

**COMMUNICATION CAS  
ARTS AND SCIENCES**

**College of Communication  
Arts and Sciences**

**100 Special Topics Seminar**  
Fall. 1 to 3 credits. A student may earn a maximum of 4 credits in any or all enrollments in CAS 100 or CAS 101 for this course. R: Open to freshmen.  
Introduction to academic and non-academic undergraduate preparation related to topics in communication arts and sciences.

**101 Special Topics Seminar**  
Fall. 1 to 3 credits. A student may earn a maximum of 4 credits in any or all enrollments in CAS 100 or CAS 101 for this course. R: Open to freshmen.  
Introduction to academic and non-academic undergraduate preparation related to topics in communication arts and sciences.

**110 Creative Processes in Media Settings**  
Fall, Summer. 2(2-0) R: Open to undergraduate students in the Department of Advertising, Public Relations and Retailing or in the School of Journalism or in the Department of Telecommunication, Information Studies and Media. SA: ADV 220  
The creative process, where ideas come from and why humans create. Inspiration from intuition and intellect, the material and immaterial; theories, vocabulary, grammar and tools of creativity, particularly in communication settings.

**111 The Digital Image**  
Fall. 2(2-0) R: Open to undergraduate students in the Department of Advertising, Public Relations and Retailing or in the School of Journalism or in the Department of Telecommunication, Information Studies and Media. SA: TC 242  
Visual literacy from primitive marks made by humans to the latest communication technology. Understanding symbols, images, icons, and metaphors in communication settings.

**112 Story, Sound and Motion**  
Spring, Summer. 2(2-0) R: Open to undergraduate students in the Department of Advertising, Public Relations and Retailing or in the School of Journalism or in the Department of Telecommunication, Information Studies and Media or in the Design Specialization. SA: TC 243  
Central role of storytelling in human communication from the earliest oral traditions through the most recent mediated communication.

**192 Environmental Issues Seminar**  
Fall, Spring. 1 credit. A student may earn a maximum of 4 credits in all enrollments for this course. Interdepartmental with Agriculture and Natural Resources and Engineering and Natural Science and Social Science. Administered by Natural Science. R: Open only to students in the College of Agriculture and Natural Resources or College of Engineering or College of Natural Science or College of Communication Arts and Sciences or College of Social Science. Approval of college.

Environmental issues and problems explored from a variety of perspectives, including legal, scientific, historical, political, socio-economic, and technical points of view.

**201 Audio and Video in Media Settings I**  
Fall, Spring, Summer. 1(1-0) P: CAS 110 or CAS 111 or CAS 112 or JRN 203 R: Open to undergraduate students in the Department of Advertising, Public Relations and Retailing or in the Department of Telecommunication, Information Studies and Media or in the School of Journalism or in the Design Specialization or in the Documentary Studies Specialization or in the Fiction Film Production Specialization. SA: TC 340 C: CAS 202 concurrently.

Professional video/audio techniques, technologies, standards, aesthetics, and procedures.

**202 Audio and Video in Media Settings II**  
Fall, Spring, Summer. 1(0-2) P: CAS 110 or CAS 111 or CAS 112 or JRN 203 R: Open to undergraduate students in the Department of Advertising, Public Relations and Retailing or in the Department of Telecommunication, Information Studies and Media or in the School of Journalism or in the Design Specialization or in the Documentary Studies Specialization or in the Fiction Film Production Specialization. C: CAS 201 concurrently.

Advanced professional video/audio techniques, technologies, standards, aesthetics and procedures.

**203 Design in Media Settings**  
Fall, Spring, Summer. 1(1-0) P: CAS 110 or CAS 111 or CAS 112 or JRN 203 R: Open to undergraduate students in the Department of Advertising, Public Relations and Retailing or in the School of Journalism or in the Department of Telecommunication, Information Studies and Media.

Essential techniques for creating single and multiple page layouts for print communication products.

**204 Web Design in Media Settings**  
Fall, Spring, Summer. 1(1-0) P: CAS 110 or CAS 111 or CAS 112 or JRN 203 R: Open to undergraduate students in the Department of Advertising, Public Relations and Retailing or in the School of Journalism or in the Department of Telecommunication, Information Studies and Media.

Professional web authoring techniques including technology standards, aesthetics and production in media settings.

**205 Photography in Media Settings**  
Fall, Spring, Summer. 1(1-0) P: CAS 110 or CAS 111 or CAS 112 or JRN 203 R: Open to undergraduate students in the Department of Advertising, Public Relations and Retailing or in the School of Journalism or in the Department of Telecommunication, Information Studies and Media.

Essential techniques for capturing, processing and outputting digital images in media settings.

