation. Emphasis is placed on horizontal and vertical content creation, platform adaptation, and creative narrative strategies for diverse audiences.

Primary Focus: Storytelling across media modes and platforms

Course Level: Intermediate

Outcome Emphasis: Narrative development, creative application, platform adaptation

Learning Objectives

By the end of the course, students will be able to:

1. Develop compelling stories adapted for multiple media formats and platforms.
2. Apply narrative techniques appropriate to audio, visual, and multimodal storytelling.
3. Create horizontal and vertical content tailored to audience and platform expectations.
4. Use artificial intelligence ethically as a creative support tool for ideation, storyboarding, and workflow efficiency.

Prerequisite: COM 212

Offered: Fall (A)

Here is the **revised, catalog-ready update** with *live events* replaced by **sound design**, while maintaining consistency with your curriculum framework:

COM 250: Audio Production

3 Credits

Course Description *Pending Approval

This course introduces students to the principles and practical applications of audio production for digital and multimedia environments. Students develop hands-on skills in sound recording, editing, mixing, and sound design using studio and location audio

equipment. Emphasis is placed on producing high-quality audio for a variety of formats, including podcasts, video, sound design projects, and other digital media platforms. The course also addresses audio workflows, digital delivery, and distribution standards used in contemporary media industries.

Primary Focus: Audio production and sound design fundamentals

Course Level: Intermediate

Outcome Emphasis: Technical audio skills, creative sound design, workflow competence

Learning Objectives

By the end of the course, students will be able to:

1. Record, edit, and mix audio using professional studio and field equipment.
2. Apply sound design techniques to enhance narrative and multimedia projects.
3. Prepare and deliver audio assets optimized for multiple digital platforms and uses.
4. Use artificial intelligence responsibly to support audio cleanup, editing efficiency, transcription, and accessibility while maintaining creative and technical control.

Prerequisite: COM 212

Offered: Spring (A)

COM 260: Interpersonal Communication

3 Credits

Course Description *Pending Approval

This course introduces students to the principles and concepts of interpersonal communication and their application in personal, academic, and professional contexts. Students examine how communication shapes relationships through topics such as self-concept, perception, emotions, language, nonverbal communication, listening, and conflict management. The course also explores different types of personal relationships and the influence of factors such as sex and gender, online communication, and culture on interpersonal interaction. Emphasis is placed on self-awareness, empathy, effective listening, and ethical communication practices.

Primary Focus: One-to-one and small-group interpersonal communication

Course Level: Introductory

Outcome Emphasis: Self-awareness, relationship building, communication competence

Learning Objectives

By the end of the course, students will be able to:

1. Explain key theories and concepts related to interpersonal communication.
2. Analyze how perception, emotions, language, and nonverbal cues affect interpersonal interactions.
3. Demonstrate effective listening, feedback, and conflict management skills.
4. Evaluate the role of culture, gender, and digital communication in shaping personal relationships.

Prerequisite: COM 230

Offered: Fall (A)

COM 270: Performance for Live Events and Entertainment

3 Credits

Course Description *Pending Approval

This course focuses on performance techniques for live events and entertainment-based media environments. Students develop skills in sports announcing, event emceeing, and performance for film and television, with attention to vocal delivery, physical presence, and audience engagement. The course also incorporates oral interpretation, including reading and performing written works aloud for expressive and interpretive impact. Students analyze professional performance styles across live, broadcast, and recorded formats while learning industry terminology from the perspective of on-air talent and performance professionals. Emphasis is placed on script preparation, adaptability, and professional presentation. Students produce a performance reel or demo showcasing their versatility across multiple performance contexts.

Primary Focus: Performance for live events and entertainment media

Course Level: Intermediate

Outcome Emphasis: Performance versatility, vocal expression, audience engagement

Learning Objectives

By the end of the course, students will be able to:

1. Demonstrate effective performance techniques for sports announcing, event hosting, and entertainment settings.
2. Perform scripted and interpretive material for live, film, and television contexts using appropriate vocal and physical delivery.
3. Apply principles of oral interpretation to read and perform written texts aloud with clarity, expression, and intent.
4. Use artificial intelligence responsibly as a support tool for script preparation, rehearsal feedback, and performance evaluation while maintaining authenticity and professional presence.

