

# Bachelor of Arts in **Communication Arts** **Multimedia - Journalism Track**

School of Media and Design

## PROGRAM OVERVIEW

The Bachelor of Arts (B.A.) in Communication Arts at the School of Media and Design uses a unique blend of theory-driven and experienced-based classes where students acquire the necessary knowledge and skills.

The program offers multiple concentrations with seemingly infinite career opportunities. The Multimedia concentration includes three tracks. The Journalism track consists of on-air broadcasting experience, writing for publications and radio practicum.

The goals of the program are to cultivate students' imagination and creativity through mastery of technical skills needed to become effective professionals in the field of communications; to create an environment fostering the exploration of diverse perspectives; and encourage students to use their skills and resources to serve their community and society, so that they are prepared to participate competently, confidently and ethically as concerned and enlightened citizens.

## QUICK FACTS

- The KUIW webcast originates from the Communication Arts department at UIW. The internet radio station is run by students enrolled in Radio Practicum and by volunteers from UIW.
- Career opportunities includes writers, producers, directors, editors, public relations specialists, videographers, filmmakers, broadcast journalists, advertising specialists, event planners, social media specialists, teachers, web specialists, bilingual journalists, convergent media specialists, among others.

## ADMISSION REQUIREMENTS

- The requirements for admission to the B.A. in Communication Arts program are the same as the requirements for admission to the University of the Incarnate Word.

## CONTACT

UIW Admissions  
(210) 829-6005  
admission@uiwtx.edu

## B.A. in Communication Arts

### FRESHMAN YEAR

#### Fall

COMM 1100: Orientation to Communication Arts (1 hour)  
 COMM 1301: Introduction to Mass Comm. (3 hours)  
 COMM 1311: Public Speaking (3 hours)  
 FYES 1211: First Year Experience Seminar (2 hours)  
 ENGL 1311: Composition I (3 hours)  
 PEHP Physical Activity Course (1 hour)  
 RELS Religion 1305, 1315, 1325 or 1335 (3 hours)

**Total Hours: 16**

#### Spring

COMM 1305: Digital Literacy (3 hours)  
 ENGL 1312: Composition II (3 hours)  
 MATH 1304, 1306 or higher (3 hours)  
 PHIL 1381: Introduction to Philosophy (3 hours)  
 Social Science (3 hours)

**Total Hours: 15**

### SOPHOMORE YEAR

#### Fall

COMM 2315: Writing for the Media (3 hours)  
 COMM 2354: Journalism I (3 hours)  
 ENGL 2310: World Literature Studies (3 hours)  
 Science with Lab (4 hours)  
 Modern Language I (3 hours)

**Total Hours: 16**

#### Spring

COMM 3354: Journalism II (3 hours)  
 ENGL 2365: Prof. and Tech. Communication (3 hours)  
 Fine Arts (3 hours)  
 HIST 1311, 1312, 1321 or 1322 (3 hours)  
 Modern Language II (3 hours)

**Total Hours: 15**

### JUNIOR YEAR

#### Fall

COMM 2320: Audio Production I (3 hours)  
 COMM 3310: Theories of Communication (3 hours)  
 COMM 3317: Diversity in the Media (3 hours)  
 COMM 3355: Publications Practicum or  
 COMM 3390: Radio Practicum or  
 COMM 3395: Television Practicum (3 hours)  
 RELS or PHIL 3000/4000 (3 hours)

**Total Hours: 15**

#### Spring

COMM 4315: Media Ethics (3 hours)  
 COMM 3332: Rhetorical Criticism (3 hours)  
 COMM 3353 Broadcast Journalism (3 hours)  
 COMM 3320: Aesthetics of Vision and Sound (3 hours)  
 COMM 3365: Multimedia Design and Production (3 hours)

**Total Hours: 15**

### SENIOR YEAR

#### Fall

COMM 3381: Digital Film Production I (3 hours)  
 COMM 4328: Internship (3 hours)  
 COMM 4332: Law and the Media (3 hours)  
 COMM 4348: Journalism History (3 hours)  
 COMM 4372: Interpersonal Communications (3 hours)

**Total Hours: 15**

#### Spring

COMM 4343: Convergent Media (3 hours)  
 COMM 4347: Social Media (3 hours)  
 COMM 4349: Digital Publishing (3 hours)  
 COMM 4390: Senior Portfolio (3 hours)  
 COMM 4399: Selected Topics (3 hours)

**Total Hours: 15**

122 hours needed to complete the B.A. in Communication Arts with a Multimedia concentration and Journalism track.