**206 Graphics and Illustration in Media Settings**  
Fall, Spring, Summer. 1(1-0) P: CAS 110 or CAS 111 or CAS 112 or JRN 203 R: Open to undergraduate students in the Department of Advertising, Public Relations and Retailing or in the School of Journalism or in the Department of Telecommunication, Information Studies and Media.

Essential techniques for creating digital illustrations and graphics for media projects.

**207 Animation in Media Settings**  
Fall, Spring, Summer. 1(1-0) P: CAS 110 or CAS 111 or CAS 112 or JRN 203 R: Open to undergraduate students in the Department of Advertising, Public Relations and Retailing or in the School of Journalism or in the Department of Telecommunication, Information Studies and Media.

Fundamentals of animation including principles, technology and design techniques for stand-alone and web-based applications in media settings.

**208 Interactivity in Media Settings**  
Fall, Spring, Summer. 1(1-0) P: CAS 110 or CAS 111 or CAS 112 or JRN 203 R: Open to undergraduate students in the Department of Advertising, Public Relations and Retailing or in the School of Journalism or in the Department of Telecommunication, Information Studies and Media.

User interface and programming techniques for interactive design.

**290 Special Topics**  
Fall, Spring, Summer. 1 to 4 credits. A student may earn a maximum of 8 credits in all enrollments for CAS 290 and CAS 291.

Varied topics pertaining to the study of communication applications and processes.

**291 Special Topics**  
Fall, Spring, Summer. 1 to 4 credits. A student may earn a maximum of 8 credits in all enrollments in CAS 290 and CAS 291.

Varied topics pertaining to the study of communication applications and processes.

**292 Applications in Environmental Studies**  
Fall. 2(1-2) Interdepartmental with Agriculture and Natural Resources and Engineering and Natural Science and Social Science. Administered by Natural Science. P: NSC 192 R: Open only to students in the Specialization in Environmental Studies.

Community engagement project. Projects vary depending on student's major and area of environmental interest.

**299 Media Writing**  
Fall, Spring, Summer. 3(1-4)  
Writing for mass media.

## CAS—Communication Arts and Sciences

### **380 Job Search Strategies in Communication Fields**

Fall, Spring. 1(1-0) R: Open to juniors or seniors in the College of Communication Arts and Sciences.

Job search and career exploration strategies. Professional development.

### **492 Special Topics**

Fall, Spring, Summer. 1 to 8 credits. A student may earn a maximum of 16 credits in all enrollments for this course. R: Approval of college.

Varied topics pertaining to the study of communication processes.

### **499 Interdisciplinary Design: Projects and Contemporary Issues**

Fall, Spring. 3(2-2) Interdepartmental with Studio Art. Administered by Studio Art. R: Open to juniors or seniors. Approval of department.

Contemporary issues in the broad survey of visual art design. Critical thinking, ethics, intellectual property, professionalism, team building, and project management. Related team-based interdisciplinary design projects based on a production cycle including problem definition, idea generation, research, project planning, production, evaluation, and distribution.

### **825 Mass Communication and Public Health**

Fall. 3(3-0) RB: Academic or professional background in mass communication and/or health.

Health communication campaigns in domestic and international contexts. Focus on principles of effective communication.

### **826 Health Communication for Diverse Populations**

Spring. 3(3-0) RB: Academic or professional background in mass communication and/or health.

Theory, research, and practice of communicating with specialized populations in clinical and public health contexts. Emphasis on interpersonal and small-group strategies.

### **850 Health Informatics**

Spring. 3(3-0) A student may earn a maximum of 3 credits in all enrollments for this course. R: Open to doctoral students in the College of Nursing. Approval of college.

Resources, devices, and methods required to optimize the acquisition, storage, retrieval, and use of information in health and biomedicine.

### **892 Special Topics**

Fall, Spring, Summer. 1 to 6 credits. A student may earn a maximum of 16 credits in all enrollments for this course. R: Open only to graduate students in the College of Communication Arts and Sciences or approval of college.

Varied topics pertaining to advanced study of communication processes.

### **992 Doctoral Seminar**

Fall, Spring, Summer. 3(3-0) A student may earn a maximum of 15 credits in all enrollments for this course. R: Open only to doctoral students in the Media and Information Studies major or Department of Communication or approval of college.

Topics on theoretical and research issues in communication and mass media.

### **993 Research Internship**

Fall, Spring, Summer. 1 credit. A student may earn a maximum of 6 credits in all enrollments for this course. R: Open only to doctoral students in the Media and Information Studies major.

Participation in faculty research projects.

### **999 Doctoral Dissertation Research**

Fall, Spring, Summer. 1 to 24 credits. A student may earn a maximum of 99 credits in all enrollments for this course. R: Open only to doctoral students in the Media and Information Studies major.

Doctoral dissertation research.