Program
BA in Communication Design
Options in:
  - Digital Publishing
  - Graphic Design
  - Information and Communication Systems
  - Media Arts
BA in Communication Studies
Options in:
  - Organizational Communication
  - Human Communication
BS in Instructional Technology
BA in Journalism
Options in:
  - News-Editorial
  - Public Relations
Minor in Broadcasting
Minor in Communication Design
Minor in Instructional Design
Minor in Journalism
Minor in Organizational Communication
Minor in Speech Communication
Certificate in Community College Faculty Preparation/adult Education
Certificate in Electronic Printing and Publishing
Certificate in Telecommunications
MA in Communication Studies
MS in Instructional Technology
Facilities
Students have access to computer writing and information technology labs, fully equipped forensics squad room, audio and video production and editing facilities, photographic darkrooms, digital imaging labs, print/graphic design facilities, color television studio, a print technology laboratory, and the services of the Instructional Media Center.

Internships
Intern programs are transitions between school and work. The programs provide students with academic credit while pursuing on-the-job experiences. Internship assignments are available throughout California as well as in Washington, D.C., Boston, and New York.

Communication Activities
Communication houses a number of student-operated programs, including KCHO-FM (a National Public Radio-affiliated station), the Orion (a weekly student newspaper), the nationally recognized forensics team, Tehama Group Communications (a student-managed public relations agency), Milk Crate Productions (student video production company), and numerous student clubs and organizations. In addition, faculty and student research is facilitated by the Center for Instructional Technology Research.

Career Outlook
The field of communication is dynamic and expanding. It is energized by the continual and rapid development of digital communication and the growing industrial, business, government, and personal use of these technologies.

The BA in Communication Design provides opportunities for positions in media design, production, and network systems. Graduates of the digital publishing option seek positions of production management and team leadership in print and online digital publishing environments. Graphic designers are in demand for advertising, commercial art, and corporate communication agencies. Information and communication systems specialists have opportunities in many industries and government agencies in network design, management, and operations. Graduates in the Media Arts Option work in television and radio broadcasting or in independent production companies and corporate media departments creating video and audio programs.

Graduates of the BS and MS in Instructional Technology find careers in government, industry, and military organizations in the field of performance analysis and performance improvement. As designers and developers of training materials and systems they apply communication technology to distance learning, interactive multimedia, and computer based instruction, as well as traditional media for education and training.

The BA and MA in Communication Studies offer humanistic and social science approaches leading to a wide range of employment options, including sales, education, research, management, consulting, and human services.

With a BA in Journalism, public relations option graduates work in corporate, travel, entertainment, government, and non-profit settings. News-editorial option graduates work with organizations such as newspapers, magazines, and new technology businesses.
Cross-Disciplinary Study Programs: Information and Communication Systems

CSU, Chico provides for the study of information systems in three distinct but complementary programs in the Colleges of Business, Communication and Education; and Engineering, Computer Science, and Technology.

In the Option in Information and Communication Systems of the College of Communication and Education, students encounter a range of issues that are not addressed in other campus programs concerned with information systems. The Option in Information and Communication Systems in the College of Communication and Education provides for:

1. Core courses in Communication Design.
2. Analysis of the ways in which new electronic technologies (both computers and telecommunication) are transforming human behavior in organizations.
3. Assessment of the impact and nature of human-machine communication processes and their long-term effects on the world of work, education, and the home in an evolving information-based economy.
4. Impact of new information media and communication technology on the information-seeking behaviors of individuals and groups.
5. Growth of governmental regulatory policies concerned with new information technology.

THE BACHELOR OF ARTS IN COMMUNICATION STUDIES

Total Course Requirements for the Bachelor’s Degree: 120 units

See “Requirements for the Bachelor’s Degree” in The University Catalog for complete details on general degree requirements. A minimum of 40 units, including those required for the major, must be upper division.

The department has prepared a suggested Four Year Advising Plan to help students meet all graduation requirements within four years. Please request a plan from your major adviser or view it and other current advising information on the CSU, Chico Web.

General Education Requirements: 48 units

See “General Education Requirements” in The University Catalog and The Class Schedule for the most current information on General Education Requirements and course offerings. The course requirements marked below with an asterisk (*) may also be applied toward General Education.

Cultural Diversity Course Requirements: 6 units

See “Cultural Diversity” in The University Catalog. Most courses used to satisfy these requirements may also apply to General Education.

American Institutions Requirement: 6 units

See the “American Institutions Requirement” under “Bachelor’s Degree Requirements.” This requirement is normally fulfilled by completing HIST 050 and POLS 055. Courses used to satisfy this requirement do not apply to General Education.

Literacy Requirement:

See “Mathematics and Writing Requirements” in The University Catalog. Writing proficiency in the major is a graduation requirement and may be demonstrated through satisfactory completion of a course in your major which has been designated as the Writing Proficiency (WP) course for the semester in which you take the course. Students who earn below a C- are required to repeat the course and earn a C- or better to receive WP credit. See The Class Schedule for the designated WP courses for each semester. You must pass ENGL 001 (or its equivalent) with a C- or better before you may register for a WP course.

Course Requirements for the Major: 42-45 units

The following courses, or their approved transfer equivalents, are required of all candidates for this degree. Additional required courses, dependent upon a selected option or advising pattern, are outlined following the degree core program requirements.

Communication Studies majors must pass the three specified required courses (two for the core; one for the option) with a C- or better prior to declaring their major option or enrolling in 200-level CMST courses. These courses are designated in the following core and option requirements. Students should plan to enroll in these courses to begin their program of study.

DEGREE CORE PROGRAM: 18 units

Communication Studies students must pass CMST 011 and CMST 113 with a C- or better prior to declaring their option or enrolling in any 200-level CMST courses.

4 courses required:
- CMST 100 Theory/Principles Communication 3.0 FS
- CMST 101 Issues in Communication Studies 3.0 FS
- Prerequisites: ENGL 001 (or its equivalent) with a grade of C- or better.
- CMST 102 Communication Research 3.0 FS
- Prerequisites: CMST 100

1 course selected from:
- CMST 011 Speech Comm Fundamentals 3.0 FS *
- CMST 011H Speech Communication: Honors 3.0 FA *
- Prerequisites: Acceptance into the Honors Program.

1 course selected from:
- CMST 120 Gender and Communication 3.0 FS *
- CMST 125 Intercultural Comm Theory/Pract 3.0 FS Eth

Major Option Course Requirements: 24-27 units

The following courses, or their approved transfer equivalents, are required dependent upon the option chosen. Students must select one of the following options for completion of their major or course requirements.

Prior to declaring an option in Communication Studies or enrolling in any 200-level courses, all students must complete CMST 011 and CMST 113 with a C- or better. Students selecting the Organizational Communication Option must also complete CMST 117 with a C- or better. Students selecting the Speech Communication Option must complete CMST 114 or CMST 115 with a C- or better.

THE OPTION IN ORGANIZATIONAL COMMUNICATION: 24 units

5 courses required:
- CMST 012 Small Group Communication 3.0 FS *
- CMST 117 Intro to Organizational Comm 3.0 FS
- CMST 226 Organizational Comm Theories 3.0 FS
- Prerequisites: CMST 101, CMST 117.
- CMST 229 Org Ldrshp & Decsn Making 3.0 FS
- Prerequisites: ENGL 001 (or its equivalent) with a grade of C- or higher, CMST 012, CMST 101, CMST 117 for Communication Studies majors; by faculty permission for non-majors.

CMST 289 Internship Program 1.0-15.0 FS
- Prerequisites: Completion of 18 units within either the Organizational Communication or Speech Communication Major Options.

CMST 289 must be taken for 3 units.

2 courses selected from:
- CMST 210 Mngng Intrps Conflic Thru Comm 3.0 FS
- Prerequisites: CMST 102, CMST 113, CMST 117.
- CMST 222 Advanced Comm & Career Skills 3.0 FS
- Prerequisites: CMST 011, CMST 012, CMST 101, CMST 117; or faculty permission for non-majors.

CMST 230 Advanced Interviewing Skills 3.0 FS
- Prerequisites: CMST 101, CMST 117 or faculty permission for non-majors.

3 units selected from:
- Upper-division communication units (CMST) selected in consultation with your adviser.

NOTE: No more than 8 units of Forensics (CMST 019 and CMST 119) may be counted toward total university requirements.

Formal Minor Requirement

Communication Studies majors with an option in Organizational Communication must complete a formal minor in a department outside of Communication Studies. Students must obtain their major adviser’s approval on their selection of a minor and courses for the minor.

THE OPTION IN HUMAN COMMUNICATION: 27 units

Option Core: 15 units

5 courses required:
- CMST 111 Advanced Presentational Speaking 3.0 FS
- Prerequisites: CMST 011.
- CMST 114 Persuasion 3.0 FS
- Prerequisites: CMST 011.
- CMST 115 Argumentation and Debate 3.0 FS *
- Prerequisites: CMST 011 or CMST 012.
- CMST 211 Rhetorical Communication Theory 3.0 FS
- Prerequisites: ENGL 001 (or its equivalent) with a grade of C- or higher, CMST 101.
Communication

Advising Pattern Course Requirements: 12 units
The following courses, or their approved transfer equivalents, are required depending upon the advising pattern chosen. Students must select one of the following advising patterns for completion of the major course requirements.

Cultural Context Pattern: 12 units
2 courses required:
CMST 012 Small Group Communication 3.0 FS *
CMST 209 Health Communication 3.0 SP
Prerequisites: CMST 101, either CMST 120 or CMST 125.

1 course selected from:
CMST 120 Gender and Communication 3.0 FS *
CMST 125 Intercultural Comm Theory/Pract 3.0 FS Eth

1 course selected from:
CMST 156 Genocide and Mass Persuasion 3.0 FS *NW
This course is the same as MJJS 156 and SOCI 156 which may be substituted.
CMST 219 Israeli Public Address 3.0 F2
This course is the same as MJJS 219 which may be substituted.

Public Advocacy Pattern: 12 units
4 courses required:
CMST 217 Advanced Study of Public Address 3.0 FA
Prerequisites: CMST 101.
CMST 218 Social Movement Communication 3.0 SP
Prerequisites: CMST 101.
CMST 224 Public Opinion and Propaganda 3.0 FS
This course is the same as JOUR 224 and POLS 224 which may be substituted.
CMST 228 Politics and the Media 3.0 FA
This course is the same as JOUR 228 and POLS 228 which may be substituted.

Rhetoric Pattern: 12 units
4 courses required:
CMST 110 Rhetorical Criticism 3.0 FA
Prerequisites: CMST 111, CMST 101, or faculty permission.
CMST 119 Forensics 1.0-3.0 FS
CMST 217 Advanced Study of Public Address 3.0 FA
Prerequisites: CMST 101.
CMST 218 Social Movement Communication 3.0 SP
Prerequisites: CMST 101.

NOTE: For each of the three patterns above (Cultural Context, Public Advocacy, and Rhetoric), an internship (CMST 289) or a special project (CMST 298) may be substituted for one of the required courses within a pattern upon written approval of an adviser. A formal minor is not required.

Electives Requirement:
To complete the total units required for the bachelor’s degree, select additional elective courses from the total university offerings. You should consult with an adviser regarding the selection of courses which will provide breadth to your university experience and apply to a supportive second major or minor.

Grading Requirement:
All courses taken to fulfill major course requirements must be taken for a letter grade, except those courses specified by the department as Credit/No Credit grading only.

Advising Requirement:
Advising is mandatory for all majors in this degree program. Consult your undergraduate adviser for specific information.

Honors in the Major
Honors in the Major is a program of independent work in your major. It involves 6 units of honors course work completed over two semesters. Your Honors work will be recognized at your graduation, on your permanent transcripts, and on your diploma. It is often accompanied by letters of commendation from your mentor in the department or the department chair. Importantly, however, the Honors in the Major program allows you to work closely with a faculty mentor in your area of interest on an original performance or research project. This year-long collaboration allows you to work in your field at a professional level and culminates in a public presentation of your work. Students sometimes take their projects beyond the university for submission in professional journals, presentation at conferences, or competition in shows; such experience is valuable for graduate school and later professional life.

Some common features of Honors in the Major program are:
1. You must take 6 units of Honors in the Major course work. At least 3 of these 6 units are independent study (298H) as specified by your department. You must complete each class with a minimum grade of B.
2. You must have completed 9 units of upper-division course work or 21 overall units in your major before you can be admitted to Honors in the Major.
3. Your cumulative GPA should be at least 3.5 or within the top 5 percent of majors in your department.
4. Your GPA in your major should be at least 3.5 or within the top 5 percent of majors in your department.
5. Most students apply for or are invited to participate in Honors in the Major during the second semester of their junior year. Then they complete the 6 units of course work over the two semesters of their senior year.
6. Your honors work culminates with a public presentation of your Honors project.

While Honors in the Major is part of the Honors Program, each department administers its own program. Please contact your major department or major adviser for further information.

Students may apply for admission to the Honors in the Major Program in the College of Communication and Education. In addition to other specific requirements, each Honors student will conduct and publicly present an original research project. Consult the honors adviser in the College of Communication and Education for specific details.

THE BACHELOR OF ARTS
IN COMMUNICATION DESIGN

Total Course Requirements for the Bachelor’s Degree: 120 units
See “Requirements for the Bachelor's Degree” in The University Catalog for complete details on general degree requirements. A minimum of 40 units, including those required for the major, must be upper division.

The department has prepared a suggested Four Year Advising Plan to help students meet all graduation requirements within four years. Please request a plan from your major adviser or view it and other current advising information on the CSU, Chico Web.

Please see General Education, Cultural Diversity, American Institutions, and Literacy Requirements under the BA in Communication Studies.

Course Requirements for the Major: 51-62 units
The following courses, or their approved transfer equivalents, are required of all candidates for this degree. Additional required courses, dependent upon a selected option or advising pattern, are outlined following the degree core program requirements.

DEGREE CORE PROGRAM: 12 units
4 courses required:
CDES 001 Introduction to Communication 3.0 FS
This course is the same as JOUR 001 which may be substituted.
CDES 002 Principles of Comm Design 3.0 FS
CDES 107 Technology and Communication 3.0 FS
Prerequisites: CDES 002
CDES 126 Communication Criticism 3.0 FS
Prerequisites: ENGL 001 (or its equivalent) with a grade of C- or higher.

Major Option Course Requirements: 39-50 units
The following courses, or their approved transfer equivalents, are required dependent upon the option chosen. Students must select one of the following options for completion of the major course requirements.

THE OPTION IN DIGITAL PUBLISHING: 44-45 units
All students take the Option Core (11 units), Prepublishing courses (15 units, and Capstone courses for a total of 29 units), and select an advising pattern for 15-16 additional units, depending on the pattern chosen.

