COMMUNICATION AND MEDIA ARTS (CMMA)

CMMA 100 Media Literacy (3)
Digital media messages surround us in a constant flow of visual, audio and written messages through the web, phone apps, television, music, advertising, social media and more. Students will become competent in producing aesthetically effective digital messages and gain awareness of the social, economic and political contexts of those messages and the systems that foster them. As citizens of an increasingly digitally connected society, students will learn how to create as well as analyze digital content and put it in social context. In short, media literacy aims to create critical media consumers who are civically responsible, articulate producers of digital media content.
Meets general education requirements: GE-Social Awareness

CMMA 101 Concepts of Communication (3)
Provides a general introduction to interpersonal, small group, organizational and cultural communication theories, and emphasizes analysis of communication behavior in variety of settings.
Meets general education requirements: GE-Social Awareness

CMMA 103 Introduction to Communication & Media Arts (3)
Introduces the CMMA major to fundamentals of human communication and emphasizes the development and function of current mass communication technologies (print, film, radio, TV and web) and their forebears. Focus on socio-cultural, aesthetic, economic, legal and political contexts and effects of mass media systems and content.

CMMA 122 Digital Photography (3)
A basic course in photography. It covers camera controls, composition, history and usage of digital media. This course will cover historical photographers and their contribution to the discipline of photojournalism. Students will use digital cameras to produce their original photographs and also practice some fundamental digital photographic editing with Adobe Photoshop in a Macintosh environment.

CMMA 135 Announcing and Performance (3)
Introduction to radio and television communication principles and practical announcing techniques. Laboratory experiences are designed to cultivate professional announcing skills and to lead to the development of an effective on-air personality. Applicable to audio, video and web content production.

CMMA 142 Speech Communication (3)
Examines the basic theory and practice at the heart of public speaking. Draws upon both ancient and modern perspectives, from one of the original components of Western liberal arts to modern theories of persuasion, in order to reduce speech apprehension and provide practice in the research, writing, and delivery of speeches to inform, persuade, and entertain.
Meets general education requirements: GE-Speech
IAI Course Number: C2 900

CMMA 201 Principles of Public Relations (3)
Prerequisite: CMMA 213
Introduces essential concepts and techniques, including origins and evolution of public relations, functions of public relations in and out of the organization, opinion formation and change, maintenance of organizational image and culture including writing news releases, planning and executing a public relations campaign, and event planning.

CMMA 211 Writing/Reporting for Electronic Media (3)
Prerequisite: ENGL 111 and (ACAF 102 or ENGL 112)
Deals with the unique problems and skills involved in handling sources of information and writing news, advertising and editorial copy for broadcast radio, television and the Internet.
IAI Course Number: MC 917

CMMA 213 Writing Across the Media (3)
Prerequisite: ENGL 111 and ENGL 112 or ACAF 120
Survey of the fundamentals of writing for the print and electronic media (particularly print, audio, and web) and public relations. Analyze professional writing and current trends in media. Writing-intensive.

CMMA 214 Writing Across the Media II (3)
Prerequisite: ENGL 111 and (ACAF 102 or ENGL 112) and MCOM 213 or CMMA 213
Survey of the fundamentals of writing for the print and electronic media (particularly magazines, video, and web) and advertising. Analyze professional writing and current trends in these media.

CMMA 222 Digital Photography Editing (3)
Prerequisite: CMMA 122 or MCOM 122
Offers an opportunity to study and practice filmless photography using digital tools. The practice and possibilities of digital still and motion photography cameras will be presented as well as the history of photojournalism. Students will manipulate the resulting digital imagery in image editing package such as Adobe PhotoShop. Digital color models and theory will also be covered. (Mac platform)

CMMA 235 Radio I (3)
Teaches students the fundamentals of radio broadcasting. Writing, announcing, split-second timing, production of commercials, public service programs, promotional announcements, and equipment operation are all covered. Students will perform weekly on-air shifts on WCSF-FM. In addition, station formats, programming, basic broadcast law, and current topics are covered.
IAI Course Number: MC 918

CMMA 236 Radio II (3)
Prerequisite: CMMA 235 or MCOM 235
Examines station operation within the broadcast day and offers integrated practice in on-the-air broadcasting functions: announcing, writing, and program building, along with an in-depth study of station management, including duties of persons involved in programming, sales, advertising, public relations, continuity, public affairs, and music.

