

University of the Incarnate Word®

Bachelor of Arts in **Communication Arts** **Multimedia - Convergent Media 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 Convergent Media track incorporates the knowledge and skills needed for digital media to create projects aligned with the multimedia industry.

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 include writers, producers, directors, editors, public relations specialists, videographers, filmmakers, broadcast journalists, advertising specialists, event planners, social media specialists, teachers, web specialists, bilingual journalists and 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
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Communication Arts - Multimedia
Convergent Media



B.A. in **Comm. Arts - Multimedia - Convergent Media Track**

FRESHMAN YEAR

Fall

COMM 1100: Orientation to Communication Arts (1 hour)
 COMM 1301: Intro to Mass Communication (3 hours)
 COMM 1311: Public Speaking (3 hours)
 FYES 1211: First Year Experience Seminar (2 hours)
 ENGL 1311: Composition I (3 hours)
 PEHP Activity Course (1 hour)
 REL 1305, 1315, 1325, 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)
 COMM 3381: Digital Film Production I (3 hours)
 ENGL 2310: World Literature Studies (3 hours)
 Modern Language I (3 hours)

Total Hours: 15

Spring

COMM 2320: Audio Production I (3 hours)
 COMM 3320: Aesthetics of Vision and Sound (3 hours)
 COMM 3365: Multimedia Design & Production (3 hours)
 HIST 1311, 1312, 1321, 1322 (3 hours)
 Modern Language II (3 hours)

Total Hours: 15

JUNIOR YEAR

Fall

COMM 3310: Theories of Communication (3 hours)
 COMM or General Elective (3 hours)
 COMM 3355: Publications Practicum or
 COMM 3390: Radio Practicum (3 hours)
 COMM 3395: Television Practicum (3 hours)
 COMM 4340: Design Layout Print Production (3 hours)
 REL or PHIL 3000/4000 (3 hours)

Total Hours: 15

Spring

COMM 3317: Diversity in the Media (3 hours)
 COMM 4315: Media Ethics (3 hours)
 COMM 4349: Digital Publishing (3 hours)
 ENGL 2365: Prof. & Tech. Communications (3 hours)
 Science with Lab (4 hours)

Total Hours: 16

SENIOR YEAR

Fall

COMM 3332: Rhetorical Criticism (3 hours)
 COMM 3313: Event Planning or
 COMM 4399: Special Topics (3 hours)
 COMM 4332: Law and the Media (3 hours)
 COMM 4347: Social Media (3 hours)
 COMM or General Elective (3 hours)

Total Hours: 15

Spring

COMM 4328: Internship (3 hours)
 COMM 4343: Convergent Media (3 hours)
 COMM 4372: Interpersonal Communications (3 hours)
 COMM 4390: Senior Portfolio (3 hours)
 Fine Arts (3 hours)

Total Hours: 15

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