

## Kent State University

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**THE COLLEGE OF COMMUNICATION AND INFORMATION**  
Academic Advising Offices:

202-C Taylor Hall  
330-672-2780  
<http://cci.kent.edu>

## COLLEGE OF COMMUNICATION AND INFORMATION

The disciplines represented within the College of Communication and Information emphasize different aspects of communication and information theory, research, use and practice. Yet, they all focus on the elements and means of creating, managing, using and evaluating messages, and on information components and processes that are central to communication interaction.

The evolution of digital and electronic media has blurred the distinctions and narrowed the traditional differences between and among communication and information disciplines. The College of Communication and Information provides a coherent and unified structure for the cohesive, collaborative and convergent study of human interaction and information design, production, processing, management, exchange and evaluation, while retaining the unique perspectives and content foci of programs within each of the constituent schools.

The college includes four schools: Communication Studies, Journalism and Mass Communication, Library and Information Science and Visual Communication Design.

The college links programs with a pedagogical and research interest in new technology for information and communication uses, distribution and content. In addition, the School of Communication Studies houses the Communication Instructional Resource Lab and the Communication Research Center. The School of Journalism and Mass Communication houses the Center for Privacy and the First Amendment. The School of Library and Information Science houses the Center for the Study of Librarianship, and the School of Visual Communication Design has a large summer program in cooperation with Kent State University and the University and College Designers Association (KSUCDA) for graduate and undergraduate students in multimedia and the Web.

### DEGREES

The college awards four undergraduate degrees: Bachelor of Arts in Communication Studies, Bachelor of Arts in Visual Communication Design, Bachelor of Fine Arts in Visual Communication Design and Bachelor of Science in Journalism and Mass Communication and in Photo-Illustration. Programs leading to the combined Bachelor of Science/Master of Fine Arts in Visual Communication Design, Master of Arts, Master of Fine Arts, Master of Library and Information Science, Master of Science in Information Architecture and Knowledge Management and Doctor of Philosophy degrees also are offered in the college. Information about the graduate programs appears in the *Graduate Schools Catalog*.

### ACCREDITATION

Individual undergraduate programs are accredited or approved by:

- Accrediting Council on Education in Journalism and Mass Communication
- National Association of Schools of Art and Design

### ADMISSION

Selective admission criteria are used in some programs in the college. Students desiring to major in the School of Communication Studies or programs within the School of Journalism and Mass Communication are admitted as pre-majors, and later accepted into the appropriate program only after specific requirements have been met. *It is imperative that the student contact the individual school for detailed information.*

Students with an interest in a program for which they are not qualified are admitted into the communication and information general category until requirements are met.

### ACADEMIC ADVISING

Regular consultation with a *faculty advisor* is an essential aspect of all students' personal academic management and planning. Consultation at least once each semester for scheduling advice and assistance with registration procedures is the minimum expectation. During the freshman year, the students' faculty advisor is their **First Year Colloquium instructor**. Beginning in the sophomore year, students should go to their school office to obtain a permanent academic advisor.

The Office of Advising and Academic Services, located in Taylor Hall, offers comprehensive academic advising for undergraduate students for all majors in the College of Communication and Information as well as students from other colleges exploring our majors. The office provides advising for transfer students and intervention and referral programs for students on academic probation that include small group and individual counseling. Academic advising is available to students who are undecided about a choice of academic major or who are contemplating general changes of academic programs. The office also treats other issues beyond the immediate purview of the school in which the students' academic advisor is based. Students may schedule an appointment online through the Web site, [www.kent.edu/oaas](http://www.kent.edu/oaas).

It is the *student's responsibility* to seek out and use the advising resources available.

### Requirement Audit

Upon completion of 60 semester hours, students are *required* to contact the college advising office in Taylor Hall to obtain a current evaluation of all progress toward completion of the chosen degree

program. Requirement evaluations are not a substitute for meeting with a faculty advisor. Questions about KAPS reports are answered in the Office of Advising and Academic Services.

RESPONSIBILITY FOR MEETING ALL GRADUATION REQUIREMENTS rests with students. The various advising services provided by the schools and the college are an effort to support and assist students in meeting this responsibility. Students' failure to comply with all duly publicized academic requirements, however, is not the responsibility of the university.

#### *Transfer Advising*

Students transferring into the college from another university should make an appointment in the Office of Advising and Academic Services to determine applicability of transfer credits to their program before registering for classes. In some cases, the students then will be referred to their school for a determination on specialized courses. Those seeking admission to schools or programs with specialized admissions requirements should check the school's section of this *Catalog* for special requirements.

### GENERAL ACADEMIC REQUIREMENTS

#### *Scholastic Requirements*

All candidates for a degree in the College of Communication and Information must meet all requirements listed under the program of their major in this *Catalog*. In addition, students must meet the following scholastic qualifications:

1. A cumulative overall GPA of at least 2.00 (C) for all courses taken at Kent State University. **(Some programs require a higher overall GPA.)**
2. A cumulative GPA of at least 2.25 in the major and, where applicable, the minor. **Certain programs require higher GPAs.** Consult the degree requirements for the major as listed in this *Catalog*.
3. Successful completion of at least 39 upper-division hours of coursework. Upper-division courses are numbered 30000-49999.

#### *Liberal Education Requirements*

To receive a baccalaureate degree from the College of Communication and Information, a student must, in addition to other requirements, satisfy the 36-37-hour minimum stipulated in the LER courses.

Students may not use courses in the major to fulfill this requirement and must choose courses from the LER list; substitutions are not permitted. In some cases proficiency may be used to fulfill certain areas of the requirement. Students must meet any special requirements listed for each LER category. See Pages 85-87 for details.

Some majors have specific requirements within these areas. Please check the requirements for your major as listed in this *Catalog*.

#### *Writing-Intensive Course Requirement*

Refer to either Pages 70 or 93-95 of this *Catalog* for specific information on the writing-intensive course requirement.

#### *Foreign Language Study*

A student who has studied a foreign language in high school and wishes to continue in that language must begin college-level study at the appropriate point. Further information about placement may be obtained from the department offering that language.

Students with a native language other than English\* may not register for, or receive credit in, coursework on the elementary or intermediate level in that language or in a closely related language as determined by the chairperson of the appropriate department. Students with a first (not native) language other than English\* may be permitted to enroll in, and receive credit for, coursework on the elementary and/or intermediate level. Permission will be granted on a case-by-case basis by the chairperson of the appropriate department after evaluation of the student's skills in that language.

For definition of the terms "native language" and "first language" above, see Page 32 under Foreign Languages.

#### *Changing Catalogs*

(Also see General Requirements and Regulations, Page 69.)

To begin meeting the requirements of a newer catalog, the student must register the change in the Office of Advising and Academic Services by completing the proper form. *All* requirements of the new catalog must be met. No substitutions or waivers will be made. Once a student has moved to a more recent catalog, he/she may not return to the previous catalog.

Students are *required* to change catalogs after failing to complete at least 12 semester hours in two calendar years and when returning to the university after dismissal. The catalog to be followed will be the one in force the semester the appropriate change goes into effect.

#### *Pass/Fail Option*

Courses used to meet the university's LER courses are excluded from the pass/fail option. Courses taken within the major, minor or in completion of certificate programs also are excluded. Only free electives—courses not used to satisfy any specific requirement—may be taken on a pass/fail basis. See Pass/Fail Policy on Page 77.

### Graduation Procedures

The application for graduation must be submitted to the Office of Advising and Academic Services in 202-C Taylor Hall according to the deadlines published in this *Catalog* (see Page 73). The deadline for application is generally two full semesters before graduation. Students who either change catalogs or change any major, minor, concentration, option or emphasis after their graduation audit has been completed will be moved to the next graduation date.

### Prerequisites

In areas where learning is sequential, courses often have required prerequisites. These prerequisites exist to protect students from attempting coursework for which they are not properly prepared. *It is the responsibility of the students to make certain that they have met all prerequisites before entering any course.*

### No-Credit Courses

Four of the courses that may be prescribed or recommended through placement testing, MATH 10004, 10031, US 10003 and 10006, do not generate credit toward graduation. Although these courses will count toward the course load for financial aid and other purposes, hours taken in these courses will be subtracted from the students' total before graduation.

Other prescribed courses, including ENG 11001, MATH 10005, 10032, 10033, 10034, 10035 and 10036 do count, but toward general elective hours only. None of the prescribed courses may be taken pass/fail.

### Residence

Kent State University residence requirements for an undergraduate degree may be met at the Kent Campus and/or Regional Campuses through the final 30 credit hours. Under unusual circumstances students may request a minor modification of this requirement by contacting the Office of Advising and Academic Services prior to registration elsewhere.

### Course Substitutions

Students who desire to substitute a course for one required in their program must secure written approval from the Office of Advising and Academic Services *prior* to enrolling in the substitute course.

### PEB—ROTC

No more than 4 credit hours of PEB activities courses or the first 16 credit hours of ROTC courses may apply to the 121 semester hours required for graduation.

Veterans who have completed a minimum of one year of active duty may receive PEB credit for military basic training according to branch of service, as follows: Army and Marine Corps, 3 credit hours; Navy and Coast Guard, 2 hours; Air Force, 1 hour.

### Natural Sciences

Credit toward fulfilling the natural science requirement is not given for the following combinations:

- PHY 11660 and the CHEM 10050 series, the CHEM 10060 series, and/or the PHY 13001 series;
- both the CHEM 10050 series and the CHEM 10060 series;
- both the PHY 13001 series and the PHY 23101 series;
- both MATH 11011 and MATH 12001.

### MINORS

Students who seek the Bachelor of Arts or Bachelor of Fine Arts degrees in some programs may be required to complete a minor. The minor may be selected from the following list. In certain circumstances, an individually planned minor may be approved upon recommendation of the director of the school in which the students are enrolled and the chairperson of the department in which the minors are proposed. However, an individualized minor is not officially recognized. Consult the program descriptions listed by the schools to determine if a minor is required.

Generally it is not permitted to elect a major and a minor from the same school; special permission should be obtained from the school by students wishing to do so.

Where major and minor requirements overlap, students may apply courses in both areas.

### Minors in the College of Communication and Information

**(Students may major and minor in the same school only with the school's approval.)**

#### Advertising Minor

JMC	20004	Media Writing	3
	21001	Principles of Advertising	3
	31002	Advertising Copywriting	3
	31003	Advertising Media Planning	3
	41005	Advertising Campaigns	3
	Choose from the following:		3
JMC	34038	Media Sales and Sales Management (3)	
	41002	Advanced Advertising Copywriting (3)	
	41004	Broadcast Copywriting (3)	

**TOTAL****18**

Minimum 2.75 GPA in the minor required for graduation. This minor is open to only visual communication design majors and marketing majors.

### Communication Studies Minor

Choose from the following: . . . . .	12
COMM 15000 Introduction to Human Communication (3)	
20001 Interpersonal Communication (3)	
25464 Argumentation (3)	
25863 Business and Professional Communication (3)	
25902 Communication Theory (3)	
26000 Criticism of Public Discourse (3)	
Communication Studies courses . . . . .	12
<i>Minimum 9 credit hours upper-division</i>	
<b>TOTAL</b>	<b>24</b>

Minimum 2.25 GPA in the minor required for graduation.