OPTION CORE: 11 units
5 courses required:
CDES 010 Computer Tech In Communication 2.0 FS
CDES 012 Introductory Internet Survey 2.0 FS
CDES 023 Visual Communication Concepts 2.0 FS
CDES 080 Survey of Print Publishing 2.0 FS
CDES 092 Intro Photo Com & Dtg Imaging 3.0 FS

Prerequisites: ENGL 001 (or its equivalent) with a grade of C- or higher.

The following courses, or their approved transfer equivalents, are required of all candidates for this degree. Additional required courses, dependent upon a selected option or advising pattern, are outlined following the degree core program requirements.

DEGREE CORE PROGRAM: 12 units
4 courses required:
CDES 001 Introduction to Communication 3.0 FS
This course is the same as JOUR 001 which may be substituted.
CDES 002 Principles of Comm Design 3.0 FS
CDES 107 Technology and Communication 3.0 FS
Prerequisites: CDES 002
CDES 126 Communication Criticism 3.0 FS
Prerequisites: ENGL 001 (or its equivalent) with a grade of C- or higher.

Major Option Course Requirements: 39-50 units
The following courses, or their approved transfer equivalents, are required dependent upon the option chosen. Students must select one of the following options for completion of the major course requirements.

THE OPTION IN DIGITAL PUBLISHING: 44-45 units
All students take the Option Core (11 units), Prepublishing courses (15 units, and Capstone courses for a total of 29 units), and select an advising pattern for 15-16 additional units, depending on the pattern chosen.

OPTION CORE: 11 units
5 courses required:
CDES 010 Computer Tech In Communication 2.0 FS
CDES 012 Introductory Internet Survey 2.0 FS
CDES 023 Visual Communication Concepts 2.0 FS
CDES 080 Survey of Print Publishing 2.0 FS
CDES 092 Intro Photo Com & Dtg Imaging 3.0 FS
Communication

Prepublishing: 15 units

4 courses required:
CDES 112 Intro to WWW Design & Publishing 3.0 FS
Prerequisites: CDES 010, CDES 012, or faculty permission.
CDES 186A Digital Pre-publishing I 3.0 FS
Prerequisites: CDES 010, CDES 080, or faculty permission.
CDES 186B Digital Pre-publishing II 3.0 FS
Prerequisites: CDES 186A.
CDES 186C Digital Pre-publishing III 3.0 FS
Prerequisites: CDES 186A.

1 course selected from:
CDES 092 Intro Photo Com & Dig Imaging 3.0 FS
CDES 123 Basic Advertising Copywriting 3.0 FS
CDES 190 Inter. Photo & Digital Imaging 3.0 FS
Prerequisites: CDES 092.
CDES 270A Intro Multimedia Dsgn & Develop 3.0 FA
Prerequisites: Basic computer literacy; faculty permission.

Capstone: 3 units
2 courses required:
CDES 281 Publishing Practicum 2.0 FS
Prerequisites: Senior standing and instructor permission.
CDES 285 Digital Publishing Seminar 1.0 FS
Prerequisites: Senior standing and instructor permission.

Advising Pattern Course Requirements: 15-16 units

The following courses, or their approved transfer equivalents, are required depending upon the advising pattern chosen. Students must select one of the following advising patterns for completion of the major course requirements.

PRINT PATTERN: 16 units

6 courses required:
CDES 181A Digital Printing Systems 3.0 FS
Prerequisites: CDES 010, CDES 080, or faculty permission.
CDES 181B Conventional Printing Systems 3.0 FS
Prerequisites: CDES 080.
CDES 181C Propress Processes 2.0 FS
Prerequisites: CDES 080.
CDES 183 Print Materials 2.0 FS
Prerequisites: CDES 080.
CDES 184 Printing Management 3.0 FS
Prerequisites: CDES 181A, CDES 181B, CDES 181C.
CDES 284 Production/Estimating for Print 3.0 FS
Prerequisites: CDES 181A, CDES 181B, CDES 181C, CDES 183, CDES 184, CDES 186A, CDES 186B.

WEB/INTERNET PATTERN: 15 units

CDES 212 Advanced WWW Design & Publishing 3.0 FS
Prerequisites: CDES 112.
CDES 215 Human Interface Design 3.0 FA
Prerequisites: CDES 112.
CDES 272 Design & Develop of Instruct Prod 3.0 FS
Prerequisites: CDES 271 or faculty permission.
CDES 218 Prod Planning & Est for WWW 3.0 FS
Prerequisites: CDES 112.
CDES 270B Adv Multimedia Dsgn & Develop 3.0 SP
Prerequisites: CDES 270A.

THE OPTION IN GRAPHIC DESIGN: 50 units

All students take the Option Core for 9 units and select an advising pattern for 28 to 37 additional units, depending on the pattern chosen.

OPTION CORE: 10 units

3 courses required:
CDES 023D Visual Communication Concepts-D 2.0 FS
CDES 080 Survey of Print Publishing 2.0 FS
CDES 092 Intro Photo Com & Dig Imaging 3.0 FS

1 course selected from:
CDES 123 Basic Advertising Copywriting 3.0 FS
Prerequisites: CDES 003 or JOUR 060.
ENGL 130 Report Writing 3.0 FS
Prerequisites: ENGL 001.
MGMT 129 Communication in Business 3.0 FS
Prerequisites: ENGL 001 (or its equivalent) with a grade of C- or higher.

PORTFOLIO REQUIREMENT

The successful completion of a Portfolio Review is necessary for entry into upper-division Graphic Design course work. The portfolio is comprised of work from ART 003A, ART 015A, CDES 023D, and CDES 092, and is reviewed by Visual Communication faculty.

Level One (Pre-Portfolio): 13 units

4 courses required:
ART 003A Basic Drawing 3.0 FS
ART 015A Color Theory 3.0 FS
CDES 003 Writing for Electronic Media 3.0 FS
Prerequisites: ENGL 001.
CDES 029V Visual Comm Portfolio Review 1.0 FS
Prerequisites: ART 003A; ART 015A; CDES 023D; CDES 092; or faculty permission.

1 course selected from:
ART 001A Art History Survey 3.0 FS
ART 001B Art History Survey 3.0 FS

Level Two: 18 units
6 courses required:
CDES 130 Letterforms 3.0 FS
Prerequisites: CDES 029V.
CDES 131 History of Graphic Design 3.0 SP
CDES 132 Graphic Visualization 3.0 FS
Prerequisites: CDES 029V for CDES majors. Other majors require instructor permission.
CDES 133A Typography I 3.0 FS
Prerequisites: CDES 029V, CDES 186A.
CDES 133B Typography II 3.0 FS
Prerequisites: CDES 133A.
CDES 186A Digital Pre-publishing I 3.0 FS
Prerequisites: CDES 010, CDES 080, or faculty permission.

Level Three: 3 units
1 course selected from:
CDES 122 Computer Graphics 3.0 FS
CDES 134 Advertising Design 3.0 FA
Prerequisites: CDES 132, CDES 133A, or CDES 181A.
CDES 145 Packaging 3.0 SP
Prerequisites: CDES 132, CDES 133A.
CDES 190 Inter. Photo & Digital Imaging 3.0 FS
Prerequisites: CDES 092.
CDES 234 Kinetic Typography 3.0 SP
Prerequisites: CDES 122 and CDES 186A, or faculty permission.

Level Four: 6 units
2 courses selected from:
CDES 221 Publication Design 3.0 FA
Prerequisites: CDES 132, CDES 133A.
CDES 222 Corporate Design Systems 3.0 SP
Prerequisites: CDES 132, CDES 133A.
CDES 223 Environmental Graphic Design 3.0 FA
Prerequisites: CDES 132, CDES 133A.
CDES 270A Intro Multimedia Dsgn & Develop 3.0 FA
Prerequisites: Basic computer literacy; faculty permission.
CDES 270B Adv Multimedia Dsgn & Develop 3.0 SP
Prerequisites: CDES 270A.
CDES 292 Applied Photo & Digital Imaging 3.0 FS
Prerequisites: CDES 190.
CDES 297 Design Workshop 2.0-5.0 FS
Prerequisites: CDES 132; CDES 133B.
CDES 297 must be taken for 3 units.

THE OPTION IN INFORMATION AND COMMUNICATION SYSTEMS: 39-42 units

4 courses required:
CDES 240 Cur Tnds in Info & Comm Indust 3.0 FA
Prerequisites: CDES 003, CDES 066, CDES 092; CDES 040, CDES 065 (both with a grade of C or better).
CDES 286 Info & Comm Technologies 3.0 FS
CMST 117 Intro to Organizational Comm 3.0 FS
CMST 226 Organizational Comm Theories 3.0 FS
Prerequisites: CMST 101, CMST 117.

3 courses selected from:
CDES 112 Intro to WWW Design & Publishing 3.0 FS
Prerequisites: CDES 010, CDES 012, or faculty permission.
CDES 210 Specialized Information Systems 3.0 FS
Prerequisites: CSCI 010 or equivalent experience with computers.
CDES 211 Government Info/Telecom Systems 3.0 FA
Prerequisites: Junior or senior standing.
Prerequisites: CDES 270A.
CDES 270B Adv Multimedia Dsgn & Develop 3.0 SP
Prerequisites: Basic computer literacy; faculty permission.
CDES 270A Intro Multimedia Dsgn & Develop 3.0 FA
Prerequisites: CDES 112.
CDES 212 Advanced WWW Design & Publishing 3.0 FS
Prerequisites: CDES 112.
CDES 219 WWW Practicum 3.0 FS
Prerequisites: Senior standing.

FORMAL MINOR REQUIREMENT: 18-21 units
Communication Design majors with the Option in Information and
Communication Systems are required to complete a formal minor in
either computer science or management information systems.

THE OPTION IN MEDIA ARTS: 40 units
OPTION CORE: 22 units
8 courses required:
CDES 003 Writing for Electronic Media 3.0 FS
Prerequisites: ENGL 002.
CDES 040 Media Aesthetics 3.0 FS
CDES 065 Foundations of Electronic Media 3.0 FS
CDES 066 Introduction to Audio in Media 3.0 FS
CDES 092 Intro Photo Com & Dig Imaging 3.0 FS
CDES 168A Field Video Production 3.0 FS
Prerequisites: CDES 003, CDES 066; CDES 092, CDES 040, CDES 065 (both with a grade of C or better).
CDES 261 Media Arts Application Seminar 1.0 FS
Prerequisites: CDES 168A.
CDES 265 Telecomm Policy & Regulation 3.0 FS
Prerequisites: COM 001, CDES 003, CDES 066; CDES 040, CDES 065 (both with a grade of C or better).

WRITING: 3 units
1 course selected from:
CDES 123 Basic Advertising Copywriting 3.0 FS
Prerequisites: CDES 003 or JOUR 060.
CDES 160 Broadcast News 3.0 FS
Prerequisites: CDES 003, CDES 066.
CDES 170 Narrative Scriptwriting 3.0 FS
Prerequisites: CDES 003, CDES 066; CDES 040, CDES 065 (both with a grade of C or better).

MANAGEMENT: 3 units
1 course selected from:
CDES 164 Electronic Media Management 3.0 SP
Prerequisites: COM 001, CDES 066; CDES 065 (with a grade of C or better).
CDES 240 Cur Tmds in Info & Comm Industr 3.0 FA
Prerequisites: CDES 003, CDES 066, CDES 092; CDES 040, CDES 065 (both with a grade of C or better).
CDES 246 Media Production Management 3.0 FA
Prerequisites: CDES 168A.
CDES 248 Programming & Audience Analysis 3.0 FS
Prerequisites: CDES 065.
CDES 266 Media Arts Practicum 1.0-3.0 FS
Prerequisites: CDES 168A or faculty permission.

CDES 266 must be taken for 3 units.

PRODUCTION: 9 units
3 courses selected from:
Three courses are to be selected from the following two areas; at
least one course must be selected from each area.

Video Production Area
CDES 168B Studio Video Production 3.0 FS
Prerequisites: CDES 168A.
CDES 242 Advanced Video Editing 3.0 FS
Prerequisites: CDES 168A.
CDES 243 Video Production Workshop 3.0 FA
Prerequisites: CDES 168A.

Computer Production Area
It is recommended that students who choose six units from computer
production take them all from one department.
CDES 112 Intro to WWW Design & Publishing 3.0 FS
Prerequisites: CDES 010, CDES 012, or faculty permission.
CDES 122 Computer Graphics 3.0 FS
CDES 212 Advanced WWW Design & Publishing 3.0 FS
Prerequisites: CDES 112.
CDES 234 Kinetic Typography 3.0 SP
Prerequisites: CDES 122 and CDES 186A, or faculty permission.
CDES 270A Intro Multimedia Dsgn & Develop 3.0 FA
Prerequisites: Basic computer literacy; faculty permission.
CDES 270B Adv Multimedia Dsgn & Develop 3.0 SP
Prerequisites: CDES 270A.

CSCI 040 Computer-Assisted Art I 3.0 FS
Prerequisites: CSCI 040 or previous computer graphics experience.
CSCI 240 Computer Animation 3.0 FS
Prerequisites: CSCI 040 and CSCI 140 or permission of instructor.

THE BACHELOR OF SCIENCE IN INSTRUCTIONAL TECHNOLOGY

Total Course Requirements for the Bachelor’s Degree: 120 units
See “Requirements for the Bachelor’s Degree” in The University Catalog
for complete details on general degree requirements. A minimum of 40
units, including those required for the major, must be at upper division.

Course Requirements for the Major: 53 units
The following courses, or their approved transfer equivalents,
are required of all candidates for this degree.

DEGREE CORE PROGRAM: 12 units
4 courses required:
CDES 001 Introduction to Communication 3.0 FS
This course is the same as JOUR 001 which may be substituted.
CDES 002 Principles of Comm Design 3.0 FS
CDES 107 Technology and Communication 3.0 FS
Prerequisites: CDES 002.
CDES 126 Communication Criticism 3.0 FS
Prerequisites: ENGL 001 (or its equivalent) with a grade of C or higher.

ADDITIONAL UNITS REQUIRED: 41 units

Instructional Design: 18 units
6 courses required:
CDES 150 Intro Design Instruct/Training 3.0 FS
Prerequisites: CDES 150 or concurrent enrollment or faculty permission.
CDES 252 0.0
Prerequisites: CDES 150 or advanced knowledge in a related field.
CDES 271 Performance Analysis 3.0 FS
Prerequisites: CDES 150; CDES 252; or faculty permission.
CDES 272 Design & Develop of Instruct Prod 3.0 FS
Prerequisites: CDES 271 or faculty permission.
CDES 273 Eval Instruct Products & Program 3.0 FS
Prerequisites: CDES 272 or faculty permission.

Technical Skills: 11 units
4 courses required:
CDES 003 Writing for Electronic Media 3.0 FS
Prerequisites: ENGL 001.
CDES 023 Visual Communication Concepts 2.0 FS
CDES 066 Introduction to Audio in Media 3.0 FS
CDES 092 Intro Photo Com & Dig Imaging 3.0 FS

Media Emphasis: 6 units
2 courses selected from:
Select both courses from one of the following groups.