CMMA 237 Video I (3)
Introduces the student to multi camera production. Includes terminology, conceptualization, basic script writing, audio/video operations, and lighting in a studio setting. Emphasizes aesthetic and technical aspects of video production.
IAI Course Number: MC 916

CMMA 239 Video Production: Studio and Field (3)
Prerequisite: CMMA 237 or MCOM 237
Provides the opportunity for students to produce weekly newscasts and learn to conduct interviews, write copy, and perform in front of the camera. Students will improve their skills in camera operation, audio mixing, and lighting for studio and field settings. Postproduction editing will be emphasized.

CMMA 241 Sports Information (3)
Studies techniques for describing sporting events for the print and broadcast media, web, administration of statistics, and resolution of communication problems.

CMMA 251 Multimedia Arts I (3)
Provides an introduction to the theory and practice of multimedia graphics. Basic graphic design principles (proximity, alignment, repetition, contrast) and layout techniques will be explored. Digital tools in desktop publishing and image production will be used to solve typical graphic design problems. (Mac platform)

CMMA 290 Applied Reporting (1-6)
Prerequisite: CMMA 213
Requires students to engage in research, interviewing and writing in a variety of modes: news, feature, editorial and interpretive.

CMMA 291 Applied Audio Production (1-6)
Prerequisite: MCOM 235
Requires students to employ techniques of editing, scripting, announcing, mixing, dubbing, and special effects as they relate to continuity and/or programming.

CMMA 292 Applied Video Production (1-6)
Prerequisite: (CMMA 237 or MCOM 237)
Requires students to be involved in researching, producing, scripting, shooting and editing video as it relates to continuity and/or programming.

CMMA 293 Applied Public Relations Techniques (1-3)
Prerequisite: MCOM 201 and MCOM 213
Requires students to engage in public relations activities such as research, writing, planning, programming, and evaluation.

CMMA 294 Topics in Communication and Media Arts (1-4)
Is a title given to a course which covers broad themes, practices, and subject content not currently offered in the curriculum. This course is directed primarily at non-majors and may be used for general education where approved.

CMMA 301 Public Relations Case Studies and Practices (3)
Prerequisite: MCOM 201 or CMMA 201 and (MCOM 213 or CMMA 213)
Teaches advanced public relations concepts that provide students with experience in writing, research, and practical application of theory. It also analyzes current case studies.

CMMA 303 Gender and Communication Seminar (3)
Prerequisite: CMMA 103 or MCOM 103
Examines gender as a social creation and its effect on human communication in interpersonal, organizational, rhetorical and media contexts. Examines material and ideological components of gender-as-message with emphasis on the styles men and women exhibit in communication tone, vocabulary, intent and meaning. The causes of these styles and their ramifications will be discussed.

CMMA 313 Writing Across the Media III (3)
Prerequisite: MCOM 213 or CMMA 213
Explores in depth news stories as well as features and possibly editorials. Students examine the system of beats used in gathering local news, the setup of local government, and sources of information. Students then participate in a local beat.

CMMA 315 Editorial and Feature Writing (3)
Prerequisite: CMMA 213 or MCOM 213
Provides the opportunity to read and analyze the best in editorial and feature writing. Students will study literary and journalistic techniques and apply these in a variety of writing projects.

CMMA 318 Web Page Design (3)
Prerequisite: MCOM 251 or CMMA 251
Beginning practice in the theory and design of effective web pages. Students will to combine web editing, graphic design and creative copywriting. Emphasis is placed on similarities and differences for designing pages for print versus the web. Guides the student in developing technical skills to construct a web page based on sensitivity to design principles.

CMMA 325 2D Animation (3)
Prerequisite: CMMA 251 or MCOM 251
Utilizes the techniques used to create and prepare 2D animations for trans-media publication. The bulk of this course combines traditional drawing techniques with animation software as a means of developing animation sequences. Using vector and bitmapped formats students will complete scripts, storyboards, exercises, projects and a final animation presentation. Color, composition, continuity and creativity will be emphasized. Using vector and bitmapped formats; students will complete scripts, storyboards, exercises, projects and a final animation presentation. Color, composition, continuity and creativity will be emphasized.
IAI Course Number: MC 923

CMMA 330 Special Effects and Animation (3)
This course gives the student a foundation in the aesthetics and applications of visual effects from a filmmaker's perspective, which can be useful for advanced professional coursework or training. Students will apply styles and techniques using leading industry software in animation and special effects.