### Design Minor

ARTH 42070 History of Graphic Design . . . . .	3
VCD 23000 Intermediate Studio Skills . . . . .	3
* 23001 Introduction to Typography . . . . .	3
33000 Graphic Design I . . . . .	3
33001 Graphic Design II . . . . .	3
Choose from the following: . . . . .	3
VCD * 13001 Introduction to Visual Communication Design II (3)	
37000 Visual Design for Media: Advanced (3)	
Choose from the following: . . . . .	3
VCD** 42004 Computer Illustration (3)	
** 43001 Kinetic and Sequential Graphic Design II (3)	
<b>TOTAL</b>	<b>21</b>

\*Students must earn a B (3.0) or better in VCD 13001 before enrolling in VCD 23001.

\*\*Prerequisite: VCD 20000 Basic Computer Graphic Design and Illustration and permission.

Minimum 2.25 GPA in the minor required for graduation.

### Electronic Media Minor

JMC 20004 Media Writing . . . . .	3
20007 Media Information Gathering . . . . .	3
22000 Photography Basics . . . . .	1
22002 Videography Basics . . . . .	1

30034 Programming for Electronic Media . . . . .	3
40006 Law of Mass Communication . . . . .	3
Electronic media upper-division electives . . . . .	6
VCD 27001 Visual Design for Media: Basic . . . . .	1
Choose from the following: . . . . .	3
JMC 20001 Media, Power and Culture (3)	
20003 Introduction to Mass Communication (3)	
<b>TOTAL</b>	<b>24</b>

Minimum 2.75 GPA in the minor required for graduation.

### Media Literacy Minor

JMC 20001 Media, Power and Culture . . . . .	3
20005 Fundamentals of Media Messages . . . . .	3
21001 Principles of Advertising . . . . .	3
28001 Principles of Public Relations . . . . .	3
40006 Law of Mass Communication . . . . .	3
Choose from the following: . . . . .	6
JMC 30030 Mass Media Research (3)	
30034 Programming for Electronic Media (3)	
40022 Film as Communication (3)	
40193 Non-Skill Workshops (3)	
<i>e.g., "Children, Cartoons and TV Violence,"</i>	
<i>"Minorities in American Film," etc.</i>	
44040 Concept Psychographics (3)	
<b>TOTAL</b>	<b>23</b>

Minimum 2.75 GPA in the minor required for graduation.

### Photo-Illustration Minor

ARTH 22006 Art History I: Ancient and Medieval Art . . . . .	3
22007 Art History II: Renaissance to Modern Art . . . . .	3
JMC 20001 Media, Power and Culture . . . . .	3
32001 Photojournalism I . . . . .	3
VCD 13000 Introduction to Visual Communication Design I . . . . .	2
13001 Introduction to Visual Communication Design II . . . . .	3
28000 Photography . . . . .	3
38003 Photo Technology . . . . .	3
<b>TOTAL</b>	<b>23</b>

Minimum 2.25 GPA in the minor required for graduation.

### Public Relations Minor

JMC 20004 Media Writing . . . . .	3
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20007	Media Information Gathering	3
26001	Newswriting	3
28001	Principles of Public Relations	3
38002	Public Relations Case Studies	3
48002	Public Relations Tactics	3
48006	Public Relations Publications	3
VCD 37000	Visual Design for Media/Advanced	3
<b>TOTAL</b>		<b>24</b>

Minimum 2.75 GPA in the minor required for graduation.

**Visual Journalism Minor**

JMC 20004	Media Writing	3
20007	Media Information Gathering	3
22001	Photography	3
22002	Videography Basics	1
26001	Newswriting	3
46001	Information Graphics	3
VCD 37000	Visual Design for Media/Advanced	3
Choose from the following: . . . . . 3		
JMC 46000	Newspaper Design (3)	
46020	Magazine Design (3)	
<b>TOTAL</b>		<b>22</b>

Minimum 2.75 GPA in the minor required for graduation. This minor is open only to visual communication design majors or by permission.

**Web Design and Programming Minor**

Offered jointly by the Department of Computer Science in the College of Arts and Sciences and the School of Visual Communication Design in the College of Communication and Information.

**Prerequisite** (choose one):

- MATH 11011 College Algebra (4)
- MATH 12001 Algebra and Trigonometry (4)
- Two years of high school algebra

**Minor Requirements:**

Choose one of the following groups: . . . . . 9	
CS *	47105 Web Design and Programming I (3)
	* 47106 Web Design and Programming II (3)
	* 47107 Web Design and Programming Studio (3)
or	
VCD	46000 Web Design and Programming I (3)
	46001 Web Design and Programming II (3)
	46053 Web Design and Programming Studio (3)

Choose one of the following groups . . . . . 7	
CS	10051 Introduction to Computer Science (4)
	<i>prerequisite, C (2.0) or better, for CS 23021</i>
	10061 Introduction to Programming (3)
	or
*	23021 CS I: Programming and Problem Solving (4)
	<i>prerequisite, C (2.0) or better, for CS 33001</i>
*	33001 CS II: Data Structures and Abstraction (3)
Choose from the following . . . . . 6	
VCD	13001 Introduction to Visual Communication Design II (3)
	20003 Intermediate Computer Graphic Design and Illustration—Various Software Programs (3)
*	37000 Visual Design for Media/Advanced (3)
*	46003 Digital Typography (3)
<b>TOTAL</b>	
<b>22</b>	

Minimum 2.25 GPA in the minor required for graduation.

\*Students in the College of Arts and Sciences must take these courses to fulfill the requirements for their major.

**MINORS IN OTHER COLLEGES/SCHOOLS**

In addition to selecting from the departmental minors listed in the previous section, undergraduate students in the College of Communication and Information can select from a wide range of minors offered by other colleges and schools at Kent State University.

*The Arts*

The following minors within the College of the Arts are available to all undergraduate students at Kent State University. Please see Pages 126-127 for program requirements.

- Art History
- Crafts
- Dance\*
- Music\*
- Studio Art
- Theatre

\*Auditions are required before acceptance into the dance and music minors.

*Arts and Sciences*

The following minors within the College of Arts and Sciences are available to all undergraduate students at Kent State University. Please see Pages 207-230 for program requirements.

- African Studies
- American Sign Language
- American Studies

Ancient, Medieval and Renaissance Studies  
 Anthropology  
 Applied Conflict Management  
 Applied Mathematics  
 Asian Studies  
 Biological Sciences  
 British Studies  
 Business French  
 Business German  
 Business Russian  
 Business Spanish  
 Cartography  
 Chemistry  
 Classics  
 Climatology  
 Comparative Literature  
 Computer Science  
 Economics  
 English  
 French  
 Geographic Information Science  
 Geography  
 Geology  
 German  
 German Studies  
 Greek  
 Health Care Ethics  
 Hellenic Studies  
 History  
 Jewish Studies  
 Justice Studies  
 Latin  
 Latin American Studies  
 Lesbian, Gay, Bisexual and Transgendered Studies  
 Lithuanian Studies  
 Mathematics  
 North Atlantic Security Studies  
 Pan-African Studies  
 Paralegal Studies  
 Philosophy  
 Physics  
 Political Science  
 Pre-Law  
 Psychology  
 Religion Studies  
 Romanian Studies  
 Russian  
 Russian Studies  
 Sociology  
 Spanish

Urban Studies and Planning  
 Web Design and Programming  
 Women's Studies  
 The Writing Minor

#### *Business Administration*

The following minors within the College of Business Administration are available to all undergraduate students at Kent State University. Please see Pages 248-254 for program requirements.

Accounting  
 Business  
 Computer Information Systems  
 Economics  
 Entrepreneurship  
 Finance  
 Human Resource Management  
 International Business  
 Management  
 Marketing  
 Military Studies

#### *Education, Health, and Human Services*

The following minors within the College of Education, Health, and Human Services are available to all undergraduate students at Kent State University. Please see Pages 342-345 for program requirements.

Athletic Coaching  
 Community Health Education  
 Family, Food and Nutritional Studies  
 Gerontology  
 Hospitality Management  
 Human Sexuality  
 Recreation and Park Management  
 Sport Administration  
 Sports Medicine  
 Tourism Management

#### *Technology*

The following minors within the College of Technology are available to all undergraduate students at Kent State University. Please see Pages 375-376 for program requirements.

Electronic Technology  
 Flight Technology  
 Technology

## SCHOOL OF COMMUNICATION STUDIES

The communication studies program involves the study and practice of human communication. Coursework examines intrapersonal, interpersonal, group and public communication in various organizations and professions. We study human communication processes through language, nonverbal, argumentation and persuasive interactions. The traditions of humanistic and social scientific communication theory are infused into the program.

Undergraduate communication studies majors will complete a 15-hour core and select one of four concentrations of 15 hours in the 45-credit major. The concentrations are applied communication, interpersonal communication, organizational communication and public communication.

### Admission to the Pre-COMM and COMM Majors

To be admitted to the Pre-COMM major, students must have a minimum 2.25 cumulative GPA. Transfer students with a minimum 2.25 cumulative GPA from their previous colleges and students who meet Kent State's admission standards as entering freshmen also will be admitted to the Pre-COMM major.

To be admitted to the communication studies major, students must earn a grade of C (2.0) or higher in COMM 20000 and have a minimum 2.25 cumulative GPA. Students will remain as Pre-COMM majors until these standards are met.

### The COMM Program

The program in communication studies is intended to enable students to lead meaningful and productive lives in interpersonal, organizational and public settings, and to prepare for a variety of careers in the professions of government, public or social service, business, industry and counseling. For those intending to continue with graduate study, the program leads to careers in college or university teaching and advanced positions in the public and private sectors.

Graduate programs leading to the Master of Arts and Doctor of Philosophy degrees also are available. These are described in the *Graduate Schools Catalog*.

### Scholarships and Awards

Among scholarships and awards available to students in the School of Communication Studies are the Pierce Memorial Award, the Michael Dubetz Scholarship and the Rebecca and Alan Rubin Endowed Scholarship.

### Activities and Organizations

The Kent Communication Society is an undergraduate association open to all. Students also may earn membership (by superior academic performance) in Lambda Pi Eta national communication honor

society. Membership in Pi Kappa Delta, national forensics honor fraternity, may be awarded and academic credit can be earned for intercollegiate forensics participation. Information on any of these programs can be obtained in room D202 Music and Speech Center or at the school homepage: <http://www.kent.edu/comm/>.