CDES 168A 3.0
CDES 248 Programming & Audience Analysis 3.0 FS
Prerequisites: ENGL 001.
The following courses, or their approved transfer equivalents, are required to complete a formal minor in a department outside the School of Communication.

Major Option Course Requirements: 25-26 units
The following courses, or their approved transfer equivalents, are required dependent upon the option chosen. Students must select one of the following options for completion of the major course requirements.

THE OPTION IN NEWS-EDITORIAL: 25-26 units

4 courses required:
JOUR 121 Public Affairs Reporting 3.0 FS
Prerequisites: HIST 050; JOUR 060.
JOUR 127 News Editing and Copyreading 3.0 FS
Prerequisites: JOUR 060.
JOUR 129B Laboratory Newspaper 2.0 FS
Prerequisites: JOUR 060; JOUR 127 or JOUR 141; or faculty permission.
JOUR 231 Mass Communication Law 3.0 FS
Prerequisites: COM 001; JOUR 060.
14-15 units selected from:

Group A
2 courses selected from:
JOUR 044 Intro to Public Relations 3.0 FS
Prerequisites: Sophomore standing; concurrent enrollment in or prior completion of JOUR 060.
This course is the same as POLS 044 which may be substituted.
JOUR 211 Race and Diversity in Media 3.0 FS
Prerequisites: JOUR 060.
JOUR 221 History of American Journalism 3.0 FA
Prerequisites: JOUR 060.
JOUR 224 Public Opinion and Propaganda 3.0 FS
This course is the same as CMST 224 and POLS 224 which may be substituted.
JOUR 228 Politics and the Media 3.0 FA
Prerequisites: faculty permission.
This course is the same as CMST 228 and POLS 228 which may be substituted.
JOUR 233 International Communication 3.0 FS

Group B
5-6 units selected from:
JOUR 125 Magazine Writing 3.0 FS
Prerequisites: JOUR 060.
JOUR 129A Laboratory Newspaper 1.0 FS
Prerequisites: JOUR 060; JOUR 127; JOUR 129B; or faculty permission.
JOUR 230 Internet Newspapers & Magazines 3.0 FS
Prerequisites: JOUR 060.
JOUR 232 Advanced Feature Writing 3.0 FS
Prerequisites: JOUR 060; JOUR 121 or 125 for news-editorial option; JOUR 141 or 125 for public relations option.
JOUR 289 Journalism Internship 1.0 FS
Prerequisites: Faculty permission.
JOUR 129A and JOUR 289 are repeatable up to 3 units each with faculty and adviser permission.

Group C-Visual Literacy
1 course selected from:
JOUR 131 Photojournalism 3.0 FS
Prerequisites: JOUR 060.
JOUR 151 Public Relations Publications 3.0 FA
Prerequisites: JOUR 060; JOUR 044 and JOUR 141 for public relations option; JOUR 121 for news-editorial option.
JOUR 230 Internet Newspapers & Magazines 3.0 FS
Prerequisites: JOUR 060.
**NOTE:** JOUR 230 may be used to fulfill requirements in either Group B or Group C in the New-Editorial Option.

### THE OPTION IN PUBLIC RELATIONS: 25-26 units

- **4 courses required:**
  - JOUR 044: Introduction to Public Relations 3.0 FS
  - JOUR 141: Writing for Public Relations 3.0 FS
  - JOUR 155: Public Relations Strategy 3.0 FS
  - JOUR 245B: Public Relations Laboratory 2.0 FS

#### 14 units selected from:

- **Group A**
  - 2 courses selected from:
    - JOUR 214: History and Diversity in Media 3.0 FS
    - JOUR 221: History of American Journalism 3.0 FA

- **Group B**
  - 5-6 units selected from:
    - CDES 123: Basic Advertising Copywriting 3.0 FS
    - JOUR 121: Public Affairs Reporting 3.0 FS
    - JOUR 214: History and Diversity in Media 3.0 FS
    - JOUR 232: Advanced Feature Writing 3.0 FS
    - JOUR 245A: Public Relations Laboratory 1.0 FS
    - JOUR 289: Journalism Internship 1.0 FS

#### 5 courses required:

- **3 courses selected from:**
  - JOUR 214: History and Diversity in Media 3.0 FS
  - JOUR 221: History of American Journalism 3.0 FA

- **2 courses selected from:**
  - CDES 123: Basic Advertising Copywriting 3.0 FS
  - JOUR 121: Public Affairs Reporting 3.0 FS

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**THE MINOR IN BROADCASTING**

Course Requirements for the Minor: 24 units

The following courses, or their approved transfer equivalents, are required of all candidates for this minor.

**5 courses required:**

- **CDES 001: Introduction to Communication** 3.0 FS
- **CDES 002: Principles of Comm Design** 3.0 FS
- **CDES 040: Media Aesthetics** 3.0 FS
- **CDES 065: Foundations of Electronic Media** 3.0 FS
- **CDES 265: Telecomm Policy & Regulation** 3.0 FS

**NOTE:** Students must earn a grade of C- or better in CDES 040 and CDES 065 to enroll in any CDES upper-division courses for this minor.

**3 courses selected from:**

- **At least 3 units must be selected from upper-division courses.**
- **CDES 003: Writing for Electronic Media** 3.0 FS
- **CDES 066: Introduction to Audio in Media** 3.0 FS
- **CDES 092: Intro Photo Com & Dig Imaging** 3.0 FS
- **CDES 140: Film: Its Origins and Meanings** 3.0 SP
- **CDES 147: Documentary Film** 3.0 FA
- **CDES 160: Broadcast News** 3.0 FS

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**THE MINOR IN COMMUNICATION DESIGN**

Course Requirements for the Minor: 20-21 units

The following courses, or their approved transfer equivalents, are required of all candidates for this minor.

**3 courses required:**

- **CDES 001: Introduction to Communication** 3.0 FS
- **CDES 002: Principles of Comm Design** 3.0 FS
- **CDES 107: Technology and Communication** 3.0 FS

**4 courses selected from:**

- **CDES 003: Writing for Electronic Media** 3.0 FS
- **CDES 040: Media Aesthetics** 3.0 FS
- **CDES 065: Foundations of Electronic Media** 3.0 FS
- **CDES 240: Cur Trnds in Info & Comm Indus** 3.0 FA
- **CDES 246: Media Production Management** 3.0 FA
- **CDES 265: Telecomm Policy & Regulation** 3.0 FS
- **CDES 302: Advanced Audio Production** 3.0 FS
- **CDES 303: Advanced Video Production** 3.0 FS

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**THE OPTION IN PUBLIC RELATIONS:**

Course Requirements for the Minor: 25-26 units

The following courses, or their approved transfer equivalents, are required of all candidates for this minor.

**4 courses required:**

- **JOUR 044: Introduction to Public Relations** 3.0 FS
- **JOUR 141: Writing for Public Relations** 3.0 FS
- **JOUR 155: Public Relations Strategy** 3.0 FS
- **JOUR 245B: Public Relations Laboratory** 2.0 FS

#### 14 units selected from:

- **Group A**
  - 2 courses selected from:
    - JOUR 214: History and Diversity in Media 3.0 FS
    - JOUR 221: History of American Journalism 3.0 FA

- **Group B**
  - 5-6 units selected from:
    - CDES 123: Basic Advertising Copywriting 3.0 FS
    - JOUR 121: Public Affairs Reporting 3.0 FS
    - JOUR 214: History and Diversity in Media 3.0 FS
    - JOUR 232: Advanced Feature Writing 3.0 FS
    - JOUR 245A: Public Relations Laboratory 1.0 FS
    - JOUR 289: Journalism Internship 1.0 FS

#### 5 courses required:

- **3 courses selected from:**
  - JOUR 214: History and Diversity in Media 3.0 FS
  - JOUR 221: History of American Journalism 3.0 FA

- **2 courses selected from:**
  - CDES 123: Basic Advertising Copywriting 3.0 FS
  - JOUR 121: Public Affairs Reporting 3.0 FS

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**THE MINOR IN COMMUNICATION DESIGN**

Course Requirements for the Minor: 20-21 units

The following courses, or their approved transfer equivalents, are required of all candidates for this minor.

**3 courses required:**

- **CDES 001: Introduction to Communication** 3.0 FS
- **CDES 002: Principles of Comm Design** 3.0 FS
- **CDES 107: Technology and Communication** 3.0 FS

**4 courses selected from:**

- **CDES 003: Writing for Electronic Media** 3.0 FS
- **CDES 040: Media Aesthetics** 3.0 FS
- **CDES 065: Foundations of Electronic Media** 3.0 FS
- **CDES 240: Cur Trnds in Info & Comm Indus** 3.0 FA
- **CDES 246: Media Production Management** 3.0 FA
- **CDES 265: Telecomm Policy & Regulation** 3.0 FS
- **CDES 302: Advanced Audio Production** 3.0 FS
- **CDES 303: Advanced Video Production** 3.0 FS

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**THE OPTION IN PUBLIC RELATIONS:**

Course Requirements for the Minor: 25-26 units

The following courses, or their approved transfer equivalents, are required of all candidates for this minor.

**4 courses required:**

- **JOUR 044: Introduction to Public Relations** 3.0 FS
- **JOUR 141: Writing for Public Relations** 3.0 FS
- **JOUR 155: Public Relations Strategy** 3.0 FS
- **JOUR 245B: Public Relations Laboratory** 2.0 FS

#### 14 units selected from:

- **Group A**
  - 2 courses selected from:
    - JOUR 214: History and Diversity in Media 3.0 FS
    - JOUR 221: History of American Journalism 3.0 FA

- **Group B**
  - 5-6 units selected from:
    - CDES 123: Basic Advertising Copywriting 3.0 FS
    - JOUR 121: Public Affairs Reporting 3.0 FS
    - JOUR 214: History and Diversity in Media 3.0 FS
    - JOUR 232: Advanced Feature Writing 3.0 FS
    - JOUR 245A: Public Relations Laboratory 1.0 FS
    - JOUR 289: Journalism Internship 1.0 FS

#### 5 courses required:

- **3 courses selected from:**
  - JOUR 214: History and Diversity in Media 3.0 FS
  - JOUR 221: History of American Journalism 3.0 FA

- **2 courses selected from:**
  - CDES 123: Basic Advertising Copywriting 3.0 FS
  - JOUR 121: Public Affairs Reporting 3.0 FS

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**THE MINOR IN COMMUNICATION DESIGN**

Course Requirements for the Minor: 20-21 units

The following courses, or their approved transfer equivalents, are required of all candidates for this minor.

**3 courses required:**

- **CDES 001: Introduction to Communication** 3.0 FS
- **CDES 002: Principles of Comm Design** 3.0 FS
- **CDES 107: Technology and Communication** 3.0 FS

**4 courses selected from:**

- **CDES 003: Writing for Electronic Media** 3.0 FS
- **CDES 040: Media Aesthetics** 3.0 FS
- **CDES 065: Foundations of Electronic Media** 3.0 FS
- **CDES 240: Cur Trnds in Info & Comm Indus** 3.0 FA
- **CDES 246: Media Production Management** 3.0 FA
- **CDES 265: Telecomm Policy & Regulation** 3.0 FS
- **CDES 302: Advanced Audio Production** 3.0 FS
- **CDES 303: Advanced Video Production** 3.0 FS
THE MINOR IN INSTRUCTIONAL DESIGN
Course Requirements for the Minor: 23-24 units
The following courses, or their approved transfer equivalents, are required of all candidates for this minor.

4 courses required:
CDES 001 Introduction to Communication 3.0 FS
CDES 002 Principles of Comm Design 3.0 FS
CDES 07 Technology and Communication 3.0 FS
CDES 150 Intro Design Instruct/Training 3.0 FS
This course is the same as JOUR 001 which may be substituted.
Prerequisites: CDES 002.

4 courses selected from:
CDES 080 Survey of Print Publishing 2.0 FS
CDES 092 Intro Photo Com & Dig Imaging 3.0 FS
CDES 152 Media for Instruction/Training 3.0 FS
CDES 215 Human Interface Design 3.0 FA
Prerequisites: CDES 112.
CDES 252 0.0
Prerequisites: CDES 150 or advanced knowledge in a related field.
CDES 265 Telecom Policy & Regulation 3.0 FS
Prerequisites: COM 001, CDES 003, CDES 066, CDES 040, CDES 065 (both with a grade of C or better).
CDES 269 New Telecom Technology 3.0 SP
Prerequisites: Senior standing or faculty permission.
CDES 271 Performance Analysis 3.0 FS
Prerequisites: CDES 040, CDES 252; or faculty permission.
CDES 272 Design & Develop of Instruct Prod 3.0 FS
Prerequisites: CDES 271 or faculty permission.

THE MINOR IN JOURNALISM
Course Requirements for the Minor: 18 units
The following courses, or their approved transfer equivalents, are required of all candidates for this minor.

The purpose of the Minor in Journalism is to offer students the opportunity to build a knowledge and skills base in the professional fields of news and public relations. Students selecting this minor can enhance their employment desirability by learning an array of media writing and conceptual skills. Students also can expect to achieve a detailed understanding of the role of journalism in society, thus enhancing a general liberal arts education.

Select one of the following patterns.
Public Relations Pattern: 18 units

Pattern Core: 9 units
3 courses required:
JOUR 044 Intro to Public Relations 3.0 FS
Prerequisites: Sophomore standing; concurrent enrollment in or prior completion of JOUR 050.
This course is the same as POLS 044 which may be substituted.
JOUR 060 Writing for Mass Media 3.0 FS
Prerequisites: ENGL 001.
JOUR 141 Writing for Public Relations 3.0 FS
Prerequisites: JOUR 044; JOUR 060.

3 courses selected from:
JOUR 110 Entertain/Media/Amer Culture 3.0 FS
Prerequisites: ENGL 001.
JOUR 111 Women/Men/Media 3.0 SP
Prerequisites: JOUR 060.
JOUR 221 History of American Journalism 3.0 FA
Prerequisites: JOUR 060.
JOUR 233 International Communication 3.0 FS

News-Editorial Pattern: 18 units

Pattern Core: 9 units
2 courses required:
JOUR 060 Writing for Mass Media 3.0 FS
Prerequisites: ENGL 001.
JOUR 231 Mass Communication Law 3.0 FS
Prerequisites: COM 001; JOUR 060.

1 course selected from:
JOUR 121 Public Affairs Reporting 3.0 FS
Prerequisites: JOUR 060, POLS 055.
JOUR 127 News Editing and Copyreading 3.0 FS
Prerequisites: JOUR 060.