Prerequisite: COM 212

Offered: Fall (A)

COM 280: Social Media and Online Engagement

3 Credits

Course Description *Pending Approval

This course focuses on creating, managing, and evaluating content for social media and online platforms. Students develop skills in writing and producing platform-appropriate content designed to engage audiences, deliver strategic messages, and build authentic relationships. Emphasis is placed on brand voice, storytelling, community engagement, and ethical online communication. Students also learn to interpret social media analytics and performance metrics to inform content strategy, audience growth, and branding decisions. The course introduces the responsible use of artificial intelligence as a support tool for content ideation, scheduling, audience analysis, and performance optimization, while reinforcing creativity, transparency, and human oversight in digital communication.

Primary Focus: Social media content creation and audience engagement

Course Level: Intermediate

Outcome Emphasis: Digital strategy, branding, analytics literacy

Learning Objectives

By the end of the course, students will be able to:

1. Create engaging, platform-specific content aligned with communication and branding goals.

2. Apply branding and storytelling strategies to build and maintain online communities.
3. Analyze social media analytics to assess performance and inform content and engagement strategies.
4. Use artificial intelligence responsibly to support content development, audience insights, and optimization while maintaining ethical standards and brand integrity.

Prerequisite: COM 260

COM 300: Producing for Social Media, TV, and Film

3 Credits Course Description *Pending Approval This hands-on course focuses on the

role of the producer across social media, television, and film production environments. Students learn and practice multiple styles of production, including multi-camera studio productions, social media-driven content, television talk shows, fictional narratives, television news segments, and video documentary projects. Emphasis is placed on production planning, creative leadership, budgeting, scheduling, coordination of personnel, and oversight of the production process from concept through distribution. The course also introduces the responsible use of artificial intelligence as a support tool for pre-production planning, scheduling, script breakdowns, workflow management, and audience analysis, while reinforcing ethical decision-making, creative leadership, and professional accountability.

Primary Focus: Media producing and production management

Course Level: Advanced

Outcome Emphasis: Leadership, production planning, project management

Learning Objectives

By the end of the course, students will be able to:

1. Plan and manage media productions across social media, television, and film formats.
2. Apply producing techniques to multi-camera, single-camera, narrative, and nonfiction projects.
3. Demonstrate leadership and collaboration skills in managing production teams and resources.

4. Use artificial intelligence responsibly to support production planning, scheduling, and workflow efficiency while maintaining creative and ethical oversight.

Prerequisite: COM 270

Offered: Spring (O)

COM 310: Internship I

3 Credits

Course Description *Pending Approval

This course provides students with a supervised, off-campus internship experience in a professional media or communication setting. Placement opportunities may include print and digital journalism, electronic media, social media and content creation, broadcasting, speech communication, theater, or related fields. Students work under the direct supervision of an on-site professional while receiving academic oversight from a faculty coordinator. The internship emphasizes professional conduct, workplace communication, applied skills, and reflective learning that connects academic preparation to real-world practice.

Primary Focus: Experiential learning and professional practice

Course Level: Advanced

Outcome Emphasis: Career readiness, professional application, workplace skills

Learning Objectives

By the end of the course, students will be able to:

1. Apply academic knowledge and skills in a professional media or communication environment.
2. Demonstrate professional behavior, communication, and responsibility in the workplace.
3. Reflect critically on internship experiences to assess strengths, challenges, and career goals.
4. Document and evaluate professional growth through supervisor feedback and faculty assessment.

Prerequisite: Junior standing and department approval

Offered: As scheduled

COM 320: African American Images in Media

3Credits

Course Description *Pending Approval

This course applies critical analysis to the study of African American representation in media across historical and contemporary contexts. Students examine portrayals of African Americans in narrative films, television movies, television series, commercials, and branded content, with attention to themes of identity, power, authorship, and cultural impact. Emphasis is placed on media literacy, visual analysis, and understanding how media representations shape public perception, social narratives, and branding practices. The course also addresses the role of emerging technologies, including artificial intelligence, in content creation, curation, and distribution, and examines how algorithmic systems can influence visibility, representation, and bias in media.