## B.A. in Communication Studies

<b>I. General College or University Requirements</b> . . . . .	<b>1</b>
US 10097 First Year Colloquium . . . . .	1
<b>II. Liberal Education Requirements</b> . . . . .	<b>39-40</b>
<i>A complete list of Liberal Education Requirements (LER) courses is on Pages 85-87.</i>	
<b>Composition</b>	
ENG 11011 College Writing I . . . . .	3
21011 College Writing II . . . . .	3
<b>Mathematics and Critical Reasoning</b> . . . . .	<b>3</b>
<b>Humanities and Fine Arts</b> . . . . .	<b>9</b>
<i>Minimum one course from humanities category and minimum one course from fine arts category.</i>	
<b>Social Sciences</b>	
<i>Must be selected from two curricular areas.</i>	
JMC * 20001 Media, Power and Culture . . . . .	3
Social sciences LER course . . . . .	6
<b>Basic Sciences</b> . . . . .	<b>6-7</b>
<i>Must include one laboratory course.</i>	
<b>Additional LER Courses</b> . . . . .	<b>6</b>
<i>Courses must be selected from two categories above. COMM 15000 Introduction to Human Communication and PHIL 11009 Principles of Thinking may also be taken within this category.</i>	
<b>Diversity Requirement</b>	
<i>Students must complete a two-course diversity requirement, consisting of one with a domestic (U.S.) focus and one with a global focus. The domestic-focus course is fulfilled in this major with the LER social sciences JMC 20001. The global-focus course may be fulfilled in the major requirements with COMM 35852. A complete list of diversity courses is on Pages 89-91.</i>	
<b>III. Writing-Intensive Requirement</b>	
<i>Students must complete a one-course writing-intensive requirement and earn minimum C (2.0) grade. This requirement is fulfilled in this major with several courses in the concentrations. A complete list of writing-intensive courses is on Pages 93-95.</i>	
<b>IV. Major Requirements</b> . . . . .	<b>15</b>
COMM 15000 Introduction to Human Communication . . . . .	3
20000 Foundations of Communication . . . . .	3
25902 Communication Theory . . . . .	3
30000 Communication Research Methods . . . . .	3

Choose from the following:	3
COMM*26000 Criticism of Public Discourse (3)	
* 35852 Intercultural Communication (3)	
* 35912 Gender and Communication (3)	

**V. General Electives . . . . .35-36**

*See the Pass/Fail Policy on Page 77.*

**VI. Choose one concentration (see below) . . . . .30**

**TOTAL 121**

### Applied Communication Concentration

*Minimum 2.25 GPA is required in all COMM, JMC and VCD coursework to graduate in this concentration.*

**Concentration Requirements . . . . .15**

COMM**35864 Organizational Communication	3
45807 High Impact Professional Speaking	3
46092 Practicum in Applied Communication	3
JMC 20005 Fundamentals of Media Messages	3
VCD 37000 Visual Design for Media: Advanced	3

**Electives . . . . .15**

*Courses must be from the College of Communication and Information; minimum 6 credit hours must have prefix JMC and/or VCD, and 9 credit hours be upper-division. May include maximum 6 credit hours combined from COMM 45092, 45093 and 45196. COMM 45092 Internship in Communication Studies replaces COMM 46091 Senior Seminar as the capstone course for students in this concentration.*

### Interpersonal Communication Concentration

**Concentration Requirements . . . . .15**

COMM 20001 Interpersonal Communication	3
35550 Small Group Communication	3
** 40001 Advanced Interpersonal Communication	3
45959 Nonverbal Communication	3
46091 Senior Seminar	3

**Electives . . . . .15**

*12-15 credit hours must be upper-division (15 credit hours if COMM 26000 is chosen as the diversity option in the major). Maximum 6 credit hours combined from COMM 45092, 45093 and 45196.*

### Organizational Communication Concentration

**Concentration Requirements . . . . .15**

COMM 25863 Business and Professional Communication	3
35600 Communication in Teams	3
** 35864 Organizational Communication	3
45865 Organizational Communication Training and Development	3
46091 Senior Seminar	3

**Electives . . . . .15**

*12-15 credit hours must be upper-division (15 credit hours if COMM 26000 is chosen as the diversity option in the major). Maximum 6 credit hours combined from COMM 45092, 45093 and 45196.*

### Public Communication Concentration

**Concentration Requirements . . . . .15**

COMM**36001 Public Communication in Society	3
45006 Media Use and Effects	3
45007 Freedom of Speech	3
** 45902 Communication and Influence	3
46091 Senior Seminar	3

**Electives . . . . .15**

*12-15 credit hours must be upper-division (15 credit hours if COMM 26000 is chosen as the diversity option in the major). Maximum 6 credit hours combined from COMM 45092, 45093 and 45196.*

*\*Course fulfills diversity requirement.*

*\*\*Course fulfills writing-intensive requirement.*

*Minimum 39 upper-division hours.*

*Minimum C (2.0) grade is required in COMM 20000, 46091 and writing-intensive course(s) to graduate.*

## SCHOOL OF JOURNALISM AND MASS COMMUNICATION

The School of Journalism and Mass Communication offers professionally oriented programs at both the undergraduate and graduate levels to prepare students for positions in mass communication.

The school's responsibilities include training students for careers, providing leadership for persons currently working in the mass media and helping to increase public awareness of the role of the media.

The curriculum is designed to provide students with the benefits of both a strong liberal arts education and professional training. Journalism and mass communication requirements make up approximately 25 percent of the students' program, with requirements in other areas and elective courses constituting the other 75 percent.

Faculty members have substantial professional experience in the mass media in addition to teaching and academic qualifications. Also, a number of area professionals teach as adjunct faculty.

The School of Journalism and Mass Communication provides professional service and leadership through seminars and professional workshops for journalists. Faculty members are active in a number of professional organizations and serve as consultants to groups in mass communication.

Journalism and mass communication majors supplement their coursework with an internship in their field of specialization. Other opportunities for practical experience include news, production, management, sales, performance and advertising positions on the campus newspaper, the *Daily Kent Stater*, and its online edition; the campus television station, TV-2; the campus radio station, Black Squirrel Radio; and the campus magazine, the *Burr*, and its online edition.

Students also may participate in student chapters of six national professional organizations: American Advertising Federation, Journalism and Mass Communication Honorary Kappa Tau Alpha, Public Relations Student Society of America, National Association of Black Journalists, Society of Professional Journalists and the Association of Women in Communications.

Programs leading to the Bachelor of Science degree are available for students interested in a variety of electronic media. The students may look to possible careers as radio-television performers, program production personnel, producers, broadcast sales promoters and advertisers, and broadcast copy and script writers. Other options include careers in nonbroadcast and new media utilization of audio and video communication in industrial training and in public communication. Careers are applicable to both commercial and public broadcasting operations.

B.S. degree programs also are available for majors in advertising, electronic media, news, public relations and visual journalism.

Students who major in the news sequence select one of three areas of study: newspaper journalism, magazine journalism or broadcast journalism.

Students in any journalism and mass communication major may elect a minor outside the School of Journalism and Mass Communication.

In each of the baccalaureate degree programs, students must satisfy the 36-hour minimum stipulated in the Liberal Education Requirements (see Pages 85-87) of this *Catalog*.

The School of Journalism and Mass Communication is accredited nationally by the Accrediting Council on Education in Journalism and Mass Communication. In addition, the school holds memberships in the Ohio Newspaper Association, the Association for Education in Journalism and Mass Communication, Broadcast Education Association and the Association of Schools of Journalism and Mass Communication.

For more than 50 years, the school has sponsored the Northeastern Ohio Scholastic Press Association to encourage and guide the practice of journalism at the secondary school level.

Students who wish to teach journalism and mass communication at the secondary school level may earn licensure in Journalism and Mass Communication through the College of Education, Health, and Human Services.

Graduate programs leading to the Master of Arts degree also are available. These are described in the *Graduate Schools Catalog*.

### ADMISSIONS POLICY

Freshmen will be admitted to the university as a journalism and mass communication major if they have a minimum high school GPA of 3.25 and a minimum ACT score of 24. Freshmen who do not meet these criteria will be admitted as prejournalism and mass communication majors if they have a high school GPA of 2.50 or higher.

Transfer students will be admitted to the university as prejournalism and mass communication majors if they have obtained a 2.50 GPA in college.

Incoming freshmen and transfer students who are admitted as prejournalism and mass communication majors or minors will be admitted to a journalism and mass communication major or minor after completing the following requirements:

1. Have a 2.75 GPA after completing 30 credit hours of coursework at Kent State (transfer students need to complete 15 credit hours).
2. Have a B- (2.7) grade with no grade lower than C (2.0) in either English course ENG 11011 or 21011. Applicants who do not meet this requirement must either retake the required English course or complete ENG 30064 or 30065 with minimum B- (2.7) grade (majors only).
3. Complete JMC 20003 Introduction to Mass Communication with minimum C (2.0) grade.

### SCHOOL REQUIREMENTS

Students must complete the following requirements for graduation in all journalism and mass communication programs.

Students must pass the school's grammar usage and punctuation test before enrolling in any of the following JMC courses: 26001 Newswriting, 30004 Writing for Electronic Media, 30034 Programming for Electronic Media, 31002 Advertising Copywriting, 31003 Advertising Media Planning, 32001 Photojournalism I, 40006 Law of Mass Communication, 40010 Ethics and Issues in Mass Communication, 44040 Concept Psychographics and 46001 Information Graphics.

Within the 124 total hours required for graduation, 80 hours must be in coursework outside the School of Journalism and Mass Communication, with 65 of those 80 hours in liberal studies courses. The maximum JMC credits permitted are 44 hours.

Students electing minors that are not liberal studies in nature may need to complete more than 124 hours.

A 2.75 overall GPA at Kent State and a 2.75 GPA in JMC courses are required for graduation for both JMC majors and minors. A 2.75 overall GPA is also required to enroll in JMC courses. Students who fall below a 2.75 overall will be allowed to remain in JMC courses for which they are already registered for one more semester. They will be given one semester to bring their overall GPA up to the school minimum. Failure to do so will result in not being permitted to enroll in JMC courses until their overall GPA reaches the school minimum. In addition, no grade lower than a C- (1.7) in a JMC course will be counted toward graduation or as a prerequisite for a subsequent class.

Students must earn a B- (2.7) or better in JMC 20004 Media Writing to move on in their major. If they fail to earn a B- (2.7) or better in JMC 20004 after two attempts, they are not permitted to continue in the journalism and mass communication program.

### Writing-Intensive Course Requirement

Refer to either Pages 70 or 93-95 of this *Catalog* for specific information on the writing-intensive course requirement.

## B.S. in Advertising

*The Bachelor of Science in Advertising combines creative and business coursework to prepare students for careers in the field of advertising.*

- |   |              |
|---|--------------|
| <b>I. General College or University Requirements</b> . . . . .  | <b>1</b>     |
| US 10097 First Year Colloquium . . . . .  | 1            |
| <b>II. Liberal Education Requirements</b> . . . . .   | <b>36-37</b> |
| <i>A complete list of Liberal Education Requirements (LER) courses is on Pages 85-87.</i>   |              |
| <b>Composition</b>  |              |
| ENG 11011 College Writing I . . . . .   | 3            |
| 21011 College Writing II . . . . .  | 3            |
| <b>Mathematics and Critical Reasoning</b> . . . . . <b>3</b>  |              |
| <b>Humanities and Fine Arts</b>   |              |
| HIST * 12070 History of the United States: Formative Period . . .   | 3            |
| * 12071 History of the United States: Modern Period . . .   | 3            |
| Fine Arts LER course . . . . .  | 3            |
| <b>Social Sciences</b> . . . . . <b>6</b>   |              |
| <i>Must be selected from two curricular areas.</i>  |              |
| <b>Basic Sciences</b> . . . . . <b>6-7</b>  |              |
| <i>Must include one laboratory course.</i>  |              |
| <b>Additional LER Courses</b> . . . . . <b>6</b>  |              |
| <i>Courses must be selected from two categories, above. COMM 15000 Introduction to Human Communication and PHIL 11009 Principles of Thinking may also be taken within this category.</i>  |              |
| <b>Diversity Requirement</b>  |              |
| <i>Students must complete a two-course diversity requirement, consisting of one with a domestic (U.S.) focus and one with a global focus. The domestic-focus course is fulfilled in this major with the LER humanities HIST 12070 or 12071. A complete list of diversity courses is on Pages 89-91.</i> |              |
| <b>III. Writing-Intensive Requirement</b>   |              |
| <i>Students must complete a one-course writing-intensive requirement and earn minimum C (2.0) grade. This requirement is fulfilled in this major with JMC 40010. A complete list of writing-intensive courses is on Pages 93-95.</i>  |              |
| <b>IV. Major Requirements</b> . . . . .   | <b>43</b>    |
| <b>Core Courses</b>   |              |
| JMC 20003 Introduction to Mass Communication . . . . .  | 3            |
| 20004 Media Writing . . . . .   | 3            |
| ** 40010 Ethics and Issues in Mass Communication . . . . .  | 3            |
| 40016 Law of Advertising and Public Relations . . . . .   | 3            |
| 40092 Internship . . . . .  | 1            |