CMMA 335 Web Publishing and Platforms (3)
Prerequisite: CMMA 213 or MCOM 213 and (CMMA 318 or MCOM 318)
Continuing practice in the theory and design of effective web pages in the context of a website, a collection of related web pages. Students will learn about design technology awareness and information architecture. In addition, students will translate copywriting and print graphics to the Web environment. Storyboard, site maps and navigation structures will be discussed and implemented through the use of current web editing software.

CMMA 337 Video Editing (3)
Prerequisite: MCOM 237 or CMMA 237 and (MCOM 239 or CMMA 239)
Provides instruction in nonlinear editing. Involves capturing audio/video clips, creating effective shot sequences using still and moving graphics, digital compositing and titling.

CMMA 338 Documentary (3)
Prerequisite: CMMA 237 or MCOM 237 and (CMMA 239 or MCOM 239)
Requires students to work as a video production team in the field while learning pre-production planning, researching, writing, announcing, taping and editing techniques. Emphasis includes the development of disciplines controlling vocal and visual mechanics and interpretive performance.

CMMA 340 Video II (3)
Prerequisite: CMMA 237
Provides the opportunity for students to produce weekly newscasts and learn to conduct interviews, write copy and perform in front of the camera. Students will improve their skills in camera operation, audio missing and light for student and field settings. Postproduction editing will be emphasized.
May be repeated for up to 2 hours

CMMA 351 Multimedia Arts II (3)
Prerequisite: CMMA 251 or MCOM 251
Is a continuation of the multimedia design problem solving techniques introduced in CMMA 251. Graphic design historical context will be covered and Gestalt theory of visual perception will be practiced. Multimedia production procedures will be emphasized. The student will use digital layout, vector/paint, image editing and possibly audio/video packages to solve visual communication problems. (Mac platform)

CMMA 375 Writing for Advertising and Sales (3)
Prerequisite: (CMMA 201 or MCOM 201) and MKTG 175
Gives an overview of the advertising industry and relevant advertising theory and concepts and provide student with skills to create advertising copy that enhances and complements the objectives of the advertisement. Students will also discuss copywriting as it relates to corporate communication.

CMMA 380 Writing Reviews and Criticisms (3)
Prerequisite: CMMA 213 or MCOM 213
Provides an opportunity to learn how to produce acceptable reviews or criticisms of artistic and athletic events and performances. Students will write reviews relating to film, television, music, drama, literature, and sports.

CMMA 403 Myth and Mass Communication Seminar (3)
Prerequisite: CMMA 103 or MCOM 103
Examines mythic structure and function in general, and within specific cultures in particular, to illuminate the intimate connections of the mass communication industry and its programming to myth. Emphasizes depth and variety of theories of myth and practical application to media artifacts, organizations and processes in each student's area of concentration and interest.

CMMA 412 Radio Management (3)
Prerequisite: CMMA 235 or MCOM 235 and (CMMA 236 or MCOM 236)
Provides a practicum experience for students interested in holding top-level management positions with WCSF-RADIO. It deals with areas such as staffing, personnel management, legal responsibility, as well as overseeing top quality copywriting and broadcasting.
May be repeated for up to 3 hours

CMMA 413 TV Management (3)
Prerequisite: MCOM 237 or CMMA 237 and CMMA 238 and CMMA 430
Provides a practicum experience for students interested in holding top-level management positions with USF-TV. It deals with areas such as staffing, personnel management, legal responsibility, as well as overseeing top quality copywriting and broadcasting.
May be repeated for up to 3 hours

CMMA 414 Newspaper Management (3)
Prerequisite: CMMA 213 or MCOM 213 and (CMMA 313 or MCOM 313)
Provides a practicum experience for students interested in holding top-level management positions on the Encounter News Magazine. It deals with such areas as staffing, coordinating departments, personnel management, and legal responsibility, as well as overseeing top quality writing and editing, design, and business management.
May be repeated for up to 3 hours

CMMA 415 Media Arts Management (3)
Designed to allow students the opportunity to oversee the day-to-day operations of a graphic design / advertising agency. Therefore, the managers in this class have the primary responsibility for running the USF Design Group and the Encounter online. These managers are assisted by the students enrolled in the Media Arts management course who act as "staff" for the Design Group. Student management will take place under the guidance of a professor as the Group's general manager.
Restrictions: Students with a semester level of Junior may not enroll.

CMMA 445 Digital Illustration (3)
Prerequisite: CMMA 251 and CMMA 351
Advanced practice in the theories and design of effective graphics incorporating computer illustrative techniques. Students will learn to combine traditional commercial illustration practices with electronic tools. Illustration as a commercial endeavor driven by client needs will be emphasized. Guides the student in developing the technical skills to solve graphic design problems requiring extensive drawing components. A working knowledge of Adobe Illustrator and Adobe PhotoShop is required.