Primary Focus: Critical analysis of representation and identity in media

Course Level: Advanced

Outcome Emphasis: Cultural analysis, media criticism, ethical awareness

Learning Objectives

By the end of the course, students will be able to:

1. Critically analyze African American representations across multiple media forms and genres.
2. Evaluate how media portrayals influence cultural narratives, public perception, and social power.
3. Examine the role of branding, commercial media, and industry practices in shaping representation.
4. Analyze the impact of artificial intelligence and algorithm-driven systems on media representation, visibility, and bias.

Prerequisite: COM 280

Offered:Fall (O)

COM 330: Writing for Online and Print Media

3 Credits

Course Description *Pending Approval

This course focuses on the principles and practices of writing for both print and digital media environments, with an emphasis on news and informational content. Students develop skills in researching, reporting, writing, and editing stories for online publications, print outlets, and multimedia platforms. Emphasis is placed on accuracy, clarity, ethics, audience awareness, and adapting content for different formats and publishing contexts. The course also introduces the responsible use of artificial intelligence as a support tool for research assistance, content organization, headline development, and editing, while reinforcing journalistic integrity, originality, and professional standards.

Primary Focus: News and informational writing for print and digital platforms

Course Level: Advanced

Outcome Emphasis: Writing proficiency, reporting skills, ethical journalism

Learning Objectives

By the end of the course, students will be able to:

1. Research, report, and write clear, accurate news and feature stories for online and print media.
2. Adapt written content to meet the stylistic and structural requirements of different publishing platforms.
3. Apply ethical standards and best practices in journalistic writing and editing.
4. Use artificial intelligence responsibly to support research, drafting, and revision while maintaining accuracy, authorship, and credibility.

Prerequisite: COM 135

Offered: Fall (A)

COM 331: Digital Photography

3 Credits

Course Description *Pending Approval

This course focuses on the principles and practices of digital photography for journalistic, documentary, and visual storytelling purposes. Students learn to capture, edit, and prepare photographic images for publication across online, print, and multimedia platforms. Assignments include spot news, sports, pictorial features, and visual narratives, with emphasis on composition, lighting, ethics, and visual impact. The course

addresses contemporary digital workflows, evolving photographic technologies, and industry standards. Students are also introduced to the responsible use of artificial intelligence as a support tool for image organization, editing assistance, and workflow efficiency, while emphasizing ethical image manipulation, accuracy, and visual integrity.

Primary Focus: Digital photography and visual storytelling

Course Level: Advanced

Outcome Emphasis: Visual literacy, technical proficiency, ethical practice

Learning Objectives

By the end of the course, students will be able to:

1. Capture and produce high-quality digital photographs for journalistic and storytelling contexts.
2. Apply principles of composition, lighting, and visual storytelling across subject areas such as news and sports.
3. Edit and prepare photographic images for publication while adhering to ethical and professional standards.
4. Use artificial intelligence responsibly to support photo organization, editing workflows, and image enhancement while maintaining authenticity and journalistic integrity.

Prerequisite: COM 212

Offered: Spring (O)

COM 332: Strategic Communication and Storytelling

3 Credits

Course Description *Pending Approval

This course examines the theories, frameworks, and best practices of strategic communication and purposeful storytelling. Students learn how to develop strategic communication plans that align messaging with organizational goals, target audiences, and desired outcomes. Emphasis is placed on message strategy, narrative development, branding, and ethical communication across media platforms. Through discussions, interactive activities, guest speakers, and applied projects, students apply strategic frameworks to create and execute purposeful stories in both individual and team-based settings. The course also introduces the responsible use of artificial intelligence as a

support tool for audience research, message testing, content planning, and strategic evaluation, while reinforcing human judgment, creativity, and ethical responsibility.

Primary Focus: Strategic messaging and purposeful storytelling

Course Level: Advanced

Outcome Emphasis: Strategic thinking, storytelling, communication planning

Learning Objectives

By the end of the course, students will be able to:

1. Apply communication theories and strategic frameworks to develop effective storytelling plans.
2. Design strategic communication initiatives aligned with organizational goals and audience needs.
3. Create purposeful stories that support branding, advocacy, or informational objectives across platforms.
4. Use artificial intelligence responsibly to support research, planning, and evaluation of strategic communication efforts.