VCD 37000 Visual Design for Media: Advanced	3
<b>Advertising Requirements</b>	
JMC 21001 Principles of Advertising	3
20008 Audience Analysis and Research	3
28001 Principles of Public Relations	3
31002 Advertising Copywriting	3
31003 Advertising Media Planning	3
31011 Creative Advertising Strategies	3
41003 Advertising Account Management	3
41005 Advertising Campaigns	3
JMC upper-division electives ( <i>workshops do not count</i> )	3
<b>V. Additional Requirements</b>	<b>36-37</b>
CS 10001 Computer Literacy	3
ECON 22060 Principles of Microeconomics	3
22061 Principles of Macroeconomics	3
MKTG 25010 Marketing	3
Marketing upper-division courses	9
PSYC 11762 General Psychology	3
SOC* 12050 Introduction to Sociology	3
Choose from the following:	3-4
MATH 11009 Modeling Algebra (4)	
11010 Algebra for Calculus (3)	
14001 Basic Mathematical Concepts I (4)	
Choose from the following:	3
COMM 10000 Fundamentals of Speech (3)	
15000 Introduction to Human Communication (3)	
25863 Business and Professional Communication (3)	
* 26000 Criticism of Public Discourse (3)	
Choose from the following:	3
ENG 30064 Argumentative Prose Writing (3)	
30065 Expository Prose Writing (3)	
<b>VI. General Electives</b>	<b>6-8</b>
<i>Courses must be from outside the School of Journalism and Mass Communication.</i>	
<b>TOTAL</b>	<b>124</b>

\*Course fulfills diversity requirement.

\*\*Course fulfills writing-intensive requirement.

*Minimum 124 semester hours and 39 upper-division credit hours required for graduation.*

*Minimum 2.75 GPA in major and 2.75 GPA overall required for graduation.*

*Minimum 80 credit hours taken outside the School of Journalism and Mass Communication.*

*Only general elective courses may be taken as pass/fail, of which maximum 12 credit hours may be taken as pass/fail.*

*Students must meet the requirements stated in the catalog to declare a journalism and mass communication major.*

*American Assembly of Collegiate Schools of Business accreditation standards prohibit non-business majors from taking more than 25 percent of their degree requirements in business courses. Therefore, no more than 30 semester credit hours may be counted toward stated degree requirements.*

**B.S. in Electronic Media**

*The Bachelor of Science in Electronic Media offers concentrations in electronic media management and electronic media production.*

- I. General College or University Requirements . . . . .1**
- US 10097 First Year Colloquium . . . . .1
- II. Liberal Education Requirements . . . . .36-37**
- A complete list of Liberal Education Requirements (LER) courses is on Pages 85-87.*
- Composition**
- ENG 11011 College Writing I . . . . .3
- 21011 College Writing II . . . . .3
- Mathematics and Critical Reasoning . . . . .3**
- Humanities and Fine Arts**
- HIST \* 12070 History of the United States: Formative Period . . .3
- \* 12071 History of the United States: Modern Period . . .3
- Fine Arts LER course . . . . .3
- Social Sciences . . . . .6**
- Must be selected from two curricular areas.*
- Basic Sciences . . . . .6-7**
- Must include one laboratory course.*
- Additional LER Courses . . . . .6**
- Courses must be selected from two categories, above. COMM 15000 Introduction to Human Communication and PHIL 11009 Principles of Thinking may also be taken within this category.*
- Diversity Requirement**
- Students must complete a two-course diversity requirement, consisting of one with a domestic (U.S.) focus and one with a global focus. The domestic focus course is fulfilled in this major with the LER humanities HIST 12070 or 12071. A complete list of diversity courses is on Pages 89-91.*
- III. Writing-Intensive Requirement**
- Students must complete a one-course writing-intensive requirement and earn minimum C (2.0) grade. This requirement is ful-*

filled in this major with JMC 40010. A complete list of writing-intensive courses is on Pages 93-95.

<b>IV. Major Requirements</b>	<b>.15</b>
JMC 20003 Introduction to Mass Communication	.3
20004 Media Writing	.3
22002 Videography Basics	.1
40006 Law of Mass Communication	.3
** 40010 Ethics and Issues in Mass Communication	.3
40192 Internship in Radio/Television	.1
<b>V. Additional Requirements</b>	<b>.6-7</b>
Choose from the following:	3-4
MATH 11009 Modeling Algebra (4)	
11010 Algebra for Calculus (3)	
Choose from the following:	3
ENG 30064 Argumentative Prose (3)	
30065 Expository Prose Writing (3)	
<b>VI. Choose one concentration (see below)</b>	<b>.64-66</b>
<b>TOTAL</b>	<b>124</b>

\*Course fulfills diversity requirement.

\*\*Course fulfills writing-intensive requirement.

### Electronic Media Management Concentration

<b>Concentration Requirements</b>	<b>.29</b>
JMC 20008 Audience Analysis and Research	.3
21001 Principles of Advertising	.3
23031 Basic Electronic Media Audio Production	.3
30004 Writing for Electronic Media	.2
30034 Programming for Electronic Media	.3
34038 Media Sales and Sales Management	.3
34050 Promotions for Electronic Media	.3
40015 Media Management	.3
41004 Broadcast Copywriting	.3
JMC elective	.3
<b>Additional Requirements</b>	<b>.12</b>
ECON 22060 Principles of Microeconomics	.3
22061 Principles of macroeconomics	.3
MKTG 25010 Marketing	.3
M&IS 24163 Principles of Management	.3
<b>General Electives</b>	<b>.23-24</b>
<i>Courses must be from outside the School of Journalism and Mass Communication. Minimum 7 upper-division credit hours.</i>	
<b>TOTAL</b>	<b>64-65</b>

### Electronic Media Production Concentration

<b>Concentration Requirements</b>	<b>.30</b>
JMC 20008 Audience Analysis and Research	.3
22003 Videography Basics II	.1
23030 Basic Electronic Media Video Production	.3
23031 Basic Electronic Media Audio Production	.3
30004 Writing for Electronic Media	.2
Choose from the following:	.6
JMC 33032 Audio Studio Production (3)	
33033 Audio Field Production (3)	
33042 Video Studio Production (3)	
33043 Video Field Production (3)	
Choose from the following:	.6
JMC 30034 Programming for Electronic Media (3)	
33036 Basic Media Engineering (3)	
34050 Promotions for Electronic Media (3)	
40037 Scriptwriting for Video and Film (3)	
40095 ST: Sports Production (3)	
40095 ST: Non-Linear Editing (3)	
40095 ST: Historical TV Documentary (3)	
40095 ST: Lighting for Video (3)	
40095 ST: Photoshop for Video (3)	
40095 ST: After Effects Graphics (3)	
Choose from the following:	.6
40095 ST: Audio for Video (3)	
40095 ST: Advanced Narrative Production (3)	
40095 ST: TV Post Production (3)	
46054 Broadcast Documentary (3)	
49021 Corporate Video (3)	
<b>General Electives</b>	<b>.34-36</b>
<i>Courses must be from outside the School of Journalism and Mass Communication.</i>	
<b>TOTAL</b>	<b>64-66</b>

Minimum 124 semester hours and 39 upper-division credit hours required for graduation.

Minimum 2.75 GPA in major and 2.75 GPA overall required for graduation.

Minimum 80 credit hours taken outside the School of Journalism and Mass Communication.

Only general elective courses may be taken as pass/fail, of which maximum 12 credit hours may be taken as pass/fail.

Students must meet the requirements stated in the catalog to declare a journalism and mass communication major.

**B.S. in News**

The Bachelor of Science in News offers concentrations in broadcast journalism, magazine journalism and newspaper journalism.

<b>I. General College or University Requirements</b>	<b>1</b>
US 10097 First Year Colloquium	1
<b>II. Liberal Education Requirements</b>	<b>36-37</b>
<i>A complete list of Liberal Education Requirements (LER) courses is on Pages 85-87.</i>	
<b>Composition</b>	
ENG 11011 College Writing I	3
21011 College Writing II	3
<b>Mathematics and Critical Reasoning</b>	
<b>Humanities and Fine Arts</b>	
HIST * 12070 History of the United States: Formative Period	3
* 12071 History of the United States: Modern Period	3
Fine Arts LER course	3
<b>Social Sciences</b>	
<i>Must be selected from two curricular areas.</i>	
<b>Basic Sciences</b>	
<i>Must include one laboratory course.</i>	
<b>Additional LER Courses</b>	
<i>Courses must be selected from two categories, above. COMM 15000 Introduction to Human Communication and PHIL 11009 Principles of Thinking may also be taken within this category.</i>	
<b>Diversity Requirement</b>	
<i>Students must complete a two-course diversity requirement, consisting of one with a domestic (U.S.) focus and one with a global focus. The domestic-focus course is fulfilled in this major with the LER humanities HIST 12070 or 12071. A complete list of diversity courses is on Pages 89-91.</i>	
<b>III. Writing-Intensive Requirement</b>	
<i>Students must complete a one-course writing-intensive requirement and earn minimum C (2.0) grade. This requirement is fulfilled in this major with JMC 40010. A complete list of writing-intensive courses is on Pages 93-95.</i>	
<b>IV. Major Requirements (choose one concentration)</b>	<b>15-18</b>
<b>Broadcast Journalism Concentration</b>	
JMC 20003 Introduction to Mass Communication	3
** 20004 Media Writing	3
22002 Videography Basics	1
40006 Law of Mass Communication	3
*** 40010 Ethics and Issues in Mass Communication	3
40192 Internship in Radio/Television	1
VCD 27001 Visual Design for Media: Basic	1
	<b>15</b>
<b>Magazine Journalism or Newspaper Journalism Concentration</b>	
JMC 20003 Introduction to Mass Communication	3

** 20004 Media Writing	3
22000 Photography Basics	1
22002 Videography Basics	1
40006 Law of Mass Communication	3
*** 40010 Ethics and Issues in Mass Communication	3
40092 Internship	1
VCD 37000 Visual Design for Media: Advanced	3
	<b>18</b>
<b>V. Choose one concentration (see below)</b>	<b>69-72</b>
<b>TOTAL</b>	<b>124</b>

\*Course fulfills diversity requirement.

\*\*News majors can place out of JMC 20004 and be placed directly into JMC 26001 under the following condition: Students not yet enrolled in JMC 20004 but who score at least a 75 on the grammar-spelling-punctuation test on their first attempt may take a writing exam. If they pass the exam and have all other prerequisites for newswriting completed, they are eligible to enroll in JMC 26001. Students who take this option must choose an additional upper-division writing course from the following: JMC 40004, 40005, 40012, 46006, 46007, 46009, 46021, 46052 or 46054.