Electives: 9 units
3 courses selected from:
JOUR 110 Entertain/Media/Amer Culture 3.0 FS
Prerequisites: ENGL 001.
JOUR 111 Women/Men/Media 3.0 SP
Prerequisites: ENGL 001.
JOUR 221 History of American Journalism 3.0 FA
Prerequisites: JOUR 060.
JOUR 233 International Communication 3.0 FS

Substitutions in course electives or prerequisites may be allowed with the permission of the departmental adviser.

THE MINOR IN ORGANIZATIONAL COMMUNICATION
Course Requirements for the Minor: 18 units
The following courses, or their approved transfer equivalents, are required of all candidates for this minor.

All course transfers are subject to approval by the undergraduate adviser. Students must meet with the adviser for approval.

Organizational Communication minors must complete CMST 113 and CMST 117 with a C- or better in each course before they can enroll in 200-level CMST courses.

5 courses required:
CMST 113 Foundations of Interpersonal Comm 3.0 FS
CMST 117 Intro to Organizational Comm 3.0 FS
CMST 125 Intercultural Comm Theory/Pract 3.0 FS Eth
CMST 226 Organizational Comm Theories 3.0 FS
CMST 229 Org Ldrshp & Decsn Making 3.0 FS
Prerequisites: CMST 011.

9 units selected from:
CMST 111 Advanced Presentational Speaking 3.0 FS
Prerequisites: CMST 011.
CMST 113 Foundations of Interpersonal Comm 3.0 FS
CMST 114 Persuasion 3.0 FS
CMST 115 Argumentation and Debate 3.0 FS
Prerequisites: CMST 011 or CMST 112.
CMST 117 Intro to Organizational Comm 3.0 FS
CMST 119 Forensics 1.0-3.0 FS
CMST 120 Gender and Communication 3.0 FS
CMST 125 Intercultural Comm Theory/Pract 3.0 FS Eth
CMST 210 Managing Intrapr Conflict Thrn Comm 3.0 FS
Prerequisites: CMST 101, CMST 113, CMST 117.
CMST 211 Rhetorical Communication Theory 3.0 FS
Prerequisites: ENGL 001 (or its equivalent) with a grade of C- or higher, CMST 102, CMST 101, CMST 117 for Communication Studies majors; by faculty permission for non-majors.

Students may select their elective units from all available CMST courses, with prior approval of the CMST undergraduate adviser.

THE MINOR IN SPEECH COMMUNICATION
Course Requirements for the Minor: 20 units
The following courses, or their approved transfer equivalents, are required of all candidates for this minor.

Speech Communication minors must complete CMST 011 with a C- or better before they can enroll in 200-level CMST courses.

1 course selected from:
CMST 011 Speech Comm Fundamentals 3.0 FS
CMST 011H Speech Communication: Honors 3.0 FA
Prerequisites: Acceptance into the Honors Program.

9 units selected from:
CMST 111 Advanced Presentational Speaking 3.0 FS
Prerequisites: CMST 011.
CMST 113 Foundations of Interpersonal Comm 3.0 FS
CMST 114 Persuasion 3.0 FS
CMST 115 Argumentation and Debate 3.0 FS
Prerequisites: CMST 011 or CMST 112.
CMST 117 Intro to Organizational Comm 3.0 FS
CMST 119 Forensics 1.0-3.0 FS
CMST 120 Gender and Communication 3.0 FS
CMST 125 Intercultural Comm Theory/Pract 3.0 FS Eth
CMST 210 Managing Intrapr Conflict Thrn Comm 3.0 FS
Prerequisites: CMST 101, CMST 113, CMST 117.
CMST 211 Rhetorical Communication Theory 3.0 FS
Prerequisites: ENGL 001 (or its equivalent) with a grade of C- or higher, CMST 102, CMST 101, CMST 117 for Communication Studies majors; by faculty permission for non-majors.

This course is the same as CMST 224 and POLS 224 which may be substituted.
Students are required to take Internship, CDES 289, for a minimum of 1 unit.

CDES 289 Communication Design Internship 1.0-12.0 FS
Prerequisites: Senior standing and instructor permission.

CDES 003 Writing for Electronic Media 3.0 FA
This course is the same as JOUR 228 and POLS 228 which may be substituted.

CDES 229 Org Ldrshp & Decsn Making 3.0 FS
Prerequisites: ENGL 001 (or its equivalent) with a grade of C- or higher, CDES 012, CDES 101, CDES 117 for Communication Studies majors; by faculty permission for non-majors.

8 units selected from:
Communication Studies (CMST) courses or substitute courses approved in advance by CMST adviser.

NOTE: No more than 8 units of Forensics (CMST 019 and CMST 119) may be counted toward total university requirements.

THE CERTIFICATE IN ELECTRONIC PRINTING AND PUBLISHING

Course Requirements for the Certificate: 25 units

The following courses, or their approved transfer equivalents, are required of all candidates for this certificate.

Certificate Core: 16 units

6 courses required:

- CDES 023 Visual Communication Concepts 2.0 FS
- CDES 080 Survey of Print Publishing 2.0 FS
- CDES 112 Intro to WWW Design & Publishing 3.0 FS
- CDES 186A Digital Pre-publishing I 3.0 FS
- CDES 186B Digital Pre-publishing II 3.0 FS
- CDES 186C Digital Pre-publishing III 3.0 FS

Writing: 3 units

1 course selected from:

- CDES 003 Writing for Electronic Media 3.0 FS
- ENGL 130 Report Writing 3.0 FS
- JOUR 060 Writing for Mass Media 3.0 FS
- MGMT 129 Communication in Business 3.0 FS

Graphics: 3 units

1 course selected from:

- ART 258 Advanced Electronic Arts 3.0 FS
- CSCI 122 Computer Graphics 3.0 FS
- CSCI 040 Computer-Assisted Art I 3.0 FS *
- MFGT 124 Solids Modeling for Manufacture 3.0 FA

Capstone: 3 units

2 courses required:

- CDES 281 Publishing Practicum 2.0 FS
- CDES 289 Communication Design Internship 1.0-12.0 FS

Students are required to take Internship, CDES 289, for a minimum of 1 unit.

THE MASTER OF ARTS IN COMMUNICATION STUDIES

Course Requirements for the Master's Degree: 30 units

Continuous enrollment is required. A maximum of 9 semester units of transfer credit may be applied toward the degree.

Graduate Time Limit: All requirements for the degree are to be completed within five years of the end of the semester of enrollment in the oldest course applied toward the degree. See “Graduate Education” in The University Catalog for complete details on general degree requirements.

Students are expected to make reasonable progress by completing all courses on schedule according to the individual student’s selected program. Students not adhering to declared schedules will be referred to the Graduate Coordinator for program review and recommendations which may include program modification or dismissal from the program.

Prerequisites for Admission to Conditionally Classified Status:

1. Satisfactory grade point average as specified in “Admission to Master's Degree Programs” in The University Catalog.
2. Approval by the department and the Office of Graduate Programs.
3. An acceptable baccalaureate in Communication Studies from an accredited institution or an equivalent approved by the Office of Graduate Programs.

An applicant who does not meet all of the prerequisites for admission to classified status (see below) may be admitted on a provisional basis as a conditionally classified student. This admission provides the student a trial period to demonstrate ability. Students are expected to carry at least 9 units of course work at the 200/300 level, make no grade lower than B, and finish all course work (no “incomplete” or “satisfactory progress”). Normally a decision to advance a student to classified status or terminate the student from the program will be made at the conclusion of the student’s first semester in the program.

Prerequisites for Admission to Classified Status:

In addition to any requirements listed above:

1. An undergraduate major in Information and Communication Systems, Mass Communication, Journalism, Media Arts, Public Relations, Instructional Technology, Visual Communication, Speech, or Organizational Communication. In the absence of an undergraduate major in one of the above, and based on the individual student’s background, the Graduate Coordinator may make recommendations for courses to be taken as prerequisites for classified status. Such prerequisite course work will not count toward the fulfillment of master’s program requirements.
2. A grade point average of at least 3.0 (B) in all undergraduate course work.
3. Completion of the Graduate Record Examination or Miller Analogies Test.
4. A statement outlining the applicant’s motivation, objectives, and expected area of emphasis.
5. At least three letters of recommendation from the applicant’s former instructors or professional supervisors.
6. One article or paper authored by the applicant to demonstrate writing skills or one article or paper and a portfolio within the applicant’s specialty to exhibit his/her skills, abilities, and talents in the expected area of emphasis.

Advancement to Candidacy:

In addition to any requirements listed above:

1. Classified graduate standing and completion at the university of at least 18 units of the proposed program, 9 of which must be in residence.
2. Formation of the Graduate Advisory Committee in consultation with the Graduate Coordinator. Normally, the committee will be formed during the student’s first year and will consist of at least three members. The chair of the committee must be a member of the department offering the student’s major option.
3. Development of an approved program in consultation with the Graduate Advisory Committee and with the approval of the Graduate Coordinator.
Requirements for the MA in Communication Studies:

Completion of all requirements as established by the department graduate committee, the graduate advisory committee, and the Office of Graduate Programs, to include:

1. Completion of an approved program consisting of 30 units of 200/300-level courses as follows:
   (a) 24 to 30 units in the discipline of Communication, which must include the following 9-unit core.

CMST 301  Sem in Communication Studies 3.0   FA
Prerequisites: CMST 100; CMST graduate standing or faculty permission.
CMST 302  Seminar in Comm Research Methods 3.0   FA
Prerequisites: CMST 102; CMST graduate standing or faculty permission.
CMST 303  Approach to Human Comm Research 3.0   SP
Prerequisites: CMST graduate standing or faculty permission.

(b) At least 18 of the units required for the degree in 300-level courses. Graduate students normally will not take 200-level courses.

(c) Not more than 9 semester units of transfer and/or extension credit (correspondence courses and U.C. extension course work are not acceptable).

(d) Not more than 15 units taken before admission to classified status.

(e) Not more than a total of 6 units of Independent Study (398) and/or Internship (289); and not more than 3 units of Master's Thesis (399T) or Master's Project (399P).

(f) Not more than 6 units in any one disciplinary area outside Communication Studies.

2. Completion of one of the following plans:
   (a) Thesis or Project Plan. Requires 3 units of M aster's Thesis (399T) or Master's Project (399P), plus at least 27 units of graduate-level courses. A public presentation and/or oral defense of the thesis or project is required. Students who are planning to continue their education to the doctoral level or who are interested in communication research are encouraged to choose the Thesis Plan.

   (b) Comprehensive Plan. Requires 30 units of graduate-level course work, including at least 24 units in Communication Studies. The Graduate Advisory Committee will administer and evaluate six hours of written comprehensive examinations, plus oral review, covering the student's major emphasis of study (e.g., interpersonal communication, rhetoric, organizational communication, or communication philosophy). All components of the exam must receive a grade of "pass" for the degree to be awarded. A failing grade will prohibit the student from continuing graduate work until the comprehensives are passed. Exams may be repeated only once, at the discretion of the committee, and only in the semester following the initial exam. The committee may allow partial rewriting of the exam, but only once. A second failure will result in termination of the student's course of study.

3. Approval by the department graduate committee and the Graduate Coordinators Committee on behalf of the faculty of the university.

Course Requirements:

Students without an undergraduate degree in Communication and/or significant course work in speech, rhetoric, public address, communication theory and philosophy, interpersonal communication, organizational communication, small group communication, or intercultural communication may be required to take prerequisite course work prior to enrolling in graduate classes in Communication Studies. Students must satisfy the Graduate Literacy Requirement before they may be advanced to candidacy, prepare a thesis prospectus, or schedule comprehensive examinations.

9 units required:

CMST 301  Sem in Communication Studies 3.0   FA
Prerequisites: CMST 100; CMST graduate standing or faculty permission.
CMST 302  Seminar in Comm Research Methods 3.0   FA
Prerequisites: CMST 102; CMST graduate standing or faculty permission.
CMST 303  Approach to Human Comm Research 3.0   SP
Prerequisites: CMST graduate standing or faculty permission.

15 units selected from:

CMST 304  Sem: Political Communication 3.0   F2
This course is the same as POLS 304 which may be substituted.
CMST 306  Sem Interpersonal Comm Theories 3.0   SP
Prerequisites: CMST graduate standing or faculty permission.
CMST 307  Seminar in Organizational Comm Prerequisites: CMST graduate standing or faculty permission.
CMST 308  Comm Theories and Philosophies Prerequisites: CMST graduate standing or faculty permission.
CMST 309  Seminar in Health Communication 3.0   SP
Prerequisites: CMST graduate standing.
CMST 311  Seminar in Intercultural Comm 3.0   FA
Prerequisites: CMST 125 or equivalent; CMST graduate standing or faculty permission.

CMST 312  Sem: Rhetoric/Public Address 3.0   S2
Prerequisites: CMST 211; CMST graduate standing or faculty permission.
CMST 313  Seminar in Rhetorical Criticism 3.0   S1
Prerequisites: CMST graduate standing or faculty permission.
CMST 314  Feminist Rhetorical Criticism 3.0   F1
Prerequisites: CMST graduate standing or faculty permission.

Recommended electives to bring the total units to 30:

CDES 300  Sem Theory/Res of Instruc Tech 3.0   FA
CDES 305  Effects of Info & Communictn Age 3.0   FA
CMST 325  Sem/Practicum Survey Research 3.0   Inq
Prerequisites: At least one prior course in research techniques. This course is the same as SO SC 325 which may be substituted.
CMST 397  Contemporary Research Problems 3.0   Inq
Prerequisites: CMST graduate standing or faculty permission.

Students selecting the Thesis Plan are required to complete 3 units of CMST 399T.

Students selecting the Comprehensive Plan are required to have completed at least 21 units of their approved graduate program. Students must have completed CMST 301, CMST 302 and CMST 303. Comprehensive Exams are administered and evaluated by the graduate advisory committee and the Graduate Coordinator.

Graduate Literacy Requirement:

Writing proficiency is a graduation requirement. Majors will demonstrate their writing competence both by articles or papers submitted as a requirement for admission to classified status and by their successful completion of the core courses for the degree (CMST 301, CMST 302, and CMST 303), each of which requires a research paper.

Graduate Grading Requirements:

All courses in the major (with the exceptions of Independent Study-398 and Master's Study-399) must be taken for a letter grade, except those courses specified by the department as ABC/No Credit (200-level courses), AB/No Credit (300-level courses), or Credit/No Credit grading only. A maximum of 10 units combined of ABC/No Credit, AB/No Credit, and Credit/No Credit grades may be used on the approved program (including 398, 399, and courses outside the major). While grading standards are determined by individual programs and instructors, it is also the policy of the university that unsatisfactory grades may be given when work fails to reflect achievement of the high standards, including high writing standards, expected of students pursuing graduate study.

Students must maintain a 3.0 grade point average in all course work on the approved master's degree program as well as in all course work taken subsequent to admission to conditionally classified status.

Students not maintaining the required grade point averages will be referred to the Graduate Coordinator for program review and recommendations, which may include program modification or dismissal from the program.