Prerequisite: COM 135

Offered: Fall (A)

COM 333: Special Topics in Communication

3 Credits

May be repeated up to six times for a total of eighteen (18) credit hours.

Course Description *Pending Approval

This course offers in-depth study of selected topics in communication and media arts that respond to emerging trends, technologies, and industry needs. Course content varies by offering and may include specialized areas such as media production, digital storytelling, sports media, branding, performance, journalism, or communication theory. Topics are designed to provide students with advanced, focused learning experiences that complement the core Media Arts curriculum. Emphasis is placed on critical inquiry, applied practice, and professional relevance. When appropriate to the topic, students engage with contemporary tools and workflows, including responsible and ethical uses of artificial intelligence relevant to the subject area.

Primary Focus: Advanced exploration of specialized communication topics

Course Level: Advanced

Outcome Emphasis: Specialized knowledge, applied learning, professional relevance

Learning Objectives

By the end of the course, students will be able to:

1. Analyze advanced concepts and practices related to the specific communication topic offered.
2. Apply theoretical and practical frameworks appropriate to the course focus.
3. Produce projects, analyses, or performances that demonstrate specialized skill development.
4. Evaluate emerging tools, technologies, or industry practices—including artificial intelligence where applicable—within the context of the selected topic.

Prerequisite: Junior standing and departmental approval

Offered: Fall (A)

COM 334: Advanced News Writing and Reporting

3 Credits

Course Description *Pending Approval

This course provides advanced instruction and practice in gathering, evaluating, and writing news for broadcast and digital media environments. Students refine reporting skills through in-depth research, interviewing, fact-checking, and story development while producing news content suitable for contemporary platforms. Emphasis is placed on journalistic ethics, accuracy, verification, and accountability. Students explore and compare different journalistic approaches—including investigative, explanatory, solutions-based, and narrative journalism—through case studies and applied reporting assignments. The course also introduces the responsible use of artificial intelligence as a support tool for research assistance, data organization, transcription, and verification, while reinforcing ethical standards, editorial judgment, and professional integrity.

Primary Focus: Advanced broadcast and digital news reporting

Course Level: Advanced

Outcome Emphasis: Reporting rigor, ethical journalism, analytical writing

Learning Objectives

By the end of the course, students will be able to:

1. Gather, evaluate, and report news using advanced research and interviewing techniques.
2. Write accurate, clear, and compelling news stories for broadcast and digital platforms.
3. Analyze case studies to compare journalistic approaches and ethical decision-making in news reporting.
4. Use artificial intelligence responsibly to support reporting workflows while maintaining accuracy, transparency, and ethical standards.

Prerequisite: COM 236

Offered: Spring (A)

COM 335: Persuasion

3 Credits

Course Description *Pending Approval

This course focuses on the theory and practice of persuasive communication within institutional and professional contexts. Students engage in extensive practice writing persuasive messages designed for placement across multiple media platforms. Writing assignments include press releases, press kits, speeches, campaign messaging, and other persuasive materials commonly used in public relations, advocacy, and strategic communication. Emphasis is placed on audience analysis, message framing, ethical persuasion, and aligning persuasive strategies with organizational goals. The course also introduces the responsible use of artificial intelligence as a support tool for audience research, message testing, drafting, and revision, while reinforcing ethical standards, credibility, and professional judgment in persuasive communication.

Primary Focus: Persuasive writing and strategic messaging

Course Level: Advanced

Outcome Emphasis: Persuasive strategy, professional writing, ethical communication

Learning Objectives

By the end of the course, students will be able to:

1. Design persuasive messages tailored to specific audiences, purposes, and media platforms.
2. Produce professional public relations materials, including press releases, press kits, and speeches.
3. Apply principles of ethical persuasion and credibility in institutional and strategic communication contexts.
4. Use artificial intelligence responsibly to support research, message development, and revision while maintaining authorship, transparency, and ethical integrity.