\*\*\*Course fulfills writing-intensive requirement.

**Broadcast Journalism Concentration**

<b>Concentration Requirements</b>	<b>23</b>
JMC 26001 Newswriting	3
26008 Broadcast Beat Reporting	4
36000 Television News Producing	3
46009 Reporting Public Affairs	4
JMC upper-division elective	3
Choose from the following:	3
40004 Computer-Assisted Reporting (3)	
40012 Online Journalism (3)	
Choose from the following:	3
46052 Advanced Broadcast News (3)	
46054 Broadcast Documentary (3)	
<b>Additional Requirements</b>	<b>18-19</b>
ECON* 22060 Principles of Microeconomics	3
POL * 10100 American Politics	3
English upper-division course	3
Choose from the following:	3
COMM 10000 Fundamentals of Speech (3)	
* 15000 Introduction to Human Communication (3)	
25863 Business and Professional Communication (3)	
* 26000 Criticism of Public Discourse (3)	
Choose from the following:	3
POL * 10004 Comparative Politics (3)	

PSYC* 11762 General Psychology (3)	
SOC * 12050 Introduction to Sociology (3)	
Choose from the following: . . . . .	3-4
POL 30001 Political Methods (3)	
PSYC 21621 Quantitative Methods in Psychology I (3)	
SOC 32220 Data Analysis (3)	
SOC 32221 Data Analysis Laboratory (1)	
<b>General Electives . . . . .</b>	<b>30-31</b>
<i>Courses must be from outside the School of Journalism and Mass Communication. Minimum 14 credit hours upper-division.</i>	

\*Course fulfills Liberal Education Requirements (LER).

### Magazine Journalism Concentration

<b>Concentration Requirements . . . . .</b>	<b>26-27</b>
JMC 26001 Newswriting . . . . .	3
26007 Print Beat Reporting . . . . .	4
36005 Copyediting . . . . .	3
40005 Feature Writing . . . . .	3
46009 Reporting Public Affairs . . . . .	4
46016 Magazine Publishing . . . . .	3
Choose from the following: . . . . .	3
46020 Magazine Design (3)	
46021 Magazine Writing and Editing (3)	
Choose from the following: . . . . .	3-4
26008 Broadcast Beat Reporting (4)	
32001 Photojournalism I (3)	
40004 Computer-Assisted Reporting (3)	
40012 Online Journalism (3)	
40015 Media Management (3)	
40095 Special Topics: Cybermedia Design (3)	
46000 Newspaper Design (3)	
46001 Information Graphics (3)	
46006 Editorial Writing (3)	
46007 Reporting in Depth (3)	
46020 Magazine Design (3)	
46021 Magazine Writing and Editing (3)	
46054 Broadcast Documentary (3)	
<b>Additional Requirements . . . . .</b>	<b>15-16</b>
ECON* 22060 Principles of Microeconomics . . . . .	3
POL * 10100 American Politics . . . . .	3
English upper-division course . . . . .	3
Choose from the following: . . . . .	3
POL * 10004 Comparative Politics (3)	
PSYC* 11762 General Psychology (3)	
SOC * 12050 Introduction to Sociology (3)	
Choose from the following: . . . . .	3-4
POL 30001 Political Methods (3)	
PSYC 21621 Quantitative Methods in Psychology I (3)	

SOC 32220 Data Analysis (3)	
SOC 32221 Data Analysis Laboratory (1)	
<b>General Electives . . . . .</b>	<b>25-28</b>
<i>Courses must be from outside the School of Journalism and Mass Communication. Minimum 10 upper-division credit hours.</i>	

\*Course fulfills Liberal Education Requirements (LER).

### Newspaper Journalism Concentration

<b>Concentration Requirements . . . . .</b>	<b>26-27</b>
JMC 26001 Newswriting . . . . .	3
26007 Print Beat Reporting . . . . .	4
36005 Copyediting . . . . .	3
40005 Feature Writing . . . . .	3
46000 Newspaper Design . . . . .	3
46009 Reporting Public Affairs . . . . .	4
Choose from the following: . . . . .	3
40004 Computer-Assisted Reporting (3)	
40012 Online Journalism (3)	
Choose from the following: . . . . .	3-4
26008 Broadcast Beat Reporting (4)	
32001 Photojournalism I (3)	
40004 Computer-Assisted Reporting (3)	
40012 Online Journalism (3)	
40015 Media Management (3)	
40095 Special Topics: Cybermedia Design (3)	
46001 Information Graphics (3)	
46006 Editorial Writing (3)	
46007 Reporting in Depth (3)	
46016 Magazine Publishing (3)	
46020 Magazine Design (3)	
46021 Magazine Writing and Editing (3)	
46054 Broadcast Documentary (3)	
<b>Additional Requirements . . . . .</b>	<b>15-16</b>
ECON*22060 Principles of Microeconomics . . . . .	3
POL * 10100 American Politics . . . . .	3
English upper-division course . . . . .	3
Choose from the following: . . . . .	3
POL * 10004 Comparative Politics (3)	
PSYC*11762 General Psychology (3)	
SOC * 12050 Introduction to Sociology (3)	
Choose from the following: . . . . .	3-4
POL 30001 Political Methods (3)	
PSYC 21621 Quantitative Methods in Psychology I (3)	
SOC 32220 Data Analysis (3)	
SOC 32221 Data Analysis Laboratory (1)	
<b>General Electives . . . . .</b>	<b>25-28</b>
<i>Courses must be from outside the School of Journalism and Mass Communication. Minimum 10 credit hours upper-division.</i>	

\*Course fulfills Liberal Education Requirements (LER).

Minimum 124 semester hours and 39 upper-division credit hours required for graduation.

Minimum 2.75 GPA in major and 2.75 GPA overall required for graduation.

Minimum 80 credit hours taken outside the School of Journalism and Mass Communication.

Only general elective courses may be taken as pass/fail, of which maximum 12 credit hours may be taken as pass/fail.

Students must meet the requirements stated in the catalog to declare a journalism and mass communication major.

**B.S. in Public Relations**

The Bachelor of Science in Public Relations is designed for those students who are interested in careers in public relations with an agency, a corporation or a nonprofit group.

**I. General College or University Requirements . . . . . 1**  
 US 10097 First Year Colloquium . . . . . 1

**II. Liberal Education Requirements . . . . . 36-37**  
 A complete list of Liberal Education Requirements (LER) courses is on Pages 85-87.

**Composition**

ENG 11011 College Writing I . . . . . 3  
 21011 College Writing II . . . . . 3

**Mathematics and Critical Reasoning . . . . . 3**

**Humanities and Fine Arts**

HIST \* 12070 History of the United States: Formative Period . . 3  
 \* 12071 History of the United States: Modern Period . . . 3  
 Fine Arts LER course . . . . . 3

**Social Sciences . . . . . 6**  
 Must be selected from two curricular areas.

**Basic Sciences . . . . . 6-7**  
 Must include one laboratory course.

**Additional LER Courses . . . . . 6**  
 Courses must be selected from two categories, above. COMM 15000 Introduction to Human Communication and PHIL 11009 Principles of Thinking may also be taken within this category.

**Diversity Requirement**  
 Students must complete a two-course diversity requirement, consisting of one with a domestic (U.S.) focus and one with a global focus. The domestic-focus course is fulfilled in this major

with the LER humanities HIST 12070 or 12071. A complete list of diversity courses is on Pages 89-91.

**III. Writing-Intensive Requirement**  
 Students must complete a one-course writing-intensive requirement and earn minimum C (2.0) grade. This requirement in this major is fulfilled with JMC 40010. A complete list of writing-intensive courses is on Pages 93-95.

**IV. Major Requirements . . . . . 44**

**Core Requirements**

JMC 20003 Introduction to Mass Communication . . . . . 3  
 20004 Media Writing . . . . . 3  
 \*\* 40010 Ethics and Issues in Mass Communication . . . . 3  
 40016 Law of Advertising and Public Relations . . . . . 3  
 40092 Internship . . . . . 1  
 VCD 37000 Visual Design for Media: Advanced . . . . . 3

**Concentration Requirements**

JMC 26001 Newswriting . . . . . 3  
 28001 Principles of Public Relations . . . . . 3  
 38002 Public Relations Case Studies . . . . . 3  
 48001 Media Relations and Publicity . . . . . 3  
 48002 Public Relations Tactics . . . . . 3  
 48003 Public Relations Online Tactics . . . . . 3  
 48006 Public Relations Publications . . . . . 3  
 48091 Seminar: Public Relations Campaigns . . . . . 3  
 Choose from the following: . . . . . 4  
 JMC 26007 Print Beat Reporting (4)  
 26008 Broadcast Beat Reporting (4)

**V. Additional Requirements . . . . . 33**

ACCT 23020 Introduction to Financial Accounting . . . . . 3  
 COMM 15000 Introduction to Human Communication . . . . . 3  
 30000 Communication Research Methods . . . . . 3  
 ECON 22060 Principles of Microeconomics . . . . . 3  
 22061 Principles of Macroeconomics . . . . . 3  
 M&IS 24163 Principles of Management . . . . . 3  
 MKTG 25010 Marketing . . . . . 3  
 45045 Advertising and Promotion Management . . . . . 3  
 POL 10100 American Politics . . . . . 3  
 Marketing upper-division course . . . . . 3  
 Choose from the following: . . . . . 3  
 ENG 30062 Principles of Technical Writing (3)  
 30063 Business and Professional Writing (3)  
 30064 Argumentative Prose (3)  
 30065 Expository Prose Writing (3)  
 English upper-division course (3)

**VI. General Electives . . . . . 10**  
 All general electives must be taken in the College of Arts and Sciences, the Department of Economics or in survey and nonskill courses in art, architecture, music or theatre.

**TOTAL 124**

\*Course fulfills diversity requirement.

\*\*Course fulfills writing-intensive requirement.

Minimum 124 semester hours and 39 upper-division credit hours required for graduation.

Minimum 2.75 GPA in major and 2.75 GPA overall required for graduation.

Maximum 44 hours of JMC coursework is credited toward a degree.

Minimum 65 hours of liberal studies courses.

No grade below C (2.0) in major coursework may be counted toward graduation or as a prerequisite for a subsequent class.

American Assembly of Collegiate Schools of Business accreditation standards prohibit non-business majors from taking more than 25 percent of their degree requirements in business courses. Therefore, no more than 30 semester credit hours may be counted toward stated degree requirements.

**B.S. in Visual Journalism**

The Bachelor of Science in Visual Journalism is designed for students who want to combine photographic and information design skills with journalism. This program is appropriate particularly for students interested in careers as photojournalists or news presentation editors.

**I. General College or University Requirements . . . . .1**  
 US 10097 First Year Colloquium . . . . .1

**II. Liberal Education Requirements . . . . .36-37**  
 A complete list of Liberal Education Requirements (LER) courses is on Pages 85-87.

**Composition**

ENG 11011 College Writing I . . . . .3  
 21011 College Writing II . . . . .3

**Mathematics and Critical Reasoning . . . . .3**

**Humanities and Fine Arts**

HIST \* 12070 History of the United States: Formative Period . . .3  
 \* 12071 History of the United States: Modern Period . . . .3

Fine Arts LER course . . . . .3

**Social Sciences . . . . .6**  
 Must be selected from two curricular areas.

**Basic Sciences . . . . .6-7**  
 Must include one laboratory course.

**Additional LER Courses . . . . .6**  
 Courses must be selected from two categories, above. COMM 15000 Introduction to Human Communication and PHIL 11009 Principles of Thinking may also be taken within this category.

