SCHOOL OF MEDIA AND DESIGN
Four-Year Recommended Plan
Bachelor of Arts: Communication Arts
Multimedia, Concentration: Creative Publishing track

Freshman Year: Fall	Hrs.	Freshman Year: Spring	Hrs.
COMM 1100 Orientation to Communication Arts	1	COMM 1305 Digital Literacy	3
COMM 1301 Introduction to Mass Communication	3	ENGL 1312 Composition II	3
COMM 1311 Public Speaking	3	MATH 1304 or 1306 or higher	3
DWHP 1200 Dimensions of Wellness	2	PHIL 1381 Introduction to Philosophy	3
ENGL 1311 Composition I	3	Social Science	3
PE Activity Course	1		
REL 1305, 1315, 1325, 1335	3		
Total hours	16	Total hours	15
Sophomore Year: Fall		Sophomore Year: Spring	
COMM 2315 Writing for the Media	3	COMM 2320 Audio Production I	3
COMM 2354 Journalism I	3	COMM 3320 Aesthetics of Vision and Sound	3
COMM 3381 Digital Film Production I	3	COMM 3365 Multimedia Design & Production	3
ENGL 2310 World Literature Studies	3	HIST 1311,1312, 1321, 1322	3
Second Language I	3	Second Language II	3
Total hours	15	Total hours	15
Junior Year: Fall		Junior Year: Spring	
COMM 3310 Theories of Communication	3	COMM 3317 Diversity in the Media	3
COMM or General Elective	3	COMM 4315 Media Ethics	3
COMM 3355 Publications Practicum or COMM 3390 Radio Practicum or COMM 3395 Television Practicum	3	COMM 4349 Introduction to Creative Publishing	3
COMM 4340 Design Layout Print Production	3	ENGL 2365 Prof & Tech Communications	3
REL or PHIL (3000/4000)	3	Science with Lab	4
Total hours	15	Total hours	16
Senior Year: Fall		Senior Year: Spring	
COMM 3332 Rhetorical Criticism	3	COMM 4328 Internship	3
COMM 3313 Event Planning or COMM 4399 Special Topics	3	COMM 4343 Convergent Media	3
COMM 4332 Law and the Media	3	COMM 4372 Interpersonal Communication	3
COMM 4347 Social Media	3	COMM 4390 Senior Portfolio	3
COMM or General Elective	3	Fine Arts	3
Total hours	15	Total hours	15

Core Curriculum - Total Hours	43
Major - Total Hours	79
Degree - Total Hours	122

For additional program requirements, go to: http://www.uiw.edu/smd/

*Courses listed in red are UIW Core Curriculum requirements. These courses are generally offered in the fall, spring, and summer semesters.
*Courses listed in black are requirements of the major.
*Courses listed in blue require admission to the program.
*Courses highlighted in yellow are Multimedia Concentration requirements.
*Courses highlighted in blue are Creative Publishing Track requirements.