Prerequisite: COM 332

Offered: Spring

COM 337: Media Law and Ethics

3 Credits Course Description *Pending Approval This course examines the legal rights

and ethical responsibilities of media and communication professionals. Students study key legal issues affecting media practice, including libel, invasion of privacy, contempt of court, copyright, free press and fair trial, and other First Amendment concerns. Ethical challenges in journalism, advertising, public relations, and digital media are explored through case studies and discussion of foundational ethical theories and the functions of mass communication. Emphasis is placed on comparing legal obligations with ethical decision-making in contemporary media environments. The course also addresses the ethical and legal implications of emerging technologies, including artificial intelligence, with attention to issues such as authorship, bias, transparency, intellectual property, and accountability.

Primary Focus: Media law, ethics, and professional responsibility

Course Level: Advanced

Outcome Emphasis: Ethical reasoning, legal literacy, professional accountability

Learning Objectives

By the end of the course, students will be able to:

1. Explain key legal principles governing media and communication practices.
2. Analyze ethical dilemmas in journalism, advertising, public relations, and digital media using established ethical frameworks.

3. Compare legal requirements and ethical responsibilities in media decision-making.
4. Evaluate the ethical and legal implications of artificial intelligence and emerging technologies in media production and distribution.

Prerequisite: Com 260 *Pending Approval

Offered: Spring

COM 341: Post-Production for Television and Film

3 Credits

Course Description *Pending Approval

This course examines contemporary post-production workflows for television and film, emphasizing how emerging technologies continue to shape the post-production process. Students explore the full post-production pipeline from dailies through final delivery, including editing, sound design, audio mixing, music composition, visual effects, color correction, and post-production management. Emphasis is placed on collaboration among post-production team roles and adherence to professional standards and delivery requirements. The course also introduces the responsible use of artificial intelligence as a support tool for editing efficiency, audio cleanup, visual effects assistance, asset management, and workflow optimization, while reinforcing creative control, ethical practice, and professional judgment.

Primary Focus: Post-production workflows and collaborative processes

Course Level: Advanced

Outcome Emphasis: Editing proficiency, post-production management, technical integration

Learning Objectives

By the end of the course, students will be able to:

1. Explain the stages of the post-production pipeline from dailies through final delivery.
2. Apply editing, sound, and visual finishing techniques appropriate to television and film projects.
3. Collaborate effectively within post-production teams and understand professional roles and responsibilities.

4. Use artificial intelligence responsibly to support post-production workflows while maintaining creative intent, ethical standards, and technical quality.

Prerequisite: COM 300

Offered: Fall

COM 345: Communication Theory

3 Credits

Course Description *Pending Approval

This course provides an overview of major communication theories and examines their role in understanding human communication across contexts. Students are introduced to diverse theoretical perspectives shaped by cultural, historical, and academic traditions, including interpersonal, organizational, mass, and mediated communication. Emphasis is placed on critical thinking, theory application, and understanding how communication theories inform research, media practices, and professional decision-making. The course also explores how emerging technologies, including artificial intelligence, challenge and extend traditional communication theories by reshaping interaction, meaning-making, and media systems.

Primary Focus: Communication theory and conceptual frameworks

Course Level: Advanced

Outcome Emphasis: Theoretical literacy, critical analysis, conceptual application

Learning Objectives

By the end of the course, students will be able to:

1. Explain major communication theories and their foundational concepts.
2. Compare theoretical perspectives across cultural, historical, and disciplinary contexts.
3. Apply communication theories to analyze contemporary communication practices and media systems.
4. Evaluate how artificial intelligence and emerging technologies influence communication processes and theoretical frameworks.

Prerequisite: Com 260 *Pending Approval

Offered: Fall (A)

COM 410: Internship II

3 Credits

Course Description *Pending Approval

This course provides an advanced, supervised off-campus internship experience designed to deepen professional competence and career readiness in communication and media fields. Placement opportunities may include print and digital journalism, electronic media, social media and content production, broadcasting, speech communication, theater, or related professional settings. Students work under the direct supervision of an on-site professional while receiving academic oversight from a faculty coordinator. Emphasis is placed on advanced skill application, professional independence, leadership development, and reflective evaluation of career goals and industry expectations.