**Diversity Requirement**  
 Students must complete a two-course diversity requirement, consisting of one with a domestic (U.S.) focus and one with a global focus. The domestic-focus course is fulfilled in this major with the LER humanities HIST 12070 or 12071. A complete list of diversity courses is on Pages 89-91.

**III. Writing-Intensive Requirement**  
 Students must complete a one-course writing-intensive requirement and earn minimum C (2.0) grade. This requirement is fulfilled in this major with JMC 40010. A complete list of writing-intensive courses is on Pages 93-95.

**IV. Major Requirements . . . . .16**

JMC 20003 Introduction to Mass Communication . . . . .3  
 \*\* 20004 Media Writing . . . . .3  
 40006 Law of Mass Communication . . . . .3  
 \*\*\* 40010 Ethics and Issues in Mass Communication . . . .3  
 40092 Internship . . . . .1

VCD 37000 Visual Design for Media: Advanced . . . . .3

**V. Additional Requirements . . . . .24-25**

ARTH 22006 Art History I: Ancient and Medieval Art . . . . .3  
 22007 Art History II: Renaissance to Modern Art . . . . .3

Art history upper-division elective . . . . .3

ECON 22060 Principles of Microeconomics . . . . .3

English upper-division elective . . . . .3

POL 10100 American Politics . . . . .3

Choose from the following: . . . . .3

POL 10004 Comparative Politics (3)

PSYC 11762 General Psychology (3)

SOC\*\*12050 Introduction to Sociology (3)

Choose from the following: . . . . .3-4

POL 30001 Political Methods (3)

PSYC 21621 Quantitative Methods in Psychology I (3)

SOC 32220 Data Analysis (3)

SOC 32221 Data Analysis Laboratory (1)

**VI. Choose one concentration (see below) . . . . .46-48**

**TOTAL 124**

\*Course fulfills diversity requirement.

\*\*Visual journalism majors can place out of JMC 20004 and be placed directly into JMC 26001 under the following condition: Students not yet enrolled in JMC 20004 but who score at least a 75 on the grammar-spelling-punctuation test on their first attempt may take a writing exam. If they pass the exam and have all other prerequisites for newswriting completed, they are eligible to enroll in

JMC 26001. Students who take this option must choose an additional upper-division writing course from the following: JMC 40004, 40005, 40012, 46006, 46007, 46009, 46021, 46052 or 46054.  
 \*\*\*Course fulfills writing-intensive requirement.

**Information Design Concentration**

**Concentration Requirements . . . . .25-27**

JMC 22001 Photography . . . . .3  
 22002 Videography Basics . . . . .1  
 26001 Newswriting . . . . .3  
 36005 Copyediting . . . . .3  
 46000 Newspaper Design . . . . .3  
 46001 Information Graphics . . . . .3  
 Choose from the following: . . . . .6-7  
 JMC 22004 Visual Storytelling (3)  
 26007 Print Beat Reporting (4)  
 46020 Magazine Design (3)  
 Choose one from the following: . . . . .3-4  
 23031 Basic Electronic Media Audio Production (3)  
 26007 Print Beat Reporting (4)  
 32001 Photojournalism I (3)  
 32002 Photojournalism II (3)  
 40004 Computer-Assisted Reporting (3)  
 40005 Feature Writing (3)  
 40012 Online Journalism (3)  
 40015 Media Management (3)  
 40095 Special Topics: Cybermedia Design (3)  
 46006 Editorial Writing (3)  
 46007 Reporting in Depth (3)  
 46009 Reporting Public Affairs (4)  
 46016 Magazine Publishing (3)  
 46020 Magazine Design (3)  
 46054 Broadcast Documentary (3)

**General Electives . . . . .19-23**

Minimum 6 credit hours of general electives at upper-division level. Minimum 5 credit hours of general electives taken in the College of Arts and Sciences, the Department of Economics or in survey and nonskill courses in art, architecture, music or theatre.

**Photojournalism Concentration**

**Concentration Requirements . . . . .31-32**

JMC 22001 Photography . . . . .3  
 22004 Visual Storytelling . . . . .3  
 26001 Newswriting . . . . .3  
 26007 Print Beat Reporting . . . . .4  
 32001 Photojournalism I . . . . .3

32002 Photojournalism II . . . . .3  
 42005 Color Photography . . . . .3  
 Choose one from the following: . . . . .3  
 42008 Advanced Photojournalism (3)  
 46054 Broadcast Documentary (3)  
 Choose one from the following: . . . . .3  
 46000 Newspaper Design (3)  
 46001 Information Graphics (3)  
 46020 Magazine Design (3)  
 Choose one from the following: . . . . .3-4  
 26008 Broadcast Beat Reporting (4)  
 40004 Computer-Assisted Reporting (3)  
 40005 Feature Writing (3)  
 40012 Online Journalism (3)  
 40015 Media Management (3)  
 40095 Special Topics: Cybermedia Design (3)  
 42008 Advanced Photojournalism (3)  
 46000 Newspaper Design (3)  
 46001 Information Graphics (3)  
 46006 Editorial Writing (3)  
 46007 Reporting in Depth (3)  
 46009 Reporting Public Affairs (4)  
 46016 Magazine Publishing (3)  
 46020 Magazine Design (3)  
 46054 Broadcast Documentary (3)

**General Electives . . . . .14-17**

Minimum 5 credit hours of general elective taken at upper-division level. Minimum 5 credit hours of general electives taken in the College of Arts and Sciences, the Department of Economics or in survey and nonskill courses in art, architecture, music or theatre.

Minimum 124 semester hours and 39 upper-division credit hours required for graduation.

Minimum 2.75 GPA in major and 2.75 GPA overall required for graduation.

Maximum 44 hours of JMC coursework is credited toward a degree.

Minimum 65 hours of liberal studies courses.

No grade below C (2.0) in major coursework may be counted toward graduation or as a prerequisite for a subsequent class.



## SCHOOL OF LIBRARY AND INFORMATION SCIENCE

The School of Library and Information Science prepares students for positions of leadership in librarianship and the information professions. The school emphasizes the preparation of master's students for professional library and information service in academic, public, special and school libraries as well as other types of information agencies.

### PROGRAMS

#### *Master of Library and Information Science*

The school offers a graduate program, accredited by the American Library Association, which leads to a Master of Library and Information Science degree. The M.L.I.S. is offered on the Kent Campus as well as at The Ohio State University as part of Kent State's Columbus program. Selected individual courses also are offered at sites in Cleveland and in Northwest Ohio. The master's degree is accepted as the basic degree in librarianship and is necessary for professional employment. Dependent on the course of study chosen and on personal background, M.L.I.S. graduates have a wide range of job options open to them in traditional library settings as well as in less traditional areas in the information field. Career opportunities outside formal library settings can be in the profit as well as the nonprofit sector.

#### *Dual Degree Option*

A desirable credential for a number of positions, especially in large research institutions, is that of a master's degree in a subject area in addition to the master's degree in library/information science. It is possible to work on two master's degrees concurrently at Kent State University. Up to 11 hours of credit may be shared between two programs.

#### *Master of Library and Information Science and Master of Business Administration*

The Master of Library and Information Science and Master of Business Administration (M.L.I.S.-M.B.A.) Dual Degree Program is designed for students planning careers in library or information center administration. Individuals in these positions need knowledge pertaining to planning, organizing, staffing, directing and controlling. Advanced education to obtain knowledge and learn skills related to these management functions enables students to take advantage of career opportunities in library settings and other information settings in the profit and nonprofit sectors.

#### *Master of Library and Information Science and Master of Science in Information Architecture and Knowledge Management*

Those students interested in a multidisciplinary approach to graduate studies in the information-related disciplines and professions may also consider pursuing the Master of Library and Information Science and Master of Science in Information Architecture and Knowledge Management multiple degrees option. For further infor-

mation about the Master of Science in Information Architecture and Knowledge Management or the multiple degrees option, please consult the program Web site at <http://iakm.kent.edu>.

#### *Master of Library and Information Science plus School Library Media Licensure*

Those students intending to be licensed as school librarians by the state of Ohio must complete a required sequence of courses as established by the School of Library and Information Science and the information technology program within the College of Education, Health, and Human Services. In addition, they must successfully complete the Praxis II exam for Library Media Specialists, administered by the Educational Testing Service (ETS). Students who select this option must already hold a valid Ohio teaching license.

#### *Advising*

When students are accepted into the School of Library and Information Science, a faculty advisor is assigned. It is expected that students will work with the advisor to plan a program of study.

For more information about the School of Library and Information Science, the programs offered through the school or careers in the field of library and information science, please contact the school at:

Phone: 330-672-2782

Fax: 330-672-7965

e-mail [SLIS@SLIS.kent.edu](mailto:SLIS@SLIS.kent.edu)

Web site: <http://www.slis.kent.edu/>.

## SCHOOL OF VISUAL COMMUNICATION DESIGN

The mission of the School of Visual Communication Design (VCD) is to provide a comprehensive and superior professionally oriented education in the study and practice of visual communication design that will complement university studies in the liberal arts, humanities and sciences. The intention and emphasis of the visual communication design degree programs is the preparation of students for the graphic design and illustration professions; specifically, to develop technical proficiency, aesthetic sensibility and design expertise in the organization of imagery and typography to communicate information in two-dimensional form by graphics for print, video and interactive electronic multiple media, and in three-dimensional form through packaging, exhibition and environmental graphics. In support of this mission, a liberal education is a necessary foundation or catalyst to the development of perception, intellect, imagination, skill and knowledge of the history of the visual communication design field.

The School of Visual Communication Design offers three degree programs: the Bachelor of Arts, the Bachelor of Fine Arts and a combined Bachelor of Science/Master of Arts (or Master of Fine Arts). Stand-alone degrees of the Master of Arts and the Master of Fine Arts programs also are offered. (See the *Graduate Catalog*.)

The Admissions Office will process all applications with respect to the general qualifications for admission to the university for new freshmen and transfer students.

The School of Visual Communication Design recognizes that competence in visual design as well as intellectual capacity are necessary qualities in students who plan to prepare for a career in visual communication design. Therefore, the right is reserved to require evidence of achievement in design and related areas from all students endeavoring to enroll for the first time as majors in the school. Early admission is recommended. To receive a baccalaureate degree from the School of Visual Communication Design, a student must, in addition to other requirements, satisfy the 36-hour minimum stipulated in the LER courses. (See Pages 85-87 of this *Catalog*.)

### *Transfer Students*

Students meeting the general requirements of the university for transfer admission will be admitted to the program. Transfer credits will be evaluated on a case-by-case basis. In most situations, completion of the VCD basic coursework is a necessary prerequisite to further study. The director of the School of Visual Communication Design may impose additional requirements considered reasonable and necessary. Transfer credits are evaluated consistent with the university policy, although each student will be evaluated individually in terms of his or her ability to perform within the program. A transfer applicant's strengths and deficiencies will be considered and his or her transfer credits will reflect that consideration.

Transfer students should make every effort to complete admission requirements before the deadlines listed under "Entering the University" at the front of the *Catalog* and see an advisor in the School of Visual Communication Design for schedule planning before registration.

