

# COMMUNICATION ARTS AND SCIENCES

## CAS

### 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 Thinking**  
Fall, Spring. 3(3-0) R: Open to undergraduate students in the College of Communication Arts and Sciences. SA: ADV 220  
Theory and practice for utilizing creative and critical thinking skills to generate unique ideas to solve complex problems and generate unique media content.
- 111 Design and Layout**  
Fall, Spring. 3(2-2) R: Open to undergraduate students in the College of Communication Arts and Sciences.  
Fundamentals of design practices and creative thinking for media related projects. Understanding and application of elements and principles of design, form, content and meaning, composition, color theory, typography, and the grid. Includes Adobe applications: Photoshop, Illustrator and InDesign.
- 112 Story, Sound and Motion**  
Fall, Spring. 3(2-2) R: Open to undergraduate students in the College of Communication Arts and Sciences. SA: TC 243  
Explore the central role of storytelling, sound and editing in media communication.
- 114 Creativity and Innovative Entrepreneurship**  
Fall, Spring, Summer. 3(3-0) Interdepartmental with Arts and Letters. Administered by Communication Arts and Sciences.  
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.
- 116 Media Sketching and Graphics**  
Fall, Spring. 3(2-2) R: Open to undergraduate students in the College of Communication Arts and Sciences.  
From sketching to final application in real and conceptual imagery using traditional and digital methods.
- 117 Games and Interactivity**  
Fall, Spring. 3(2-2) R: Open to undergraduate students in the College of Communication Arts and Sciences.  
Development of responsive media and iterative design from physical games to modern interactive software.
- 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) R: Open to undergraduate students in the College of Communication Arts and Sciences. 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) R: Open to undergraduate students in the College of Communication Arts and Sciences. 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) R: Open to undergraduate students in the College of Communication Arts and Sciences.  
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) R: Open to undergraduate students in the College of Communication Arts and Sciences.  
Professional web authoring techniques including technology standards, aesthetics and production in media settings.
- 205 Photography in Media Settings**  
Fall, Spring, Summer. 1(1-0) R: Open to undergraduate students in the College of Communication Arts and Sciences.  
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) R: Open to undergraduate students in the College of Communication Arts and Sciences.  
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 College of Communication Arts and Sciences.  
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 College of Communication Arts and Sciences.  
User interface and programming techniques for interactive design.
- 214 Social Media and the Start-up**  
Spring, Summer. 3(3-0) Interdepartmental with Writing, Rhetoric and American Cultures. Administered by Communication Arts and Sciences. P: BUS 190 and CAS 114 R: Open to undergraduate students in the Entrepreneurship and Innovation Minor.  
Introduction to using digital spaces and social media to propel entrepreneurship ideas forward. Survey of how businesses and organizations' websites, videos, podcasts, and social media presence brand products and organizations. Website, mobile and social media presence to promote entrepreneurial idea.
- 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.
- 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.