Primary Focus: Advanced professional practice and career integration

Course Level: Advanced

Outcome Emphasis: Career readiness, professional independence, applied expertise

Learning Objectives

By the end of the course, students will be able to:

1. Demonstrate advanced application of communication and media skills in a professional setting.
2. Exhibit professional independence, accountability, and effective workplace communication.
3. Evaluate industry practices and organizational cultures in relation to personal career goals.
4. Synthesize internship experiences through reflective analysis, supervisor evaluations, and faculty assessment.

Prerequisite: COM 310 and senior standing

Offered: As scheduled

COM 432: Feature Writing

3 Credits

Course Description *Pending Approval

This advanced writing workshop focuses on reporting and crafting in-depth feature stories for print and online media platforms. Students strengthen their writing through repeated practice, peer and instructor feedback, and close analysis of professional feature writing. Emphasis is placed on reporting depth, factual accuracy, narrative structure, storytelling techniques, and stylistic voice. Students workshop ideas, develop and pitch feature story concepts, and critically analyze published work by reading as writers—dissecting structure, questioning choices, and applying insights to their own work. The course also addresses writing for online audiences, including digital presentation, audience engagement, and platform considerations. Students are introduced to the responsible use of artificial intelligence as a support tool for research organization, transcription, outlining, and revision, while maintaining originality, ethical standards, and authorial voice.

Primary Focus: In-depth feature reporting and narrative writing

Course Level: Advanced

Outcome Emphasis: Narrative craftsmanship, reporting depth, editorial refinement

Learning Objectives

By the end of the course, students will be able to:

1. Report and write compelling feature stories for print and online publication.
2. Apply narrative structure, detail, and stylistic techniques to long-form storytelling.
3. Critically evaluate feature writing through workshops and analysis of professional work.
4. Use artificial intelligence responsibly to support research, organization, and revision while preserving voice, accuracy, and journalistic integrity.

Prerequisite: COM 334

Offered: Fall (A)

COM 433: Advanced Performance for Live Events and Entertainment

3 Credits

Course Description *Pending Approval

This advanced course focuses on the planning, production, and execution of live events and entertainment experiences, integrating performance with producing, stage management, directing, and organizational leadership. Students examine the roles and

responsibilities required to successfully manage live and recorded events, including sports productions, performances, broadcasts, and public-facing entertainment programming. Emphasis is placed on coordinating talent and crews, managing run-of-show documents, directing performances, and adapting to real-time challenges. Performance remains a key component, with students refining on-camera and on-stage presence while also developing leadership and decision-making skills essential to live production environments. The course introduces the responsible use of artificial intelligence as a support tool for event planning, scheduling, rehearsal coordination, script management, and performance evaluation, while reinforcing professional judgment, collaboration, and creative control.

Primary Focus: Advanced live event production and performance leadership

Course Level: Advanced

Outcome Emphasis: Production leadership, performance execution, organizational management

Learning Objectives

By the end of the course, students will be able to:

1. Plan and manage live events by coordinating production elements, personnel, and schedules.
2. Direct and stage-manage live or recorded entertainment productions while maintaining professional standards.
3. Demonstrate advanced performance skills appropriate for live events, broadcast, and entertainment contexts.
4. Use artificial intelligence responsibly to support planning, organization, rehearsal workflows, and performance assessment while maintaining human oversight and creative authority.

Prerequisite: COM 334

Offered: Spring (O)

COM 437: Public Relations Cases and Campaigns

3 Credits

Course Description *Pending Approval

This advanced undergraduate seminar focuses on the analysis and development of strategic public relations campaigns. Students examine real-world and contemporary case studies to understand the objectives, strategies, and outcomes of effective public relations efforts. Emphasis is placed on defining a campaign, identifying and analyzing target audiences, establishing measurable goals and objectives, and expressing creativity through purposeful messaging. Students apply campaign planning principles by designing comprehensive public relations campaigns that integrate research, strategy, messaging, and evaluation. The course also introduces the responsible use of artificial intelligence as a support tool for audience research, environmental scanning, message testing, campaign planning, and outcome evaluation, while reinforcing ethical practice, strategic judgment, and professional accountability.