The Kent State University School of Visual Communication Design is an accredited institutional member of the National Association of Schools of Art and Design.

### *Writing-Intensive Course Requirement*

Refer to either Pages 70 or 93-95 of this *Catalog* for specific information on the writing-intensive course requirement.

## B.S. in Photo-Illustration

*The Bachelor of Science in Photo-Illustration is designed for students who are interested in careers in studio and illustrative commercial photography.*

- I. **General College or University Requirements** . . . . .1
- US 10097 First Year Colloquium . . . . .1
- II. **Liberal Education Requirements** . . . . .36-37

*A complete list of Liberal Education Requirements (LER) courses is on Pages 85-87.*

### **Composition**

- ENG 11011 College Writing I . . . . .3
- 21011 College Writing II . . . . .3

### **Mathematics and Critical Reasoning** . . . . .3

### **Humanities and Fine Arts**

- ARTH 22006 Art History I: Ancient and Medieval Art . . . . .3
- 22007 Art History II: Renaissance to Modern Art . . . . .3
- Humanities LER course . . . . .3

### **Social Sciences** . . . . .6

*Must be selected from two curricular areas.*

### **Basic Sciences** . . . . .6-7

*Must include one laboratory course.*

### **Additional LER Courses** . . . . .6

*Courses must be selected from two categories, above. COMM 15000 Introduction to Human Communication and PHIL 11009 Principles of Thinking may also be taken within this category.*

### **Diversity Requirement**

*Students must complete a two-course diversity requirement, consisting of one with a domestic (U.S.) focus and one with a global focus. One course must come from the LER; the second may be taken as a second LER, within the major or minor, or as a general elective. A complete list of diversity requirement courses is on Pages 89-91.*

**III. Writing-Intensive Requirement**  
*Students must complete a one-course writing-intensive requirement and earn minimum C (2.0) grade. This requirement is fulfilled in this major with VCD 49198. A complete list of writing-intensive courses is on Pages 93-95.*

**IV. Major Requirements . . . . .64**

ARTH 42070 History of Graphic Design . . . . .3

VCD \* 13000 Introduction to Visual Communication Design I . .2

    \* 13001 Introduction to Visual Communication Design II .3

    20000 Basic Computer Graphic Design and Illustration .3

    20003 Intermediate Computer Graphic Design and Illustration—Various Software Programs . . . . .3

    \*\* 20009 Sophomore Entrance Examination/Portfolio Review . . . . .1

    22000 Design/Illustration Techniques I . . . . .3

    23000 Intermediate Studio Skills: Graphic Design and Illustration . . . . .3

    \* 23001 Introduction to Typography . . . . .3

    28000 Photography . . . . .3

    30009 Junior Portfolio Review: Graphic Design/Illustration . . . . .1

    38001 Photographics . . . . .3

    38003 Photo Technology . . . . .3

    38004 Advanced Photography . . . . .3

    40025 Professional Portfolio Graphic Design and Illustration (1) . . . . .1

    40025 Professional Portfolio: Graphic Design and Illustration (2) . . . . .1

    40092 Internship 1—Graphic Design/Illustration . . . . .1

    40192 Internship 2—Graphic Design/Illustration . . . . .3

    43001 Kinetic and Sequential Graphic Design II . . . . .3

    43004 Issues for Graphic Design Businesses . . . . .3

    48005 Color Photography . . . . .3

    48007 Photo Illustration Techniques . . . . .3

    49098 Senior Research Proposal: Graphic Design/Illustration . . . . .1

    \*\*\* 49198 Senior Research Paper: Graphic Design/Illustration . . . . .2

    49199 Senior Project: Graphic Design/Illustration . . . . .3

    Choose from the following . . . . .3

VCD 38008 Photo-Design Techniques (3)

    40095 Special Topics: Graphic Design/Illustration (3)

    42051 Calligraphy and Layout (3)

    46001 Web Design and Programming II (3)

    48009 Fashion Photography (3)

    48092 Practicum in Photography (3)

**V. Additional Requirements . . . . .10**

JMC 22002 Videography Basics . . . . .1

    32001 Photojournalism I . . . . .3

Art history upper-division course . . . . .3

Choose from the following: . . . . .3

FIN 26074 Legal Environment of Business (3)

JUS 26704 Issues in Law and Society (3)

PHIL\*\*\*\*21001 Introduction to Ethics (3)

**VI. General Electives . . . . .16-17**

**TOTAL 128**

*\*Students must receive minimum average grade of B (3.0) calculated between VCD 13000 and 13001 before enrolling in VCD 23001. Students may take VCD 13000 and 13001 a maximum three times until an average grade of B (3.0) or better is achieved. The highest grade in each course is used to calculate the GPA for the purpose of advancement.*

*\*\*VCD 20009 must be taken concurrent with VCD 20000, 23000 and 38003.*

*\*\*\*Course fulfills writing-intensive requirement.*

*\*\*\*\*Course fulfills diversity requirement.*

*Minimum 39 upper-division credit hours required for graduation.*

*Minimum 2.75 GPA in major and 2.5 GPA overall required for graduation.*

**B.A. in Visual Communication Design**

*The Bachelor of Arts in Visual Communication Design is a four-year degree program with emphasis on professional business and technical skills. Students must pass VCD 30009 and have minimum 2.25 GPA in the major to proceed with major coursework.*

**I. General College or University Requirements . . . . .1**

US 10097 First Year Colloquium . . . . .1

**II. Liberal Education Requirements . . . . .36-37**

*A complete list of Liberal Education Requirements (LER) courses is on Pages 85-87.*

**Composition . . . . .3**

ENG 11011 College Writing I . . . . .3

    21011 College Writing II . . . . .3

**Mathematics and Critical Reasoning . . . . .3**

**Humanities and Fine Arts . . . . .3**

*Minimum 3 credit hours in the College of Arts and Sciences*

ARTH 22006 Art History I: Ancient and Medieval Art . . . . .3

    22007 Art History II: Renaissance to Modern Art . . . . .3

Humanities LER course . . . . .3

**Social Sciences . . . . .6**

*Must be selected from two curricular areas.*

**Basic Sciences . . . . . 6-7**

*Must include one laboratory course.*

**Additional LER Courses . . . . . 6**

*Courses must be selected from two categories, above. COMM 15000 Introduction to Human Communication and PHIL 11009 Principles of Thinking may also be taken within this category.*

**Diversity Requirement**

*Students must complete a two-course diversity requirement, consisting of one with a domestic (U.S.) focus and one with a global focus. One course must come from the LER; the second may be taken as a LER, within the major or minor or as a general elective. A complete list of diversity courses is on Pages 89-91.*

**III. Writing-Intensive Requirement**

*Students must complete a one-course writing-intensive requirement and earn minimum C (2.0) grade. A complete list of writing-intensive courses is on Pages 93-95.*

**IV. Major Requirements . . . . . 56**

ARTH 42070 History of Graphic Design . . . . . 3

Art History upper division elective . . . . . 3

VCD \* 13000 Introduction to Visual Communication Design I . . . 2

\*\* 13001 Introduction to Visual Communication Design II . . 3

20000 Basic Computer Graphic Design and Illustration . . 3

20003 Intermediate Computer Graphic Design and

Illustration—Various Software Programs . . . . . 3

20006 Kinetic and Sequential Graphic Design I . . . . . 3

\*\*\* 20009 Sophomore Entrance Examination/

Portfolio Review . . . . . 1

22000 Design/Illustration Techniques I . . . . . 3

22001 Design/Illustration Techniques II . . . . . 3

\*\* 23001 Introduction to Typography . . . . . 3

23002 Introduction to 3-D Design . . . . . 3

\*\*\*\* 30009 Junior Portfolio Review:

Graphic Design/Illustration . . . . . 1

32000 Illustration I . . . . . 3

32001 Illustration II . . . . . 3

33000 Graphic Design I . . . . . 3

33001 Graphic Design II . . . . . 3

40092 Internship I in Graphic Design/Illustration . . . . . 1

40192 Internship II in Graphic Design/Illustration . . . . . 3

43000 Studio Production . . . . . 3

43004 Issues for Graphic Design Businesses . . . . . 3

**V. Additional Requirement . . . . . 3**

JMC 22001 Photography (3)

or

VCD 28000 Photography (3)

**VI. General Electives and Required Minor . . . . . 32-33**

*Minimum 3 credit hours of general electives chosen from approved writing-intensive courses. Minor must be chosen from the following: advertising, computer information systems, elec-*

*tronic media, marketing, media literacy, photo-illustration, public relations, visual journalism and web design and programming.*

**TOTAL 129**

\*VCD 13000 is a prerequisite that must be taken before 13001.

\*\* See Special Requirement 1.

\*\*\* See Special Requirement 2.

\*\*\*\* See Special Requirement 3.

*Minimum 129 semester hours and 39 upper-division credit hours required for graduation.*

*Minimum 2.25 GPA in major and 2.00 GPA overall required for graduation.*

*Only general elective courses may be taken as pass/fail, of which maximum 12 credit hours may be taken as pass/fail.*

**B.F.A. in Visual Communication Design**

*The Bachelor of Fine Arts in Visual Communication Design is a four-and-one-half-year degree program with the option of either a minor or a senior project. Optional concentrations include 2-D graphic design, 3-D graphic design and illustration. In addition to professional business and technical skills, this degree program requires demonstration of a high level of conceptual and visual ability. Admission to this program requires minimum 2.75 GPA in major, 2.50 GPA overall and B (3.0) grade in VCD 30009 Junior Portfolio Review.*

**I. General College or University Requirements . . . . . 1**

US 10097 First Year Colloquium . . . . . 1

**II. Liberal Education Requirements . . . . . 36-37**

*A complete list of Liberal Education Requirements (LER) courses is on Pages 85-87.*

**Composition**

ENG 11011 College Writing I . . . . . 3

21011 College Writing II . . . . . 3

**Mathematics and Critical Reasoning . . . . . 3****Humanities and Fine Arts**

ARTH 22006 Art History I: Ancient and Medieval Art . . . . . 3

22007 Art History II: Renaissance to Modern Art . . . . . 3

Humanities LER course . . . . . 3

**Social Sciences . . . . . 6**

*Must be selected from two curricular areas.*

**Basic Sciences . . . . . 6-7**

*Must include one laboratory course.*

**Additional LER Courses** . . . . . **6**  
*Courses must be selected from two categories, above. COMM 15000 Introduction to Human Communication and PHIL 11009 Principles of Thinking may also be taken within this category.*  
**Diversity Requirement**  
*Students must complete a two-course diversity requirement, consisting of one with a domestic (U.S.) focus and one with a global focus. One course must come from the LER; the second may be taken as a LER, within the major or minor or as a general elective. A complete list of diversity courses is on Pages 89-91.*

**III. Writing-Intensive Requirement**  
*Students must complete a one-course writing-intensive requirement and earn minimum C (2.0) grade. This requirement is fulfilled in this major with VCD 49198. A complete list of writing-intensive courses is on Pages 93-95.*

