

# Bachelor of Arts in **Communication Arts** **Multimedia and 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

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**Communication Arts - Multimedia  
Journalism Track**



# B.A. in Communication Arts Multimedia and Journalism

## FRESHMAN YEAR

### Fall

COMM 1100: Orientation to Communication Arts (1 hour)  
 COMM 1305: Digital Literacy (3 hours)  
 COMM 1311: Public Speaking (3 hours)  
 FYES 1211: First Year Experience (2 hours)  
 ENGL 1311: Composition I (3 hours)  
 RELS Religion 1305, 1315, 1325 or 1335 (3 hours)

**Total Hours: 15**

### Spring

COMM 2315: Writing for the Media (3 hours)  
 ENGL 1312: Composition II (3 hours)  
 MATH 1304, 1306 or higher (3 hours)  
 PHIL 1381: Introduction to Philosophy (3 hours)  
 COMM 1302: Media Literacy (Social Science) (3 hours)  
 PE Activity Course (1 hour)

**Total Hours: 16**

## SOPHOMORE YEAR

### Fall

COMM 2354: Journalism I (3 hours)  
 COMM 3365: Multimedia Design Production (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 3354: Journalism II (3 hours)  
 COMM 3329: Television News Production (3 hours)  
 HIST 1311, 1312, 1321 or 1322 (3 hours)  
 Modern Language II (3 hours)  
 Elective (3 hours)

**Total Hours: 15**

## JUNIOR YEAR

### Fall

One Practicum Course from: COMM 3331 Sports Broadcasting or COMM 3353 Broadcast Journalism or COMM 3355 Publications Practicum or COMM 3390 Radio Practicum or COMM 4347 Social Media  
 Elective (3 hours)  
 Elective (3 hours)  
 Elective (3 hours)  
 Elective (3 hours)

**Total Hours: 15**

### Spring

1 Strategic and Corporate Comm. course: COMM 4372 Interpersonal Communication or COMM 3383 Org.I Dynamics & Leadership or COMM 4380 Critical Issues & Crucial Conversations  
 COMM 4325: Global Media  
 Science with Lab (4 hours)  
 REL or PHIL (3000/4000) (3 hours)  
 Elective (3 hours)

**Total Hours: 16**

## SENIOR YEAR

### Fall

Visual Art, Dance, Music, Theatre or Creative Writing (ENGL3375)  
 COMM 4343 Convergent Media (3 hours)  
 COMM 4328: Internship (3 hours)  
 Elective (3 hours)  
 Elective (3 hours)

**Total Hours: 15**

### Spring

COMM 3310: Communication Theories (3 hours)  
 COMM 4100: Communication Industry Seminar (1 hour)  
 One Practicum Course from: COMM 3331 Sports Broadcasting or COMM 3353 Broadcast Journalism or COMM 3355 Publications Practicum or COMM 3390 Radio Practicum or COMM 4347 Social Media  
 Elective (3 hours)  
 Elective (3 hours)

**Total Hours: 13**

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

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