Primary Focus: Strategic public relations campaigns and case analysis

Course Level: Advanced

Outcome Emphasis: Campaign strategy, analytical thinking, professional application

Learning Objectives

By the end of the course, students will be able to:

1. Analyze public relations case studies to identify effective strategies, challenges, and outcomes.
2. Design strategic public relations campaigns with clearly defined goals, objectives, and target audiences.
3. Apply creative and ethical messaging strategies aligned with organizational and stakeholder needs.
4. Use artificial intelligence responsibly to support research, planning, and evaluation of public relations campaigns.

Prerequisite: COM 335

Offered: Spring (A)

COM 439: Survey of Electronic Media

3 Credits

Course Description *Pending Approval

This course provides a comprehensive survey of electronic media and telecommunications systems, examining both the historical development and

contemporary structure of the media industry. Students explore communication and telecommunications technologies, including broadcasting, cable systems, streaming platforms, and digital networks, with attention to how content is produced, distributed, and consumed. Emphasis is placed on industry organization, programming practices, equipment, distribution infrastructures, and business models, as well as the legal, regulatory, and ethical considerations that shape electronic media operations. The course also examines the growing role of digital technologies and artificial intelligence in media distribution, content curation, audience measurement, and operational decision-making.

Primary Focus: Electronic media systems and industry structures

Course Level: Advanced

Outcome Emphasis: Media systems literacy, industry awareness, critical analysis

Learning Objectives

By the end of the course, students will be able to:

1. Explain the historical development and organizational structure of electronic media industries.
2. Analyze how technologies and distribution systems shape media content and audience access.
3. Evaluate legal, regulatory, business, and ethical issues affecting electronic media operations.
4. Assess the impact of artificial intelligence and emerging technologies on media distribution, programming, and audience engagement.

Prerequisite: COM 131

Offered: As scheduled

COM 470: Senior Seminar in Communication

3 Credits

Course Description *Pending Approval

This required capstone course concludes the Communication and Creative Media major by providing students an opportunity to synthesize and demonstrate their academic, creative, and professional competencies. Students showcase their expertise through two major assessments: an academic portfolio that documents successful achievement of departmental learning outcomes and an independent research project that reflects critical

inquiry and disciplinary knowledge. Emphasis is placed on integration of theory and practice, professional reflection, ethical reasoning, and preparation for graduate study or entry into the media and communication workforce. The course also addresses the responsible use of artificial intelligence as a research and organizational support tool for portfolio development, literature review, data analysis, and presentation, while reinforcing academic integrity, originality, and scholarly rigor.

Primary Focus: Capstone synthesis and professional preparation

Course Level: Advanced

Outcome Emphasis: Integration of learning, research competence, professional readiness

Learning Objectives

By the end of the course, students will be able to:

1. Synthesize knowledge and skills acquired throughout the communication curriculum into a cohesive academic portfolio.
2. Conduct independent research that applies communication theory, methods, and critical analysis.
3. Articulate professional goals and demonstrate readiness for careers or graduate study in communication and media fields.
4. Use artificial intelligence responsibly to support research organization, analysis, and presentation while maintaining academic integrity and original scholarship.

Prerequisite: COM 345 and senior standing in the major, or instructor approval

Offered: Spring (A)

DIG 131: Introduction to Digital Media Strategies

3 Credits Course Description *Pending Approval This introductory course explores the

fundamentals of digital media strategy with an emphasis on creating and managing content for social media and online platforms. Students learn how digital communication is used to engage audiences, deliver strategic messages, and build relationships across personal, organizational, and brand contexts. Topics include platform awareness, audience targeting, content planning, basic branding principles, and ethical online communication. The course introduces foundational digital

