

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 and Public Relations or in the School of Journalism or in the Department of Media and Information. 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 Creativity and Design: Form, Content and Meaning**
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 and Public Relations or in the School of Journalism or in the Department of Media and Information. SA: TC 243
Central role of storytelling in human communication from the earliest oral traditions through the most recent mediated communication.
- 114 Creativity and Innovative Entrepreneurship**
Fall, Spring, Summer. 3(3-0) Interdepartmental with Arts and Letters. Administered by Communication Arts and Sciences. Not open to students with credit in CAS 110.
Creative processes, complex problem solving and innovative entrepreneurship. Examination of successful social, cultural and corporate thinkers and creators. Activities focused on inquiry, observation, experimentation and networking for situational problem solving.
- 192 Environmental Issues Seminar**
Fall. 1 credit. Interdepartmental with Agriculture and Natural Resources and Engineering and Natural Science and Social Science. Administered by Natural Science. R: Open to students in the College of Communication Arts and Sciences or in the College of Engineering or in the College of Natural Science or in the 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 and Public Relations or in the Department of Media and Information 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 and Public Relations or in the School of Journalism or in the Department of Media and Information 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 and Public Relations or in the School of Journalism or in the Department of Media and Information.
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 and Public Relations or in the School of Journalism or in the Department of Media and Information.
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 and Public Relations or in the School of Journalism or in the Department of Media and Information.
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 and Public Relations or in the School of Journalism or in the Department of Media and Information.
Essential techniques for creating digital illustrations and graphics for media projects.
- 207 Animation in Media Settings**
Fall, Spring, Summer. 1(1-0) R: Open to undergraduate students in the Department of Advertising and Public Relations or in the School of Journalism or in the Department of Media and Information.
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) R: Open to undergraduate students in the Department of Advertising and Public Relations or in the School of Journalism or in the Department of Media and Information.
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**
Spring. 2(1-2) Interdepartmental with Agriculture and Natural Resources and Engineering and Natural Science and Social Science. Administered by Natural Science. R: Open to students in the Environmental Studies Specialization.
Community engagement project. Projects vary depending on student's major and area of environmental interest.
- 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.

Communication Arts and Sciences—CAS

- 396 Integrated Media Arts Special Topics**
Fall, Spring. 1 to 4 credits. A student may earn a maximum of 9 credits in all enrollments for this course. P: (CAS 110 or CAS 111 or CAS 112) and completion of Tier I writing requirement R: Open to undergraduate students in the Residential College in the Arts and Humanities or in the Department of Advertising and Public Relations or in the Department of Art, Art History, and Design or in the Department of English or in the School of Journalism or in the Department of Media and Information or in the Department of Theatre or in the Department of Writing, Rhetoric and American Cultures. Approval of department; application required.
Explorations in integrated media arts.
- 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.
- 496 Advanced Media Project Design and Production (W)**
Fall, Spring. 3(2-2) P: ((CAS 110 and CAS 111 and CAS 112) and completion of Tier I writing requirement) or (JRN 203 and completion of Tier I writing requirement) R: Open to juniors or seniors or graduate students in the Department of Advertising and Public Relations or in the School of Journalism or in the Department of Media and Information. Approval of department; application required.
Design and development of advanced media projects in a team setting using video and audio, photography, web design, interactivity, animation, and print media. Participation in a production cycle including idea generation, research, design, production, and distribution.
- 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.
- 994 Effective Interdisciplinary Research Collaborations**
On Demand. 3(3-0) Interdepartmental with Engineering and Nursing. Administered by Communication Arts and Sciences. RB: Students should have background or expertise in technology, nursing, health, and/or communication. Students should have applied research interests. R: Open to graduate students in the College of Communication Arts and Sciences and open to graduate students in the College of Engineering and open to graduate students in the College of Nursing.
Interdisciplinary research methods, techniques, approaches, and funding. Applied research on issues that crosscut communication, nursing, and engineering.
- 999 Doctoral Dissertation Research**
Fall, Spring, Summer. 1 to 24 credits. A student may earn a maximum of 36 credits in all enrollments for this course. R: Open to doctoral students.
Doctoral dissertation research.