Graduate Advising Requirement:

Advising is mandatory each semester for Communication Studies majors. Consult the Graduate Coordinator for specifics.
THE MASTER OF SCIENCE IN INSTRUCTIONAL TECHNOLOGY

Course Requirements for the Master's Degree: 30 units

Continuous enrollment is required. A maximum of 9 semester units of transfer credit may be applied toward the degree.

Graduate Time Limit: All requirements for the degree are to be completed within five years of the end of the semester of enrollment in the oldest course applied toward the degree. See “Graduate Education” in The University Catalog for complete details on general degree requirements.

Students are expected to make reasonable progress by completing all courses on schedule according to the individual student's selected program. Students not adhering to declared schedules will be referred to the Graduate Coordinator for program review and recommendations which may include program modification or dismissal from the program.

Prerequisites for Admission to Conditionally Classified Status:

1. Satisfactory grade point average as specified in “Admission to Master's Degree Programs” in The University Catalog.
2. Approval by the department and the Office of Graduate Programs.
3. An acceptable baccalaureate from an accredited institution or an equivalent approved by the Office of Graduate Programs.

An applicant who does not meet all of the prerequisites for admission to classified status (see below) may be admitted on a provisional basis as a conditionally classified student. This admission provides the student a trial period to demonstrate ability. Students are expected to carry at least 9 units of course work at the 200/300 level, make no grade lower than B, and finish all course work (no “incomplete” or “satisfactory progress”). Normally a decision to advance a student to classified status or terminate the student from the program will be made at the conclusion of the student's first semester in the program.

Prerequisites for Admission to Classified Status:

In addition to any requirements listed above:
1. If an applicant does not hold an undergraduate degree in Instructional Technology, the Graduate Coordinator may make recommendations, based on the individual student's background, for courses to be taken as prerequisites for classified status. Such prerequisite course work may not count toward the fulfillment of master's program requirements.
2. A minimum grade point average of 3.0 during the last 60 semester units of undergraduate course work.
3. Completion of either the Graduate Record Examination (minimum score of 1400) or the Miller Analogies Test (minimum score of 50).
4. A statement outlining the applicant's motivation, objectives, and expected area of emphasis in graduate studies.
5. At least three letters of recommendation from the applicant's former instructors or professional supervisors.
6. One article or paper authored by the applicant to demonstrate writing skills or one article or paper and a portfolio within the applicant's specialty to exhibit higher skills, abilities, and talents in the expected area of emphasis.
7. Level 1 computer competency: Macintosh and DOS/Windows word processing, graphics, operating systems, a general theoretical understanding of how computers work, and electronic mail.

Advancement to Candidacy:

In addition to any requirements listed above:
1. Classified standing and completion at the university of at least 18 units of the proposed program, 9 of which must be in residence.
2. Formation of the Graduate Advisory Committee in consultation with the Graduate Coordinator. Normally, the committee will be formed during the student's first year and will consist of at least three members. The chair of the committee must be a member of the Communication Design Department.
3. Development of an approved program in consultation with the graduate advisory committee and with the approval of the Graduate Coordinator.

Requirements for the MS in Instructional Technology:

Completion of all requirements as established by the department graduate committee, the graduate advisory committee, and the Office of Graduate Programs, to include:

1. Completion of an approved program consisting of 30 units of 200/300-level courses as follows:

Research and Theory Core: 18 units

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Units</th>
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<tbody>
<tr>
<td>CDES 300</td>
<td>Sem Theory/Res of Instr Tech</td>
<td>3.0</td>
</tr>
<tr>
<td>CDES 303</td>
<td>Research Methods in Instr Tech</td>
<td>3.0</td>
</tr>
<tr>
<td>CDES 305</td>
<td>Effects of Info &amp; Communicat Age</td>
<td>3.0</td>
</tr>
<tr>
<td>CDES 381</td>
<td>Practicum/Multimedia Proj Mgmt</td>
<td>3.0</td>
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<tr>
<td>CDES 382</td>
<td>Adv Instruc Dsgn &amp; Development</td>
<td>3.0</td>
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</table>

Electives: 9 units

Additional 200/300-level courses from communication design or other appropriate courses selected in consultation with the Graduate Coordinator.

Thesis or Project: 3 units

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>CDES 399P</td>
<td>Master's Project</td>
<td>3.0</td>
</tr>
<tr>
<td>CDES 399T</td>
<td>Master's Thesis</td>
<td>3.0</td>
</tr>
</tbody>
</table>

Electives: 9 units

In addition to any one disciplinary area outside instructional technology.

Graduate Literacy Requirement:

Writing proficiency is a graduation requirement.

MS in Instructional Technology majors will demonstrate their writing competence both by the articles or papers submitted as a requirement for admission to classified status and by their successful completion of the core courses for the degree (CDES 300, CDES 303, and CDES 305), each of which requires a research paper.

Graduate Grading Requirements:

All courses in the major (with the exceptions of Independent Study-398 and Master’s Study-399) must be taken for a letter grade, except those courses specified by the department as ABC/No Credit (200-level courses), AB/No Credit (300-level courses), or Credit/No Credit grading only. A maximum of 10 units combined of ABC/No Credit, AB/No Credit, and Credit/No Credit grades may be used on the approved program (including 398, 399, and courses outside the major). While grading standards are determined by individual programs and instructors, it is also the policy of the university that unsatisfactory grades may be given when work fails to reflect achievement of the high standards, including high writing standards, expected of students pursuing graduate study.

Students must maintain a 3.0 grade point average in all course work on the approved master's degree program as well as in all course work taken subsequent to admission to conditionally classified status.

Students not maintaining the required grade point averages will be referred to the Graduate Coordinator for program review and recommendations, which may include program modification or dismissal from the program.

Graduate Advising Requirement:

Advising is mandatory each semester for Instructional Technology majors. Consult the Graduate Coordinator for specifics.
Communication

The Faculty

Department of Communication Design

Teresa Bergman, 2001, Assist Professor, PhD, UC Davis.

John G. Berryman, 1969, Professor, MA, Montana State Univ.

Dolores T. Blažek, 1972, Assoc Prof Emerita, MA, LA State U.

Aaron Bor, 1980, Professor, EdD, Univ of Northern Col.

Fred Condo, 1990, Assist Professor, PhD, Claremont.

Terry D. Curtis, 1985, Professor, JD, U Chicago.

John F. Long, 1990, Chair, Professor, PhD, U Utah.

Robert G. Main, 1976, Professor Emeritus, PhD, U Maryland.

Jennifer Meadows, 1996, Assoc Professor, PhD, U Texas.

John M. Roussell, 1996, Assoc Professor, PhD, VA Tech.

Barbara Sudick, 2000, Assoc Professor, MFA, Yale U.

Thomas M. Welsh, 1994, Graduate Coordinator, Assoc Professor, PhD, Indiana U.

Byron Wolfe, 1999, Assist Professor, MFA, Arizona State Univ.

Department of Communication Arts and Sciences

Susan Avanzino, 1995, Assist Professor, PhD, USC.

Steven R. Brydon, 1973, Professor, PhD, USC.

Gary G. Collier, 1971, Professor Emeritus, PhD, U Iowa.

Samuel Edelman, 1979, Professor, PhD, U Arizona.

Allen E. Forbes, 1948, Professor Emeritus, EdD, Stanford U.

Ruth M. Guzlewicz, 1984, Graduate Coordinator, Assoc Professor, PhD, Arizona State Univ.

Madeline M. Keaveney, 1974, Professor, PhD, U Illinois.

Stephen W. King, 1987, Dean, Administrator, PhD, USC.

Kristina Schr̩iver, 1998, Assist Professor, PhD, Florida St.

Michael D. Scott, 1981, Professor, PhD, USC.

William R. Todd-Mancillas, 1985, Professor, PhD, Florida St.

Department of Journalism

Glen Bleske, 1994, Assoc Professor, PhD, U N C.

Peter Gross, 1983, Professor, PhD, U Iowa.

Carolyn Ringer Lepre, 2000, Assist Professor, PhD, U Florida.

Katherine J. Milo, 1981, Chair, Professor, EdD, U TN.

Kurt E. Nordstrom, 1985, Professor, PhD, U Denver.

Keith A. Sheldon, 2000, Lecturer B, MA, Pepperdine.


Communication Course Offerings

Please see the section on “Course Description Symbols and Terms” in
The University Catalog for an explanation of course description termi-
nology and symbols, the course numbering system, and course credit
units. All courses are lecture and discussion and employ letter grading
unless otherwise stated. Some prerequisites may be waived with faculty
permission. Many syllabi are available on the Chico Web.

CDES 002 Principles of Communication Design 3.0 Fa/Spr
An introductory survey course with activities demonstrating the methods and
principles common to the communication design disciplines, including
problem-solving, composition, idea generation, and storytelling.

CDES 003 Writing for Electronic Media 3.0 Fa/Spr
Prerequisites: ENGL 001.
An introduction to the styles and formats used in writing for radio, television,
multimedia, and the Web. Writing includes commercials/public service
announcements, news, and informational programming. Special fee required; see The Class Schedule.

CDES 010 Computer Technology in Communication 2.0 Fa/Spr
Introduction to computer systems and applications relevant to the design,
communication, and creative fields. Overview of hardware and software.
The implications of working in a networked environment. Basic computer
security, backup, and recovery. Macintosh, Windows, and UNIX environ-
ments. Special fee required; see The Class Schedule. Formerly CDES 110.

CDES 012 Introductory Internet Survey 2.0 Fa/Spr
The nature and history of the Internet and World Wide Web. Overview of
the Web/Internet industry. Overview of Internet applications and Web
browsers. Strategies for using the WWW to find information. Critical
evaluation of Web-based information.

CDES 019 Visual Communication Concepts 2.0 Fa/Spr
Visual communication is explored through images which audiences view.
Includes graphic design methodology, layout, typography, symbolism, and
grid systems developed from thumbnail through comprehensive. For
non-Graphic Design majors only. 1.0 hour lecture, 3.0 hours laboratory.

CDES 020 Visual Communication Portfolio Review 1.0 Fa/Spr
Prerequisites: ART 003A; ART 015A; CDES 023; CDES 092; or faculty permission.
Orientation to the portfolio process and review. Required for stu-
dents in the CDES Visual Communication/Graphic Design sequence. Suc-
cessful completion of the course with a grade of A is necessary for entry
into CDES 130, CDES 132, and CDES 133A. Review of individual work by
faculty committee. 2.0 hours activity. ABC/no credit grading only.

CDES 040 Media Aesthetics 3.0 Fa/Spr
This course will explore the elements of visual design as they apply to
the production of video and film. An overview of visual literacy will be
given, and the application of these elements to the critical analysis of
video and film productions will be discussed.

CDES 065 Foundations of Electronic Media 3.0 Fa/Spr
Discussion and analysis of the function, structure, organization, operation,
and economics of the various telecommunication industries, including
broadcasting, cable, independent production, and other related new-
technologies. Required for enrollment in upper-division Media Arts courses.

CDES 066 Introduction to Audio in Media 3.0 Fa/Spr
This course is designed to develop audio production skills for media pro-
jects. Students will work with microphones, mixers, turntables, recorders,
and tape-editing equipment in producing the sound component of audio,
video, slide-tape, and live presentations. 2.0 hours lecture, 3.0 hours
laboratory. Special fee required; see The Class Schedule.

CDES 076 Lighting for TV 3.0 Fall
The fundamentals of lighting for television, including light measurement,
electrical theory, color application, lighting graphics, and design procedures.
2.0 hours discussion, 2.0 hours activity.

CDES 080 Survey of Print Publishing 2.0 Fa/Spr
An introductory survey of the printing, publishing, and packaging areas
of graphic arts. Emphasis on industry organization and structure, printed
products for mass distribution, and methods of graphic arts production.
1.0 hour lecture, 1.0 hour discussion. Special fee required; see
The Class Schedule.

CDES 092 Introduction to Photography and Digital Imaging
An introduction to 35mm photography, emphasizing camera control,
composition, and lighting and the fundamentals of digital imaging, in-
cluding scanning, image manipulation, and printing. Includes a broad-
based survey of photography. 2.0 hours lecture, 3.0 hours laboratory.
Special fee required; see The Class Schedule. Formerly CDES 090.

CDES 096 Acting for Television 3.0 Spring
To introduce the actor to the technicalities of the TV studio and produc-
tion process, and to the specifics, scope, and limitations of TV acting.
Areas covered will include movement, character development, vocal
techniques, and TV script study, as well as professional activities such as
casting and cold reading. 6.0 hours activity.
This course is the same as THEA 096 which may be substituted.
Communication

CDES 106 Introduction to Information Studies 3.0 Fa/Spr
Prerequisites: ENGL 002, CDES 002.
The fundamental study of the theory, practices, and interdisciplinary nature of information. The development of information in modern social and economic institutions. Theoretical foundations of information as a science. Evaluation of methodologies related to the study of information, its measurement, operational value, structure, notational form, and retrieval processes. The use and value of information in organizations. Open to non-majors. Formerly CDES 105.

CDES 107 Technology and Communication 3.0 Fa/Spr
Prerequisites: CDES 002.
Students will acquire a qualitative understanding of how various information and communication technologies work, the social needs that drive technology developments, and the future impact of new information technologies on work and society. This course is required for all majors in the Department of Communication Design. 2.0 hours discussion, 3.0 hours laboratory. Special fee required; see The Class Schedule.

CDES 112 Introduction to WWW Design and Publishing 3.0 Fa/Spr
Prerequisites: CDES 010, CDES 012, or faculty permission.
Introduction to hypertext markup language (HTML), Web standards, and the Web publication process. Includes practical exercises in the creation and publication of Web pages and the construction of coherent Web sites. Formerly CDES 204.

CDES 120A Analysis of Applied Media Methods 2.0 Fa/Spr
See description below. 4.0 hours activity.

CDES 120B Analysis of Applied Media Methods 2.0 Fa/Spr
See description below. 4.0 hours activity.

CDES 120C Analysis of Applied Media Methods 2.0 Fa/Spr
CDES 120C: A course in the practical application of media in radio, television, and magazine formats. 4.0 hours activity. You may take this course more than once for a maximum of 6.0 units.

CDES 122 Computer Graphics 3.0 Fa/Spr
An introduction to computer graphics utilizing both PC and Macintosh platforms. Applications for print, video, and animation are stressed. 2.0 hours discussion, 2.0 hours activity. Special fee required; see The Class Schedule.

CDES 123 Basics of Advertising Copywriting 3.0 Fa/Spr
Prerequisites: CDES 003 or JOUR 060.
An analysis of the role of the copywriter in the creation of media advertising. Emphasis on effective copywriting. Training in the creation of complete campaigns. Includes brief study of ethics and regulations of advertising. Special fee required; see The Class Schedule.