**IV. Major Requirements** . . . . . **58**  
 ARTH 42070 History of Graphic Design . . . . . 3  
 Art History upper division elective . . . . . 3  
 VCD \* 13000 Introduction to Visual Communication Design I . . . . 2  
     \*\* 13001 Introduction to Visual Communication Design II . . . 3  
     20000 Basic Computer Graphic Design and Illustration . . . 3  
     20003 Intermediate Computer Graphic Design and  
         Illustration—Various Software Programs . . . . . 3  
     20006 Kinetic and Sequential Graphic Design I . . . . . 3  
     \*\*\* 20009 Sophomore Entrance Examination/  
         Portfolio Review . . . . . 1  
     22000 Design/Illustration Techniques I . . . . . 3  
     22001 Design/Illustration Techniques II . . . . . 3  
     \*\* 23001 Introduction to Typography . . . . . 3  
     23002 Introduction to 3-D Design . . . . . 3  
     \*\*\*\* 30009 Junior Portfolio Review:  
         Graphic Design/Illustration . . . . . 1  
     32000 Illustration I . . . . . 3  
     32001 Illustration II . . . . . 3  
     33000 Graphic Design I . . . . . 3  
     33001 Graphic Design II . . . . . 3  
     40025 Professional Portfolio: Graphic Design/Illustration2  
     40092 Internship I in Graphic Design/Illustration . . . . . 1  
     40192 Internship II in Graphic Design/Illustration . . . . . 3  
     43000 Studio Production . . . . . 3  
     49098 Senior Project Proposal . . . . . 1  
     \*\*\*\*\* 49198 Senior Project Paper: Graphic Design/Illustration 2

**V. Additional Requirement** . . . . . **3**  
 JMC 22001 Photography (3)  
     or  
 VCD 28000 Photography (3)

**VI. General Electives and Minor or Senior Project** . . . . . **26-27**  
*Choose one of the following options:*

**Option I: General Electives and Minor**

*Minor must be chosen from the following: Advertising, Computer Information Systems, Electronic Media, Marketing, Media Literacy, Photo-Illustration, Public Relations or Visual Journalism.*

**Option II: Senior Project**

VCD 49199 Senior Project: Graphic Design/Illustration . . . . . 3  
 General electives . . . . . 17-18  
 Choose from the following VCD electives: . . . . . 6  
 VCD 40052 Graphic Design—Travel and Field  
     Experience (1-6)  
     40053 Graphic Design Studio—Glyphix (1-6)  
     40095 Special Topics: Graphic Design/Illustration (1-4)  
     40096 Individual Investigation: Graphic Design/  
         Illustration (1-6)  
     40192 Internship I in Graphic Design/Illustration (1)  
 Visual communication design elective (3-6)

**VII. Choose one concentration (see below)** . . . . . **12**  
     TOTAL 137

*\*VCD 13000 is a prerequisite that must be taken before 13001.  
 \*\*See Special Requirement 1.  
 \*\*\*See Special Requirement 2.  
 \*\*\*\*See Special Requirement 3.  
 \*\*\*\*\*Course fulfills writing-intensive requirement.*

**2-D Graphic Design Concentration**

VCD 43001 Kinetic and Sequential Graphic Design II . . . . . 3  
 43002 Typographic/Photographic Graphic Design . . . . . 3  
 43003 Corporate Identity Graphic Design . . . . . 3  
 43004 Issues for Graphic Design Businesses . . . . . 3  
     12

**3-D Graphic Design Concentration**

VCD 43003 Corporate Identity/Graphic Design . . . . . 3  
 43004 Issues for Graphic Design Businesses . . . . . 3  
 43005 3-D Graphic Design—Direct Mail/Packaging/  
     Point Purchase . . . . . 3  
 43006 Environmental Graphic Design . . . . . 3  
     12

**Illustration Concentration**

VCD 42000 Advanced Illustration/Media . . . . . 3  
 42002 Editorial Illustration . . . . . 3  
 42003 Advertising Illustration . . . . . 3  
 42004 Computer Illustration . . . . . 3  
     12

Minimum 137 semester hours and 39 upper-division credit hours required for graduation.

Minimum 2.75 GPA in major and 2.50 GPA overall required for graduation.

Only general elective courses may be taken as pass/fail, of which maximum 12 credit hours may be taken as pass/fail.

### B.S./M.A. in Visual Communication Design

The combined Bachelor of Science/Master of Arts in Visual Communication Design is a five-year degree program with optional concentrations in 2-D graphic design, 3-D graphic design and illustration. Students who pass VCD 30009, complete minimum 96 credit hours, demonstrate excellence in formal organization and conceptual problem-solving abilities and technical skills and have minimum 3.25 GPA in the major and 3.00 GPA overall may be invited by the visual communication design faculty to enter this program.

<b>I. General College or University Requirements</b> . . . . .	<b>1</b>
US 10097 First Year Colloquium . . . . .	1
<b>II. Liberal Education Requirements</b> . . . . .	<b>36-37</b>
<i>A complete list of Liberal Education Requirements (LER) courses is on Pages 85-87.</i>	
<b>Composition</b>	
ENG 11011 College Writing I . . . . .	3
21011 College Writing II . . . . .	3
<b>Mathematics and Critical Reasoning</b> . . . . .	<b>3</b>
<b>Humanities and Fine Arts</b>	
ARTH 22006 Art History I: Ancient and Medieval Art . . . . .	3
22007 Art History II: Renaissance to Modern Art . . . . .	3
Humanities LER course . . . . .	3
<b>Social Sciences</b> . . . . .	<b>6</b>
<i>Must be selected from two curricular areas.</i>	
<b>Basic Sciences</b> . . . . .	<b>6-7</b>
<i>Must include one laboratory course.</i>	
<b>Additional LER Courses</b> . . . . .	<b>6</b>
<i>Courses must be selected from two categories, above. COMM 15000 Introduction to Human Communication and PHIL 11009 Principles of Thinking may also be taken within this category.</i>	
<b>Diversity Requirement</b>	
<i>Students must complete a two-course diversity requirement, consisting of one with a domestic (U.S.) focus and one with a global focus. One course must come from the LER; the second may be taken as a LER, within the major or minor or as a general elective. A complete list of diversity courses is on Pages 89-91.</i>	

<b>III. Writing-Intensive Requirement</b>	
<i>Students must complete a one-course writing-intensive requirement and earn minimum C (2.0) grade. A complete list of writing-intensive courses is on Pages 93-95.</i>	
<b>IV. Major Requirements</b> . . . . .	<b>56</b>
ARTH 42070 History of Graphic Design . . . . .	3
Art history upper division elective . . . . .	3
VCD * 13000 Introduction to Visual Communication Design I . . . . .	2
** 13001 Introduction to Visual Communication Design II . . . . .	3
20000 Basic Computer Graphic Design and Illustration . . . . .	3
20003 Intermediate Computer Graphic Design and Illustration—Various Software Programs . . . . .	3
20006 Kinetic and Sequential Graphic Design I . . . . .	3
*** 20009 Sophomore Entrance Examination/Portfolio Review . . . . .	1
22000 Design/Illustration Techniques I . . . . .	3
22001 Design/Illustration Techniques II . . . . .	3
** 23001 Introduction to Typography . . . . .	3
23002 Introduction to 3-D Design . . . . .	3
**** 30009 Junior Portfolio Review:	
Graphic Design/Illustration . . . . .	1
32000 Illustration I . . . . .	3
32001 Illustration II . . . . .	3
33000 Graphic Design I . . . . .	3
33001 Graphic Design II . . . . .	3
40025 Professional Portfolio: Graphic Design/Illustration . . . . .	1
40092 Internship I in Graphic Design/Illustration . . . . .	1
40096 Individual Investigation in Graphic Design/Illustration . . . . .	2
40192 Internship II in Graphic Design/Illustration . . . . .	3
43000 Studio Production . . . . .	3
<b>V. Additional Requirement</b> . . . . .	<b>3</b>
JMC 22001 Photography (3)	
or	
VCD 28000 Photography (3)	
<b>VI. Visual Communication Design Undergraduate Electives</b> . . . . .	<b>21</b>
<b>VII. Choose one concentration (see below)</b> . . . . .	<b>12</b>
<b>TOTAL</b>	<b>129</b>

\*VCD 13000 is a prerequisite that must be taken before 13001.

\*\*See Special Requirement 1.

\*\*\*See Special Requirement 2.

\*\*\*\*See Special Requirement 3.

### 2-D Graphic Design Concentration

VCD 43001 Kinetic and Sequential Graphic Design II . . . . .	3
43002 Typographic/Photographic Graphic Design . . . . .	3
43003 Corporate Identity Graphic Design . . . . .	3

43004 Issues for Graphic Design Businesses . . . . .	3
	<b>12</b>

**3-D Graphic Design Concentration**

VCD 43003 Corporate Identity/Graphic Design . . . . .	3
43004 Issues for Graphic Design Businesses . . . . .	3
43005 3-D Graphic Design-Direct Mail/Packaging/ Point Purchase . . . . .	3
43006 Environmental Graphic Design . . . . .	3
	<b>12</b>

**Illustration Concentration**

VCD 42000 Advanced Illustration/Media . . . . .	3
42002 Editorial Illustration . . . . .	3
42003 Advertising Illustration . . . . .	3
42004 Computer Illustration . . . . .	3
	<b>12</b>

Minimum 129 credit hours and 39 upper-division credit hours required for graduation.

Maximum 12 hours of graduate coursework may be used to meet this requirement upon approval of the combined program form.

Minimum 3.00 GPA in major and 3.00 GPA overall required for graduation.

Only general elective courses may be taken as pass/fail, of which maximum 12 credit hours may be taken as pass/fail.

The B.S. is not awarded separately from the combined B.S./M.A. in visual communication design. In the unusual circumstance that students are unable to complete the combined degree program after acceptance and completion of coursework toward the degrees, they are required to complete either the B.A. or the B.F.A.

The combined B.S./M.F.A. program requires an additional 28 semester credit hours of graduate work, which includes a 6-credit-hour M.F.A. thesis, beyond the 32 required for the B.S./M.A. program. See the School of Visual Communication Design graduate coordinator for specific details on the combined degree programs.

**Special Requirement 1:**

VCD 23001 Introduction to Typography (3)  
Admission to VCD 23001 requires students to receive an average of B (3.0) or better grade in VCD 13000 and 13001.

**Special Requirement 2:**

VCD 20009, Sophomore Examination/Portfolio Review (1)  
VCD 20009 (must be taken concurrently with VCD 23000), to review the creative ability and technical skills of students wishing to pursue courses or a major in visual communication design will be based on the quality of a portfolio of work selected from basic courses 13000, 13001, 22000, 22001, 23000, 23001, 23002 and a daylong test of technical skills and aesthetic abilities.

**Special Requirement 3:**

VCD 30009 Junior Portfolio Review: Graphic Design/Illustration(1)  
VCD 30009 must be taken concurrently with 33001, after completion of VCD 32000, 32001 and 33000. Junior Portfolio Review is an examination in conference with the visual communication design faculty acting as committee.

**Special Requirement 4:**

A minor is required for the B.A. and is one of two program options available in the B.F.A.—15 to 24 credit hours depending upon the minor selected. Students may elect to take a block of coursework in lieu of a minor. The coursework must be approved in advance and in writing by the division coordinator and by the dean of the college. Some selected areas of study may include (among others):

- School of Journalism and Mass Communication: advertising, electronic media, media literacy, public relations, visual journalism.
- School of Visual Communication Design: photo-Illustration, Web design and programming.
- College of Business Administration: computer information systems, marketing.

See advisor and/or Catalog under College of the Arts Overview for specific details on minor requirements.

Minimum 39 upper-division hours required.