

Communication & Media Arts Curriculum Sequence

effective Fall 2017

Core Courses (12 courses)

CMMA 101 Concepts of Communication
CMMA 103 Introduction to CMMA
CMMA 122 Digital Photography
CMMA 201 Principles of Public Relations
CMMA 213 Writing Across the Media I
CMMA 235 Radio I
CMMA 237 Video I
CMMA 251 Multimedia Arts I
CMMA 318 Web Page Design
CMMA 335 Web Publishing & Platforms
CMMA 450 Law & Ethics of CMMA
CMMA 485 CMMA Portfolio

All CMMA Majors

must also take two management classes.

CMMA 412 Radio Management
CMMA 413 Television Management
CMMA 414 News Magazine Management
CMMA 415 Media Arts Management

10 Specializations (Pick 2)

Advertising & Marketing

CMMA 293 Applied PR
CMMA 475 Nonprofit Adv.& Comm.
MKTG 175 Principles of Marketing
MKTG 275 Advertising and Promotion

Audio

CMMA 236 Radio II
CMMA 135 Announcing & Performance
DARA (MUSC) 101 Digital Audio Recording Arts I
DARA (MUSC) 193 Live Sound Recording

Visual Communication

CMMA 351 Multimedia Arts II
CMMA 451 Multimedia Arts Seminar
ARTD 151 Introduction to Drawing
ARTD 209 Typography I



Data Visualization

CMMA 351 Multimedia II
CMMA 445 Data Illustration
MATH 175 Statistics
BSAD 271 Business Research

Media Studies (Graduate School Prep.)

CMMA 100 Media Literacy
CMMA 303 Gender & Communication
CMMA 403 Myth & Mass Communication
ENGL 400 Critical Theory (or Approved Critical Theory Course)

Motion and FX

CMMA 340 Video II
CMMA 325 2D Animation
CMMA 330 Special Effects
ARTD 311 Digital Art (prereq. ARTD 101)

Photojournalism

CMMA 222 Digital Photography Editing
CMMA 313 Writing Across the Media III
ARTD 316 Studio Lighting
ARTD 317 Documentary Photography

Journalism & Public Communication

CMMA 214 Writing Across the Media II
CMMA 301 PR Case Studies & Practices
CMMA 313 Writing Across the Media III
CMMA 475 Nonprofit Advertising & Communication

Video

CMMA 340 Video II
ARTD 360 (WI) Film and Photo Visual Culture
CMMA 337 Video Editing
CMMA 338 Documentary

Web Design

CMMA 325 2D Animation
CMMA 337 Video Editing
COMP 135 Introduction to Information Technology
COMP 241 Web Programming Languages

For more information see our facebook page or CMMA.stfrancis.edu