CDES 126 Communication Criticism 3.0 Fa/Spr
Prerequisites: ENGL 001 (or its equivalent) with a grade of C- or higher.
Study of various approaches to the critical examination of communication. Application of principles to selected examples. This course is required for all majors in the Department of Communication Design. 1.0 hour discussion, 2.0 hours lecture. This is a writing proficiency, WP, requirement. 2.0 hours discussion, 2.0 hours activity. Special fee required; see The Class Schedule.

CDES 130 Letterforms 3.0 Fa/Spr
Prerequisites: CDES 029W.
Exploration of letterforms, historical through contemporary. Alphabet development and motivation for visual communication. Experience with traditional letterform techniques and how they interface with current computer technologies. 2.0 hours discussion, 2.0 hours activity.

CDES 131 History of Graphic Design 3.0 Spring
The course is designed to expose visual communication students to significant graphic forms, personalities, and movements. Students will relate symbolic, typographic, photographic, and illustrative imagery to informative and persuasive media.

CDES 132 Graphic Visualization 3.0 Fa/Spr
Prerequisites: CDES 029W for CDES majors. Other majors require instructor permission. Study of methods, materials, and techniques used by designers to translate literal or verbal messages into visual terms. Designed to equip students with foundation techniques for interpreting and explaining visual concepts. 2.0 hours discussion, 2.0 hours activity. Special fee required; see The Class Schedule.

CDES 133A Typography I 3.0 Fa/Spr
Prerequisites: CDES 029W, CDES 186A.
Introduction to typographic syntax, with an emphasis on the organization and visual structure of typographic information. Topics include principle of composition, form-counterform relationships, modular grids, proportion, and visual hierarchy. 2.0 hours discussion, 3.0 hours laboratory. Special fee required; see The Class Schedule.

CDES 133B Typography II 3.0 Fa/Spr
Prerequisites: CDES 133.
Introduction to typographic semantics, with an emphasis on the expression of meaning, experimentation, and discovery. Topics include contemporary typographic theory, font design, mixing messages, non-linear composition and sequence. 2.0 hours discussion, 3.0 hours laboratory. Special fee required; see The Class Schedule.

CDES 134 Advertising Design 3.0 Fall
Prerequisites: CDES 132, CDES 133A, or CDES 181A.
Course designed to enable student exploration of broad professional field of visual advertising design, special creative technique and presentation methods; interface with corporations, institutions, and government. 2.0 hours discussion, 2.0 hours activity.

CDES 137 Reprographics 3.0 Fa/Spr
Prerequisites: CDES 029W.
The study of graphic technical processes as they relate to the graphic designer, illustrator-artist. Explains methods of preparing art work for reproduction. 2.0 hours discussion, 2.0 hours activity. Special fee required; see The Class Schedule.

CDES 140 The Film — Its Origins and Meanings 3.0 Spring
Motion picture beginnings. How production, distribution, and use developed to make motion pictures a powerful medium for mass communication. The significance of the motion picture as an entertainment, education, information, and propaganda device meeting unique social needs and purposes. Open to non-majors.

CDES 143 Illustration Design 3.0 Fa/Spr
Prerequisites: ART 003A and ART 009 are strongly recommended. Course defines illustration theory and illustrator’s role in visual communication processes. Explores use of illustration as method of visual problem solving. Designed to help students explore professional field of illustration design, its special characteristics, and techniques. 2.0 hours discussion, 2.0 hours activity.

CDES 145 Packaging 3.0 Spring
Prerequisites: CDES 133, CDES 133A.
To prepare the student to develop communication methodology for solving experimental packaging problems; to develop two-dimensional and three-dimensional package simulation techniques; to understand the marketing aspects of packaging, technical reproduction methods of packaging, and interface them with the visual media. 2.0 hours discussion, 2.0 hours activity.

CDES 147 The Documentary Film 3.0 Fall
The origins and major movements in the area of the documentary film. The various uses relating to propaganda, social problems, and personal insight. Production motivations in seeking the mass audience through documentary. Open to non-majors.

CDES 150 Introduction to the Design of Instruction and Training 3.0 Fa/Spr
An introduction to the application of systems theory in the design and development of instruction. A sequential procedure will be considered, which begins with goal-setting and ends with instructional product evaluation and a revision cycle. Emphasis will be placed upon needs assessment, performance objectives, task outcomes, and formative evaluation.

CDES 152 Media for Instruction and Training 3.0 Fa/Spr
Prerequisites: CDES 150 or concurrent enrollment or faculty permission.
An introduction to the media for instruction and training. The course is divided into three general areas: (1) Hardware; (2) Theory; (3) Application. Students will design and carry out plans for actual use of media in teaching and learning situations. 2.0 hours discussion, 3.0 hours laboratory. Special fee required; see The Class Schedule.

CDES 160 Broadcast News 3.0 Fa/Spr
Prerequisites: CDES 003, CDES 066.
Theory, practice, and techniques involved in gathering, writing, and reporting broadcast news. 2.0 hours discussion, 2.0 hours activity.

CDES 162 Media Performance 3.0 Fall
Prerequisites: CDES 003, CDES 066.
The skills and techniques of announcing in audio, slide tape, film, and video presentations. Areas covered include copy interpretation and the objective delivery of scripted and ad-lib material in a variety of audio, film, video, and live presentations. 2.0 hours discussion, 2.0 hours activity. Special fee required; see The Class Schedule.

CDES 163 Public Affairs Programming 3.0 Fall
Prerequisites: CDES 003, CDES 066 with a grade of C- or better.
The planning, researching, writing, and production of news and information programs related to public affairs. Course content includes interview, discussion, and documentary styles of public affairs programs. 2.0 hours discussion, 2.0 hours activity.
CDES 164 Electronic Media Management  3.0 Spring
The programming and management principles involved in the operation of telecommunication facilities. Course content includes sales, advertising, programming, legal and ethical management responsibilities, and other related topics. Industry professionals are frequent guest speakers.

CDES 168A Field Video Production  3.0 Fa/Spr
Prerequisites: CDES 003, CDES 066, CDES 092; CDES 040, CDES 065 (both with a grade of C or better).
Theory and techniques of video production designed to develop skills in all aspects of electronic field video production. The course includes all pre-production, production, and post-production videotape editing elements related to the production of all video programs. 2.0 hours discussion, 3.0 hours laboratory. Special fee required; see The Class Schedule.

CDES 168B Studio Video Production  3.0 Fa/Spr
Prerequisites: CDES 168A.
Theory and techniques of color video production designed to develop skills in all aspects of video production. This course includes pre-production and production elements related to the production of all video programs. 2.0 hours discussion, 3.0 hours laboratory. Special fee required; see The Class Schedule.

CDES 170 Narrative Scriptwriting  3.0 Fa/Spr
Prerequisites: CDES 003, CDES 066, CDES 040, CDES 065 (both with a grade of C or better).
An advanced writing course for non-print media which provides experience in writing narrative scripts for television and film. Consideration will be given to format and style as well as aspects of dramatic structure. Special fee required; see The Class Schedule.

CDES 181A Digital Printing Systems  3.0 Fa/Spr
Prerequisites: CDES 010, CDES 080, or faculty permission.
Systems of digital printing, includes inkjet, subliminal dye, dry toner and liquid ink systems of digital printing and proofing. Concepts and application of print-on-demand and variable-data-printing are also examined. Comparison of conventional digital imagesetting workflow with direct-to-plate and direct-to-press reproduction models. 2.0 hours discussion, 3.0 hours laboratory. Special fee required; see The Class Schedule.

CDES 181B Conventional Printing Systems  3.0 Fa/Spr
Prerequisites: CDES 080.
An examination of sheetfed and webfed image transfer techniques and systems. Includes lithography, flexography, letterpress, gravure, and screen process techniques. 2.0 hours discussion, 3.0 hours laboratory. Special fee required; see The Class Schedule.

CDES 181C Postpress Processes  2.0 Fa/Spr
Prerequisites: CDES 080.
Systems and techniques of postpress processes. Includes product finishing, publication binding, and methods of converting. Emphasis placed on product and customer end-use requirements. 1.0 hour discussion, 3.0 hours laboratory. Special fee required; see The Class Schedule.

CDES 183 Print Materials  2.0 Fa/Spr
Prerequisites: CDES 080.
A study of the selection suitability and physical properties of substrates and inks used in the printing, publishing, and packaging fields. Emphasis is placed upon the appropriateness and compatibility of materials and processes related to product and customer end-use requirements. 1.0 hour lecture, 3.0 hours laboratory. Special fee required; see The Class Schedule.

CDES 184 Printing Management  3.0 Fa/Spr
Prerequisites: CDES 181A; CDES 181B; CDES 181C.
A study of the management and organizational structure of establishments engaged in the creation of printed products, including the analysis and problem-solving functions related to product manufacture, industry customs and business practices, process scheduling, and facility planning. 2.0 hours discussion, 2.0 hours activity.

CDES 186A Digital Pre-publishing I  3.0 Fa/Spr
Prerequisites: CDES 180, CDES 080, or faculty permission.
Introduction to digital pre-publishing (print and WWW). Examination of document layout and page makeup, including software applications. Proper use of typographic elements and computerized page layout systems. 2.0 hours discussion, 2.0 hours activity.

CDES 186B Digital Pre-publishing II  3.0 Fa/Spr
Prerequisites: CDES 186A.
Intermediate digital pre-publishing (print and WWW). This course assumes students have an introductory knowledge of digital publishing and content creation software. Advanced strategies for production of complex documents, including the addition of full-color bitmap and vector graphics. An understanding of production software to accomplish preflighting, trapping, OPI, and server-based file and asset management strategies and techniques are stressed. This course is appropriate for students who desire an understanding of production software techniques for publication, 2.0 hours discussion, 3.0 hours laboratory. Special fee required; see The Class Schedule.

CDES 186C Digital Pre-publishing III  3.0 Fa/Spr
Prerequisites: CDES 186A.
Pre-publishing (print and WWW) techniques and strategies for full-color digital imaging and separation. Includes selection of original, scanning, and bitmap image manipulation, color correction, color management for print and WWW. This course assumes students have an introductory knowledge of digital publishing. It is appropriate for students who desire an understanding of full-color digital imaging techniques for publishing in print or WWW. 2.0 hours discussion, 3.0 hours laboratory. Special fee required; see The Class Schedule.

CDES 190 Intermediate Photography and Digital Imaging  3.0 Fa/Spr
Prerequisites: CDES 092.
In-depth study of contemporary photographic techniques, stressing advanced systems of exposure and digital imaging for high-quality output. Emphasis will be placed on furthering aesthetic and creative vision in conjunction with refining technical proficiency. 2.0 hours discussion, 2.0 hours activity. Special fee required; see The Class Schedule.

CDES 198 Special Topics  1.0-3.0 Fa/Spr
This course is for special topics offered as 198A-C for 1.0 to 3.0 units respectively. Typically the topic is offered on a one-time-only basis and may vary from term to term and be different for different sections. See The Class Schedule for the specific topic being offered.

CDES 199 Special Problems  1.0-3.0 Fa/Spr
This course is an independent study of special problems and is offered as 199A-C for 1.0 to 3.0 units respectively. You must register directly with a supervising faculty member. Credit/no credit grading only.

CDES 210 Specialized Information Systems  3.0 Fa/Spr
Prerequisites: CSCS 010 or equivalent experience with computers.
Develop knowledge of (a) the role of information and specialized information systems in modern organizations and (b) how changes in the world information environment challenge organizations. Introduces methods of designing and preparing specifications of information systems for a variety of specialized tasks.

CDES 211 Government Information and Telecommunication Systems  3.0 Fall
Prerequisites: Junior or senior standing.
Relationships between governmental processes and the availability of public information and channels of communication. Intergovernmental agencies and federal, state, and local governments as sources of published and unpublished information and as forces in the development of communication systems.

CDES 212 Advanced WWW Design and Publishing  3.0 Fa/Spr
Prerequisites: CDES 112.
Modern Web technologies for the production and publication of Web pages and sites. Production of client-side and server-side dynamic Web pages to accept user input and retrieve information from databases. Style sheets for controlling Web page appearance. 2.0 hours lecture, 3.0 hours laboratory. Formerly CDES 205.

CDES 215 Human Interface Design  3.0 Fall
Prerequisites: CDES 112.
The nature of the human interface. Issues in human interface design with strong emphasis on the WWW and E-commerce. Principles of usability and their underpinnings in cognitive psychology, Web accessibility and adaptive technologies. Students critically analyze the usability of existing E-Web sites and recommend changes.

CDES 217 Information Architecture  3.0 Fa/Spr
Prerequisites: CDES 112.
Systems for organizing, labeling, searching, and maintaining information for interactive use. The role of the information architecture on interactive design teams. The role of information architecture in the usability of interactive systems. Formerly ICST 217.
CDES 218 Production Planning and Estimating for WWW 3.0 Fa/Spr
Prerequisites: CDES 112. Technologies and strategies for arriving at reliable cost estimates for digital WWW media projects, to include direct, indirect, and contingency costs and profits. Critical path analysis and computational techniques are stressed. 2.0 hours discussion, 2.0 hours activity.

CDES 219 WWW Practicum 3.0 Fa/Spr
Prerequisites: Senior standing. The role of the computer in handling office functions is examined. Emphasis will be on the analysis of office services and operations in terms of organizational structure and individual requirements. System design and implementation will be covered in terms of user acceptance, equipment requirements, and cost/benefits. Comparisons will be made between centralized and decentralized systems. 2.0 hours discussion, 2.0 hours activity. Special fee required; see The Class Schedule.

CDES 221 Publication Design 3.0 Fall
Prerequisites: CDES 132, CDES 133A. Preparation of documents to affect audiences, including book, magazine, annual report, newsletter, and experimental formats. Includes publication formula, analysis, and relation to electronic platforms. 2.0 hours discussion, 3.0 hours laboratory. Special fee required; see The Class Schedule.

CDES 222 Corporate Design Systems 3.0 Spring
Prerequisites: CDES 123, CDES 133A. Environmental signage and information systems design for exhibits, retail, transportation, parks, museums, and related architecture. 2.0 hours discussion, 2.0 hours activity.

CDES 223 Environmental Graphic Design 3.0 Fall
Prerequisites: CDES 123, CDES 133A. Environmental sign and information systems design for exhibits, retail, transportation, parks, museums, and related architecture. 2.0 hours discussion, 2.0 hours activity.

CDES 234 Kinetic Typography 3.0 Spring
Prerequisites: CDES 122 and CDES 133A, or faculty permission. Introduction to time-based information design and kinetic typography, exploring relationships between music and typographic composition for new media. Topics include historical relationships between music and typography, form and space, hierarchy and structure, texture and depth, time and movement. 2.0 hours discussion, 3.0 hours laboratory. Special fee required; see The Class Schedule.

CDES 240 Current Trends in Information and Communication Industries 3.0 Fall
Prerequisites: CDES 003, CDES 064, CDES 092; CDES 040, CDES 065 (both with a grade of C or better). An examination of contemporary trends in the telecommunication industry.