Strategic Communication Sequence Sheet

Strategic Communication Concentration *Pending Approval									
Semester I					Semester II				
Dept.	No.	Course	Cr.	Dept.	No.	Course	Cr.		
COM	110	Freshmen Orientation	1	ENG	21**	see notes	3		
LCC	112	First-Year Enrichment Seminar	1	COM	203	Public Communication	3		
LCC	120	First Year Reading Seminar	1	COM	211	Black Studies GEN Elective	3		
PHI	101	Introduction to Career Pathways	1	COM	211	Media and Society	3		
ENG	133	English Composition	3	PHI/BJO	***	see notes	3		
CSC	130	Introduction to Computers	3						
MAT	130	Contemporary Math	3						
REL	130	World Religion	3						
		Total	16			Total	15		
Sophomore Year									
ART/MAIS	***	see notes	3	LCC	210	Sophomore Seminar	1		
FIN	150	Personal Finance Mgt	3	Gen Elective			3		
HIS	***	see notes	3	Gen Elective			3		
PSY	***	see notes	3	COM	212	Introduction to Image and Sound*	3		
COM	260	Interpersonal Communication	3	COM	236	Multimedia Storytelling	3		
COM	235	Writing Across the Media	3	COM	280	Social Media and Online Engagement	3		
		Total	16			Total	16		
Junior Year									
COM	345	Communication Theory	3	COM COM	337	Media Law and Ethics	3		
COM	332	Strategic Communication and Storytelling	3	COM	300	Producing for Social Media, TV and Film	3		
COM	334	Advanced News Writing and Reporting*	3	Gen Elective	437	Public Relations and Campaigns	3		
COM	330	Writing for Online and Print Media	3	Gen Elective			3		
COM	***	Strat Com Elective	3				3		
		Total	15			Total	15		
Senior Year									
COM COM		Strat Com Elective	3	COM	470	Senior Seminar	3		
COM COM		Strat Com Elective	3	COM		Strat Com Elective	3		
Gen Elective		Strat Com Elective	3	COM		Strat Com Elective	3		
		Strat Com Elective	3	COM		Strat Com Elective	3		
		Total	15			Total	12		
Notes:									Completed Total
									120
ENG 2**	ENG 203-209; ENG 242, 243 or 230								
REL ***	REL 131, 132 or 231								
PHI/BJO ***	BJO 131 or PHI 131, 136								
ART/MAIS ***	ART 125 or 131 or MUS 125, 121, 334, or 446								
Black Studies options	ENG 205, MUS 431, HIS 331, HIS 332, ART 131, REL 231								
HIS***	HIS 131, 231, 331, 132, 232, or 332								
PER	PER 222 or PER 225								
Major core courses are in bold and italics									
Newly added major core courses are in bold and italic*									
Concentration core courses									
Concentration Electives (When advising check off or equivalent)	COM (Prerequisite)	Course	MGT (Prerequisite)	Course	ENG (Prerequisite)	Course	ART (Prerequisite)	Course	
<i>Courses that overlap with other concentration</i>	210 (COM 212)	<i>Performance for Live Events and Entertainment</i>	110	Introduction to Business	203 (ENG 133)	Survey of Poetry: Oral Tradition to Spoken Word	231	Fundamentals of Art	
	335 (COM 312)	<i>Persuasion</i>	210 (ENG 133)	Principles of Management	207 (ENG 133)	Survey of Literature and Popular Culture	334 (ART 230)	Basic Design	
	332 (COM 324)	<i>Feature Writing</i>	220 (ENG 135)	Managerial Communications	243 (ENG 135)	Literature and Film	335	Digital Art	
	210	<i>Interpersonal I</i>			250 (ENG 133)	Creative Writing	333	Special Topics	
	333	<i>Special Topics</i>			310 (ENG 133)	Grammar and Syntax			
	210 (COM 210)	<i>Interpersonal II</i>			315 (ENG 133)	Advanced Composition			
	210 (COM 210)	<i>Advanced Performance for Live Events and Entertainment</i>			327 (ENG 200)	The Short Story			
	341 (COM 300)	<i>Postproduction for TV and Film</i>			330 (ENG 200)	Creative Writing: Poetry			
	331 (COM 212)	<i>Digital Photography</i>			331 (ENG 200)	Creative Writing: Fiction-Creative Writing-Non-Fiction			
					332 (ENG 200)				

Creative Media and News Production Sequence Sheet