CMMA 451 Multimedia Arts Seminar (3)
Prerequisite: CMMA 222 or MCOM 222 and (CMMA 251 or MCOM 251) and (CMMA 351 or MCOM 351)
Is an advanced practical studio in multimedia design. The student will develop specialized skills concentrating on multimedia production, color theory, four-color & spot printing, multi-page publications and possibly audio/video productions. Current layout and imaging software will be used to create and develop camera ready comprehensive files.

CMMA 460 Ethics of Communication and Media Arts (3)
Explores ethical frameworks for assessing mass communication content and practice. Issues to be covered include objectivity, sensationalism, news management, access and social responsibility.
Restrictions: Enrollment limited to students with a semester level of Junior or Senior.

CMMA 465 Media Law and Ethics (3)
Introduces the student to key legal and ethical issues confronting the media professional: prior & Personal restraint, truth and objectivity, defamation, privacy, freedom of information, obscenity/indecency, free press-fair trial, public access to courts and meetings, social responsibility, corporate and commercial speech, electronic media and telecommunication, and intellectual property. This course introduces and uses both legal and moral reasoning to compare alternatives for dealing with these issues. It traces Supreme Court cases and ethical dilemmas from real-world media practice. Both legal philosophical perspectives and ethical frameworks are used to put these issues and cases into context that can be applied in professional media practice.

CMMA 470 Law and Regulations of Communication and Media Arts (3)
Introduces the student to the key legal issues confronting the media; libel, slander, privacy, freedom of information privilege, obscenity, free press and fair trial, access to the media. It traces Supreme Court cases that are pertinent to each issue. Also included in the course are court structure, organization, and procedure.

CMMA 475 Nonprofit Advertising and Communication (3)
Prerequisite: CMMA 213 or MCOM 213
Provides students with an understanding of the size and scope of nonprofit organizations in the United States, the unique legal and financial challenges of nonprofit communications, and practical application of for-profit communication strategies to nonprofit circumstances. Emphasis is placed on analyzing the similarities and differences between nonprofit and for-profit advertising, marketing and public relations. Students will do research on the nonprofit sector, create advertisements and public relations material and analyze the role that strategic communication has in the success of all types of organizations.

CMMA 485 Communication and Media Arts Portfolio (3)
Is a culminating capstone experience in the Communication and Media Arts major. Students will re-assess progress made and projects produced in still/motion graphics, broadcast, writing, public relations and advertising classes. Each student will produce a professional portfolio from new and existing projects. A portfolio, professional resume, interviewing techniques and job opportunities/internships will be explored.
Restrictions: Students with a semester level of Junior may not enroll.

CMMA 490 Applied Reporting (1-6)
Prerequisite: MCOM 213 or CMMA 213
Requires students to engage in research, interviewing, and writing in a variety of modes: news, feature, editorial, and interpretive.

CMMA 491 Applied Audio Production (1-6)
Prerequisite: CMMA 235 or MCOM 235
Requires students to employ techniques of editing, scripting, announcing, mixing, dubbing, and special effects as they relate to continuity and/or programming.

CMMA 493 Applied Public Relations Technology (1-6)
Prerequisite: MCOM 201 or CMMA 201 and (MCOM 213 or CMMA 213)
Requires students to engage in public relations activities such as research, writing, planning, programming, and evaluation.

CMMA 494 Topics in Communication and Media Arts (1-3)
Is a title given to a course which covers specific themes, practices and subject content not currently offered in the curriculum. This course is directed primarily to students majoring in the subject area and could be used to complete major requirements. The course will provide an in-depth study of a specific topic.

CMMA 495 Directed Study (1-3)
An academic learning experience designed by the instructor. Student must have a 3.0 GPA or higher.

CMMA 496 Independent Study (1-3)
Requires an advanced application project selected by a team of students or an individual student dependent on interest and language desired. Emphasis is on thorough and professional design, implementation, testing procedures, evaluation, and documentation.
Restrictions: Students with a semester level of Senior may not enroll.

CMMA 498 Internship in Communication and Media Arts (3-15)
Internships are full or part-time credit bearing, short-term, supervised work experiences. They can be established on or off-campus and may be paid or unpaid. Faculty members, collaborating with an on-site supervisor, monitor and supervise student progress, detail content, and evaluate final achievement. Consent of instructor and 2.5 or higher G.P.A. required.