CDES 242 Advanced Video Editing 3.0 Fa/Spr
Prerequisites: CDES 168A. Involves complicated and detailed editing of video-based materials using digital and analog linear and nonlinear video editing procedures and techniques. 2.0 hours discussion, 3.0 hours laboratory.

CDES 243 Video Production Workshop 3.0 Fall
Prerequisites: CDES 168A. Selected video production projects involving advanced techniques not covered in other production courses, including integration of other media forms into complete video programs. 2.0 hours discussion, 3.0 hours laboratory. Special fee required; see The Class Schedule.

CDES 246 Media Production Management 3.0 Fall
Prerequisites: CDES 168A. This course is designed to acquaint the student with the responsibilities of the producer in all media productions. Special fee required; see The Class Schedule.

CDES 248 Programming and Audience Analysis 3.0 Fa/Spr
Prerequisites: CDES 065. A thorough review of the basics of broadcast and online programming practices and theory including both qualitative and quantitative audience analysis. Programming for broadcast, cable, satellite, premium, public, and online media are discussed and analyzed.

CDES 261 Media Arts Application Seminar 1.0 Fa/Spr
Prerequisites: CDES 168A. This course is the required senior level exit course for media arts students in the Department of Communication Design. Students should register for the class immediately upon reaching senior status. The purpose of this class is to provide students with the appropriate mediated material required to enter the professional workplace. It purports to identify and enhance those skills specific to employment in the field of media arts, and, more generally, electronic communication. 2.0 hours activity. Credited/no credit grading only. Special fee required; see The Class Schedule.

CDES 265 Telecommunication Policy and Regulation 3.0 Fa/Spr
Prerequisites: COM 001, CDES 003, CDES 068; CDES 040, CDES 065 (both with a grade of C or better). A review of the legal assumptions of telecommunication regulation; a review of the major legal cases, acts, and legislative acts which form the corpus of telecommunication regulation.

CDES 266 Media Arts Practicum 1.0-3.0 Fa/Spr
Prerequisites: CDES 168A or faculty permission. Provides students with opportunities to further define their skills and abilities in video-related experiences.

CDES 267 Digital Video Production 3.0 Fall
Prerequisites: CDES 168A. This course will focus on the design and creation of television programs used in corporate training, interactive video, and other non-dramatic settings. Students will be responsible for the television producer's functions in planning and supervising the execution of television programs, with emphasis on content, organization, and use of production techniques to secure the intended audience response. 2.0 hours discussion, 3.0 hours laboratory. Special fee required; see The Class Schedule.

CDES 268 American Radio and Television 3.0 Spring
Prerequisites: Junior standing. CDES 003, CDES 066; CDES 040, CDES 065 (both with a grade of C or better); faculty permission. This course examines the development of radio and television formats, programming types, ideology, and genres from historical and critical standpoints. The impact on cultural functions, political agendas, social judgment, art forms, and human communication will be addressed through interpretation of mediated content.

CDES 269 New Telecommunication Technologies 3.0 Spring
Prerequisites: Senior standing or faculty permission. An exploration of the new technologies related to communication and information media. 2.0 hours discussion, 3.0 hours laboratory.

CDES 270A Introduction to Multimedia Design and Development 3.0 Fall
Prerequisites: CDES 270A. Project-based course designed to develop the student's ability to function as a multimedia development team member. Emphasis on design and development of multimedia programs for use in education and training, information delivery, and performance support. Hands-on skill development in creating digital elements for use in multimedia, such as graphics, audio, and video and combining these elements into interactive programs. 2.0 hours discussion, 3.0 hours laboratory. Special fee required; see The Class Schedule.

CDES 270B Advanced Multimedia Design and Development 3.0 Spring
Prerequisites: CDES 270A. Project-based course designed to develop the student's ability to function as a multimedia development team member. Emphasis on design and development of multimedia programs for use in education and training, information delivery, and performance support. 1.0 hour discussion, 4.0 hours activity. Special fee required; see The Class Schedule.

CDES 271 Performance Analysis 3.0 Fa/Spr
Prerequisites: CDES 150; CDES 252; or faculty permission. Theoretical frameworks and strategic approaches to analyzing the source of human/organizational performance problems are discussed. Emphasis on analytical approaches to needs analysis that result in recommended solutions. The role of the computer in handling office functions is examined. Special fee required; see The Class Schedule.

CDES 272 Design and Development of Instructional Products 3.0 Fa/Spr
Prerequisites: CDES 271 or faculty permission. Application of systematic instructional design and development techniques. The student functions as an instructional planner and performs key instructional design/product development tasks such as assessing human/organizational performance problems, developing design specifications, and testing and revising instructional products. Special fee required; see The Class Schedule.

CDES 273 Evaluation of Instructional Products and Programs 3.0 Fa/Spr
Prerequisites: CDES 272 or faculty permission. Theory and practice of evaluation as it relates to instructional products and programs. Consideration of formative and summative evaluation techniques that are particularly applicable to instructional technology, including peer and expert review, pilot testing, and cost/benefit analysis. Examination of sampling techniques and measurement methods that support the evaluation effort.
CDES 274 Research, Theory, and Application in Instructional Technology 3.0 Fa/Spr
An overview of the scholarly theory, research literature and application of the field of instructional technology. Classic models and theories about instruction, learning, perception, systems and communication are examined. Research findings that have potential applications in the design, production or delivery of instruction are featured. Micro-theories such as component display theory and elaboration theory, which have particular relevance to instructional design, are considered.

CDES 281 Publishing Practicum 2.0 Fa/Spr
Prerequisites: Senior standing and instructor permission.
An opportunity for students to further examine an area of individual specialization or to gain additional educational experiences as they accomplish digital publishing projects, usually as participants in a publishing team environment. 6.0 hours laboratory. Special fee required; see The Class Schedule.

CDES 283 Graphic Arts Production Control 3.0 Fall
Prerequisites: CDES 183; CDES 184; CDES 186C.
An investigation of current issues related to the control of printing processes, including pre-press, press, and post-press. Numerical production control devices and visual targets are studied, as well as techniques to use product data to establish manufacturing standards in printing, publishing, and packaging. 2.0 hours lecture, 3.0 hours laboratory.

CDES 284 Production Planning and Estimating for Print 3.0 Fa/Spr
Prerequisites: CDES 183A, CDES 183B, CDES 183C, CDES 184A, CDES 184B.
Techniques and strategies for arriving at reliable cost estimates for printed projects, to include direct, indirect, and contingency costs and profits. Production analysis and computational techniques are stressed. 2.0 hours lecture, 2.0 hours activity.

CDES 284B Advanced Graphic Arts Estimating 3.0 Spring
Prerequisites: CDES 284A.
Complex cost analysis techniques utilizing computer-assisted productivity software. Examination of different business software systems. A grade of "C" or better in CDES 284A is required for enrollment. 2.0 hours lecture, 3.0 hours laboratory.

CDES 285 Digital Publishing Seminar 1.0 Fa/Spr
Prerequisites: Senior standing and instructor permission.
Seminar designed for students planning to enter some specialization of digital publishing (print or WWW). Students enrolled in this course are required to write a major paper.

CDES 286 Information and Communication Technologies 3.0 Fa/Spr
Examines the use of computer systems and technology in expanding and improving traditional communication methods. The role of computers in production and distribution of mass media forms will be studied as well as implications for individualizing information and communication modules with large automated information data bases connected to terminals in the home or office. Telecommunication networks using satellites, fiber optics, packet switching burst communication transmissions will be explored. 2.0 hours discussion, 3.0 hours laboratory. Special fee required; see The Class Schedule.

CDES 289 CDES Internship 1.0-12.0 Fa/Spr
This course is an internship offered as 289A-G for 1.0 to 12.0 units respectively. You must register directly with a supervising faculty member. The internship is a program designed to provide the student with occupational experience — within the industrial environment — in the information and communication profession prior to graduation. The internship is designed as a transition to professional practice wherein the student will work full-time within an industrial firm for a length of time to be established between the cooperating firm, the intern, and California State University, Chico. The student will experience a wide range of industrial situations, conditions, and practices. Students will serve their internship under the direct supervision of a practicing member of the profession. Prerequisites: CDES 092.

CDES 290 Photographic Copying and Titling Techniques 1.0 Fa/Spr
Prerequisites: CDES 092.
This course is designed to teach students concepts and skills in photographic copying and titling techniques and their applications to motion picture, instructional media, and TV production. 3.0 hours laboratory. Special fee required; see The Class Schedule.

CDES 291 Pictorial Organization 3.0 Fa/Spr
Prerequisites: CDES 092; CDES 183C or faculty permission.
Enrichment of the student's visual literacy. Extension of the student's ability to develop concepts visually and to reinforce these concepts with words/music/sound effects. The course is designed for both instructional technology and media arts students. Students will be able to verbalize a concept and illustrate it with synchronous images, words, music, and sound effects in a single-sequence slide tape. 2.0 hours discussion, 3.0 hours laboratory.

CDES 292 Applied Photography and Digital Imaging 3.0 Fa/Spr
Prerequisites: CDES 190.
Students will develop effective communication and analytical skills in areas such as product and illustration photography. Emphasis will be placed on camera and lighting control, problem solving, composition, and art direction. Primarily for graphic design students. 2.0 hours discussion, 2.0 hours activity.

CDES 293 Specialized Photographic Techniques 1.0 Fa/Spr
Prerequisites: CDES 190 or faculty permission.
This course explores specialized techniques including: color balance, solarization, high-contrast printing, masks, dual print, etc., of both color and black and white materials. The stress is on darkroom manipulation and will deal with camera and non-camera-generated negatives.

CDES 297 Design Workshop 2.0-5.0 Fa/Spr
Prerequisites: CDES 132, CDES 134, CDES 136.
This course is studio practice offered as 297B-E for 2.0 to 5.0 units respectively. You must register directly with a supervising faculty member. Course is designed to provide actual studio practice in graphic design and will focus on client relationships, design management, specifications, cost analysis, printer interface, and quality control. Students will function as design studio staff members with a faculty member as art director. Recommended for Visual Communication majors only.

CDES 298 Special Topics 1.0-3.0 Fa/Spr
Prerequisites: CDES 150, CDES 252.
This course is for special topics offered as 298A-C for 1.0 to 3.0 units respectively. Typically the topic is offered on a one-time-only basis and may vary from term to term and be different for different sections. See The Class Schedule for the specific topic being offered.

CDES 299 Independent Study 1.0-3.0 Fa/Spr
Prerequisites: CDES 130, CDES 132, CDES 150, or faculty permission.
This course is an independent study of special problems and is offered as 299A-C for 1.0 to 3.0 units respectively. You must register directly with a supervising faculty member. Credit/no credit grading only. You may take this course more than once for a maximum of 6.0 units.

CDES 300 Seminar in Theory and Research of Instructional Technology 3.0 Fall
As a seminar, this course is designed to challenge students to think critically about the modes, functions, and consequences of communication in instructional settings.

CDES 303 Research Methods in Instructional Technology 3.0 Spring
An overview of research strategies for instructional technology. Emphasis on critical review of existing research, formulating research questions, selecting a research methodology, collecting data, and reporting results. Key outcome is student generation of a proposal for the research or project component of the M.S. in Instructional Technology.

CDES 305 Effects of Information and Communication 3.0 Fall
Age on Institutions and Individuals
Examines the social, economic, and public policy implications of current trends and potential changes in information technology and in the institutions controlling that technology. Policy options associated with cable television, communication satellites, multimedia technology, and global information systems will be discussed.

CDES 371 Performance Analysis 3.0 Fa/Spr
Prerequisites: CDES 150, CDES 252 or CDES 372.
The field of performance technology, its relationship to the organization and the changing global economy are explored to broaden theoretical perspectives and practical procedures of performance analysis. Focus is on application of both knowledge and skills to the analysis of a variety of performance problems, the application of tools and techniques used in performing an analysis, and the design of a performance system.

CDES 372 Developing Instructional Products 3.0 Fa/Spr
Prerequisites: CDES 150.
Exploration and application of instructional design models. The student functions as an instructional consultant, analyzing an instructional problem/opportunity, designing and developing an instructional intervention. The emphasis is on developing products for incorporation into an instructional design portfolio.
CDES 375 Evaluation 3.0 Fa/Spr
Prerequisites: CDES 372
Exploration and application of evaluation theory and models. The emphasis is on the evaluation of instructional products and programs, and of performance interventions. Examination of sampling techniques and measurement methods that support the evaluation effort.

CDES 381 Practicum in Multimedia 3.0 Spring
Prerequisites: CDES 270A; faculty permission.
Project-based course designed to develop the student’s ability to function as a project leader and team member in the development of multimedia programs and prototypes. Emphasis on multimedia design and development as well as team management. 1.0 hour discussion, 4.0 hours activity. Special fee required; see The Class Schedule.

CDES 382 Advanced Instructional Design and Development 3.0 Fall
Prerequisites: CDES 27T or CDES 272.
Project-based course designed to develop the student’s ability to function as a project leader and team member in the development of instructional projects incorporating print, video, and computer-mediated delivery systems. Emphasis on design and development as well as team management. 1.0 hour discussion, 4.0 hours activity. Special fee required; see The Class Schedule.

CDES 385 Telecommunication Switching and Signaling Technologies 2.0 Inquire
Introduction to the operation, testing, and management of the technologies of modern Central Office/Remote Office switching and signaling function, including hardware and software. 1.0 hour lecture, 2.0 hours activity. AB/no credit grading only.

CDES 386 Digital Applications and Local Networks 1.0 Inquire
Introduction to the operation, testing, and management of the technologies of digital telecommunication applications and network systems, including Local Area Network (LAN) systems, router systems and their use in internetworking applications, and digital services systems, including synchronization systems. 0.5 hour lecture, 1.0 hour activity. AB/no credit grading only.

CDES 387 WAN Technologies 2.0 Inquire
Introduction to the operation, testing, and management of the technologies of telecommunication connectivity in the wide area, including digital multiplexing and cross-connect systems, Integrated Services Digital Network (ISDN), frame relay systems, Asynchronous Transfer Mode (ATM), fiber optic systems (Wave Division Multiplexing WDM and Synchronous Optical Network SONET). 1.0 hour lecture, 2.0 hours activity. AB/no credit grading only.

CDES 388 Telecommunications Networks Operations and Reliability 1.0 Inquire
Introduction to the management and use of the technologies of network operations, administration, management, and provisioning. 0.5 hour lecture, 1.0 hour activity. AB/no credit grading only.

CDES 398 Independent Study 1.0-3.0 Fa/Spr
This course is a graduate level independent study and is offered as 398A-C for 1.0 to 3.0 units respectively. You must register directly with a supervising faculty member.

CDES 399R Master’s Project 3.0 Fa/Spr
Prerequisites: faculty permission.