## CAS—Communication Arts and Sciences

- 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.
- 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.
- 827 Digital Media Strategies**  
Fall. 3(3-0) R: Open to master's students in the Strategic Communication Major or in the Digital Media Graduate Certificate.  
Current issues and trends in digital multimedia technologies and applications, media planning, promotional media mix plans.
- 828 Persuasion Techniques for Working Professionals**  
Fall. 3(3-0) R: Open to master's students in the Strategic Communication Major.  
Application of scientific principles of persuasion and compliance gaining, persuasive message construction, audience response to persuasion attempts.
- 829 Evaluation Techniques for Working Professionals**  
Spring. 3(3-0) R: Open to master's students in the Strategic Communication Major.  
Basic communication evaluation methods, including the process of evaluation, basics of quantitative and qualitative research methods, understanding elementary data analysis, sampling/recruiting and reporting and disseminating results.
- 831 Digital Content Creation, Curation and Promotion**  
Summer. 3(3-0) R: Open to master's students in the Strategic Communication Major or in the Digital Media Graduate Certificate.  
Creation of content for digital media including current social media, digital journalism and interactive media, design principles, promotion of digital media.
- 832 Strategic Message Development**  
Summer. 3(3-0) R: Open to master's students in the Strategic Communication Major.  
Designing effective corporate messages, conducting effective stakeholder analysis, setting outcome parameters, and engaging your audience.
- 833 Crisis Communication**  
Summer. 3(3-0) R: Open to master's students in the Strategic Communication Major or in the Organizational Communication for Leadership Graduate Certificate.  
Best practices for risk communication, public relations and reputation management, case studies of corporate crisis, crisis management plan development.
- 835 Branding and Image Communication**  
Spring. 3(3-0) R: Open to master's students in the Strategic Communication Major or in the Digital Media Graduate Certificate.  
Branding to differentiate a product, service or company from its competitors, how brands are created, managed and grown, brand equity.
- 837 Catalyst Thinking in the C-Suite**  
Fall. 3(3-0) R: Open to master's students in the Strategic Communication Major or in the Organizational Communication for Leadership Graduate Certificate.  
Knowledge, skills and abilities relevant to organizational leaders including communication, collaboration, creativity, community, conflict, change and core values.
- 838 Organizational Communication for Leaders and Entrepreneurs**  
Summer. 3(3-0) R: Open to master's students in the Strategic Communication Major or in the Organizational Communication for Leadership Graduate Certificate.  
Fundamentals of organizational communication, organizational mission statement, leadership, building successful teams, facilitating meetings, and communicating innovation.
- 839 Media Analytics for Communication Professionals**  
Spring. 3(3-0) R: Open to master's students in the Strategic Communication Major or in the Media Analytics Graduate Certificate.  
Media analytics. Application by communication professionals, journalists and advertising and PR professionals.
- 840 Audience Analytics**  
Fall. 3(3-0) RB: CAS 839 R: Open to master's students in the Strategic Communication Major or in the Media Analytics Graduate Certificate.  
Concepts of digital analytics and use of live data to generate consumer insights for website or mobile applications, such as user profiles, traffic sources, navigation patterns, conversion ratios and path to purchase. Interpretation of analytics and application in strategic plans.
- 841 Social Media Storytelling**  
Summer. 3(3-0) RB: CAS 839 R: Open to master's students in the Strategic Communication Major or in the Media Analytics Graduate Certificate.  
Qualitative skills regarding social media storytelling, including finding, making sense, verifying, assessing and creating stories for online networking platforms.
- 842 Professional Communication Ethics**  
Spring. 3(3-0) R: Open to master's students in the Strategic Communication Major.  
Ethical responsibilities for industry, community and personal standards. Foundational principles and modern applications of ethics in various communication media, organizational contexts, and across specific cultures and countries.
- 844 Capstone/Practicum**  
Fall. 3(3-0) R: Open to master's students in the Strategic Communication Major.  
Final project designed to integrate program learning and demonstrate facility with digital communication.
- 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.
- 921 Theories of Media and Information**  
Fall. 3(3-0) Interdepartmental with Advertising and Journalism and Media and Information. Administered by Communication Arts and Sciences. R: Open to doctoral students in the College of Communication Arts and Sciences or approval of college. SA: ADV 921  
Overview of the relations between information theory, communication theory, and media theory, and an understanding of how these theories have evolved over time and which competing approaches coexist.
- 975 Introductory Methods**  
Fall. 3(3-0) Interdepartmental with Advertising and Journalism and Media and Information. Administered by Communication Arts and Sciences. RB: One graduate-level research design or statistics course. R: Open to doctoral students.  
A survey of qualitative and quantitative research design including validity and reliability, hypothesis formation, sampling, ethics, survey, experimental, ethnographic, observational and mixed methods.

**990 Independent Study**  
Fall, Spring, Summer. 1 to 3 credits. A student may earn a maximum of 9 credits in all enrollments for this course. Interdepartmental with Advertising and Journalism and Media and Information. Administered by Communication Arts and Sciences. R: Open to doctoral students in the College of Communication Arts and Sciences or approval of college.

Independent research under faculty direction.

**991 Ways of Knowing**  
Fall, Spring. 3(3-0) Interdepartmental with Advertising and Journalism and Media and Information. Administered by Communication Arts and Sciences. R: Open to doctoral students in the College of Communication Arts and Sciences or approval of college.

Ways humans acquire, convey, organize and shape knowledge and information, and are shaped and influenced by it. Neurological, psychological, linguistic, philosophical, cultural, and logical dimensions of human knowledge.

**992 Doctoral Seminar**  
Fall, Spring. 3(3-0) A student may earn a maximum of 15 credits in all enrollments for this course. Interdepartmental with Advertising and Journalism and Media and Information. Administered by Communication Arts and Sciences. R: Open to doctoral students in the College of Communication Arts and Sciences or approval of college.

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

**993 Research Practicum in Information and Media**  
Fall, Spring, Summer. 1 to 3 credits. A student may earn a maximum of 9 credits in all enrollments for this course. Interdepartmental with Advertising and Journalism and Media and Information. Administered by Communication Arts and Sciences. R: Open to doctoral students in the College of Communication Arts and Sciences or approval of college.

Directed research collaboration with a faculty member or a team of students/faculty.

**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.