CDES 399T Master’s Thesis 3.0 Fa/Spr
Prerequisites: faculty permission.

Communication Studies Course Offerings
CMST 011 Speech Communication Fundamentals 3.0 Fa/Spr
Effective oral communication. Introduction to human communication theory. Practice in gathering, organizing, and presenting material in speeches to persuade, inform, and interest. 2.0 hours discussion, 1.0 hour lecture. This is an approved General Education course. CAN SPCH 4.

CMST 011H Speech Communication Honors 3.0 Fall
Prerequisites: Acceptance into the Honors Program. Effective oral communication. Introduction to human communication theory. Practice in gathering, organizing, and presenting material, with special emphasis on evidence, reasoning, analysis, and argument. Oral advocacy of ideas with a focus on critical thinking. Open to Honors students only. This is an approved General Education course.

CMST 012 Small Group Communication 3.0 Fa/Spr
This course examines communication in small group processes such as groups in organizations, leadership and roles, problem-solving, and conflict. Participation in an in-class small group helps facilitate individual and group improvement. This is an approved General Education course. CAN SPCH 10.

CMST 015 Speech and Debate Practicum 1.0 Fa/Spr
Using speeches developed for other communication classes, students will compete in a speech tournament held on a weekend designated at the beginning of each semester. Students will practice public speaking, argumentation and debate skills and will receive written feedback from a minimum of two different critics. This course is for students without any previous competitive public speaking experience. Credit/no credit grading only. You may take this course more than once for a maximum of 2.0 units.

CMST 018 Research in Argumentation 3.0 January
Investigation of topics in practical argumentation. Designed for any student, regardless of previous level of argumentation involvement. Course is for both debaters and non-debaters. CAN SPCH 6.

CMST 019 Forensics 1.0-3.0 Fa/Spr
This course is offered as 019A-C for 1.0 to 3.0 units respectively. Supervised preparation for participating in intercollegiate contests in debate, persuasion, informative speaking, interpretation, speeches to entertain, and similar events. No more than 8 units of Forensics (CMST 019 or CMST 119) may be counted toward total university requirements.

CMST 098 Special Topics 1.0-3.0 Inquire
This course is for special topics offered as 998A-C for 1.0 to 3.0 units respectively. Typically the topic is offered on a one-time-only basis and may vary from term to term and be different for different sections. See The Class Schedule for the specific topic being offered.

CMST 100 Theory and Principles of Communication 3.0 Fa/Spr
This course will (a) teach the major theories and related principles of the field of communication, and (b) prepare the research base and the limitations of research methodology; and (c) emphasize the ethical and moral issues that are faced by those who work in the communication field. Formerly CM 100.

CMST 101 Issues in Communication Studies 3.0 Fa/Spr
Prerequisites: ENGL 001 (or its equivalent) with a grade of C- or better. Writing skills course for communication studies majors that addresses issues such as ethics, practical applications of theory and research in communication, the function of human subjects review, how to conduct a scholarly literature review, and how to write a scholarly research paper in communication studies.

CMST 102 Communication Research 3.0 Fa/Spr
Prerequisites: CMST 100. Examination, evaluation, and application of scientific methods of communication behavior analysis, especially those directly applicable to human communication. Formerly CM 210.

CMST 110 Rhetorical Criticism 3.0 Fall
Prerequisites: CMST 011, CMST 101, or faculty permission. Study of rhetorical criticism as a major approach to understanding human communication. Study of selected methods and perspectives for such critique, including experience in their application to critical practice.

CMST 111 Advanced Presentational Speaking 3.0 Fa/Spr
Prerequisites: CMST 011. The use of presentational technology coupled with advanced public speaking techniques is explored in this course. Students learn to use a variety of technological devices such as presentational software, recordings, and multimedia visual aids pursuant to the communication goals outlined by the instructor. Students learn about the relationship between technology and communication theory and the skills necessary to speak effectively in public and professional contexts.

CMST 113 Foundations of Interpersonal Communication 3.0 Fa/Spr
An introduction to the study of one-to-one relationships, focusing on the experience, behavior, and rules governing such interpersonal contexts as friendships, families, and employer-employee relations. Factors influencing communication are studied, such as language, perception, non-verbal, power, status, and roles. Problems of communication are identified and studied. Confidence in relating interpersonally is handled.

CMST 114 Persuasion 3.0 Fa/Spr
Prerequisites: CMST 011. Basic theories of persuasion, including variables, resources, and constraints affecting persuasive discourse in diverse situations. Preparation and presentation of persuasive speeches designed to modify attitudes and behavior.

CMST 115 Argumentation and Debate 3.0 Fa/Spr
Prerequisites: CMST 011 or CMST 012. Study of the nature of argument, including methods of analysis, research, patterns and fallacies of reasoning, use and tests of evidence, refutation, and debate as a practical application of argumentation. This is an approved General Education course.
CMST 117  Introduction to Organizational Communication 3.0 Fa/Spr
The study and survey of major content areas of organizational communication theory and research. Historical through contemporary theories related to organizational environments are reviewed. Content areas include ethics, networking, cultures, relationships, feedback, groups, and various emerging topics in the field with an emphasis on technology in organizations and its relationship to communication processes.

CMST 119  Forensics 1.0-3.0 Fa/Spr
This course is offered as 119A-C for 1.0 to 3.0 units respectively. Supervised preparation for participating in intercollegiate contests in debate, persuasion, informative speaking, oral interpretation, speech to entertain, and similar events. No more than 8 units of Forensics (CMST 019 or CMST 119) may be counted toward total university requirements. You may take this course more than once for a maximum of 8.0 units.

CMST 120  Gender and Communication 3.0 Fa/Spr
Using both cognitive and experiential models, this course will explore the relationships between gender and communication. Lectures/discussions/exercises will focus on such topics as self-perceptions and images of men and women, language used by and about men and women, self-disclosure and self-assertion as communicative acts, gender differences in information processing and non-verbal communication, private and public contexts for gender communication, and gender communication in organizations. This is an approved General Education course.

CMST 125  Intercultural Communication Theories and Practice 3.0 Fa/Spr
Focus is on the problems of communication between cultural groupings inside and outside of the U.S. Aspects of communication theory, non-verbal, interpersonal and organizational communication, and world systems theory. This is an approved Ethnic Course.

CMST 156  Genocide and Mass Persuasion in the 20th Century 3.0 Fa/Spr
Lectures, guest speakers, and films are used to explore the rhetorical, historical, social, and cultural impact of genocide in the 20th century, with special focus on mass persuasion and propaganda. In addition, the moral implications of genocide are considered. This is an approved General Education course. This is an approved Non-Western Course. This course is the same as MJIS 156 and SOCI 156 which may be substituted.

CMST 156H  Genocide and Mass Persuasion in the 20th Century-Honors 3.0 Fall
Prerequisites: Acceptance into the Honors Program. Lectures, guest speakers, and films are used to explore the rhetorical, historical, social, and cultural impact of genocide in the 20th century, with special focus on mass persuasion and propaganda. In addition, the moral implications of genocide are considered. This is an approved General Education course. This is an approved Non-Western Course. This course is the same as MJIS 156H and SOCI 156H which may be substituted.

CMST 198  Special Topics 1.0-3.0 Inquire
This course is for special topics offered as 198A-C for 1.0 to 3.0 units respectively. Typically the topic is offered on a one-time-only basis and may vary from term to term and be different for different sections. See The Class Schedule for the specific topic being offered.

CMST 199  Special Problems 1.0-3.0 Fa/Spr
This course is an independent study of special problems and is offered as 199A-C for 1.0 to 3.0 units respectively. You must register directly with a supervising faculty member. Special projects (research or production) in communication study. Credit/no credit grading only.

CMST 209  Health Communication 3.0 Spring
Prerequisites: CMST 101; either CMST 120 or CMST 125.
This course introduces students to the theory/practice of health communication as a context within which dyadic, small group, and organization communication occurs. Students examine topics such as provider-client communication, health communication and technology, diversity and culture as influences in health communication, and the role that the mass media plays in disseminating information about and impacting health communication. This lecture/discussion class examines relevant case studies and works with local health agencies in brief service learning projects designed to put theoretical knowledge to practical social use.

CMST 210  Managing Interpersonal Conflict Through Communication 3.0 Fa/Spr
Prerequisites: CMST 101, CMST 113, CMST 117.
This course focuses on the study and application of communication theory useful for understanding the causes of interpersonal conflict and its construction and management. Course activities such as in-class skill building exercises, readings, lectures, discussions, films, audiocassette lessons, and written assignments help students apply theory to practice.

CMST 211  Rhetorical Communication Theory 3.0 Fa/Spr
Prerequisites: ENGL 001 (or its equivalent) with a grade of C- or higher. CMST 101. Study of representative theories of rhetoric and communication from classical to modern times. Emphasis on continuing questions, trends, developments, and influence upon contemporary thought. This is a writing proficiency, WP, course; a grade of C- or better certifies writing proficiency for majors.

CMST 214  Jewish Rhetoric 3.0 0 ddFall
Prerequisites: ENGL 001 (or its equivalent) with a grade of C- or higher.
This course will explore the major persuasive sacred and secular texts and speeches of Jewish culture from the Bible to the present included in the course will be explorations of Mosaic's last speech, rabbinical talmudic argumentation, rabbinical homiletics, Jewish rhetorical influences on early Christianity, Medieval disputations, the impact of the Hasidah movement, the Holocaust, the creation of the state of Israel, and modern Jewish political rhetoric. Note: This course will fulfill the writing proficiency requirement for the proposed major in Modern Jewish Studies, but does not fulfill the writing proficiency requirement for the Communication Studies major. This is a writing proficiency, WP, course; a grade of C- or better certifies writing proficiency for majors. This course is the same as MJIS 214 which may be substituted.

CMST 217  Advanced Study of Public Address 3.0 Fall
Prerequisites: CMST 101.
This course studies discourse as a practical art of disseminating information and influencing opinion and action. Speeches in the United States and throughout the world are discussed and analyzed within their historical context.

CMST 218  Social Movement Communication 3.0 Spring
Prerequisites: CMST 101.
Study of theories of social movement communication, with application to examples of political, and/or public information campaigns.

CMST 219  Israel Public Address 3.0 EnvFall
This course is an in-depth exploration of the history of the creation of the State of Israel and its changes through rhetorical analysis and criticism of Israeli public address. The course begins with speeches from the late 19th century and moves to the present. The course explores Arab and Jewish-Israeli public address as well as the public address concerning the Arab-Israeli conflict from the Israeli, Arab, European, and American perspectives. This course is the same as MJIS 219 which may be substituted.

CMST 222  Advanced Communication and Career Skills 3.0 Fa/Spr
Prerequisites: CMST 011, CMST 012, CMST 101, CMST 117; or faculty permission for non-majors.
Students master advanced public speaking skills while working concurrently on knowledge development in general career environments as well as specific professional contexts. Potential career choices and strategies for the communication major are identified and explored. This course challenges the student to identify their post-graduation goals and prepare for the challenges of their career choices via the extensive development of their knowledge accumulation, skill advancement, and their overall communication competence.

CMST 224  Public Opinion and Propaganda 3.0 Fa/Spr
Analysis of major factors in group and individual opinion formation, with emphasis on politics, opinion measurement, and the role of mass media in the political process.

CMST 226  Organizational Communication Theories 3.0 Fa/Spr
Prerequisites: CMST 101, CMST 117.
In-depth theoretical approaches and research perspectives are studied from the field of organizational communication. Theories studied include classical to modern theories of organization, as well as contemporary and critical theories in the communication field. Research areas reviewed include network analysis, socialization, control practices, inter-organizational relationships, and others. Application of theory into research is explored, and the communication analysis process is introduced.

CMST 228  Politics and the Media 3.0 Fall
An examination of the relationships of politics and the mass media. Includes a project involving media analysis and campaigns or public policy decisions.
This course is the same as JOUR 228 and POLS 228 which may be substituted.
CMST 229  Organizational Leadership and Decision Making  3.0 Fa/Spr
Prerequisites: ENGL 001 (or its equivalent) with a grade of C- or higher, CMST 012, CMST 101, CMST 117 for Communication Studies majors; by faculty permission for non-majors.
This course represents an advanced exploration and application of leadership and related decision making with particular focus on communication processes in a variety of contexts. Discussion topics include, but are not limited to, traditional and contemporary leadership theory, leadership communication competence, leadership and dissent, gender and gender issues associated with leadership and decision making, followers as an integral part of the leadership equation, and ethical issues related to leadership communication. A semester-end project offers students the opportunity to witness first-hand concepts discussed and to apply what they have learned. This is a writing proficiency, WP, course; a grade of C- or better certifies writing proficiency for majors.

CMST 230  Advanced Interviewing Skills  3.0 Fa/Spr
Prerequisites: CMST 101, CMST 117 for Communication Studies majors; by faculty permission for non-majors.
This course extends students’ interviewing knowledge and experience beyond job search interviews into complex contexts such as focus groups, needs assessments, performance appraisals, and employee counseling and racial/ethnic issues. Attention is given to listening and nonverbal behavior in interview contexts, interview development and management, facilitation skills for group interviews, and analysis and interpretation of interview data. Technology as a medium for interviews is also explored.

CMST 232  Capstone in Human Communication  3.0 Fall
Prerequisites: CMST 101, minimum of 18 units completed in the major, senior standing. This course serves as a capstone course in human communication. Students work individually and/or in small groups with a collaborating individual or organization as well as their instructor to complete a project of benefit to the students and the collaborating individual or organization. The class has a lecture/discussion component that looks at the theory and practice of service learning as well as a hands-on/ applied component for the actual collaborative project. Students will also have opportunities to reflect on their service experiences.

CMST 256  Teaching the Holocaust and Genocide  3.0 Summer
The study of genocide has been mandated as part of the educational curriculum in the State of California. In particular, the Holocaust, the Soviet Union under Stalin, and the Cambodian slaughter are emphasized in the Social Science Framework. We will explore these major acts of genocide in the 20th century along with others, such as the continuing massacres of Hutus and Tutsis in Rwanda and Burundi. Emphasis will be placed on understanding the rhetorical and mass persuasion basis of genocide. This course is the same as MJJS 256 and SOCI 256 which may be substituted.

CMST 289  Internship Program  1.0-15.0 Fa/Spr
Prerequisites: Completion of 18 units within either the Organizational Communication or Speech Communication Majors options. Students must apply for an internship directly with the internship coordinator, who can be found through the CMST main office. Applications are required for all internships and must be completed by the end of the second week of the semester and by the first day of a special session. To receive credit for the CMST 289 course, students must be enrolled in the course and have completed the application process with the internship coordinator. The internship program is designed to provide students with a culminating experience that links their educational experiences with practical organizational experience prior to graduation. The objectives for student learning during the internship are jointly established by the student, the cooperating organization, the internship coordinator, and California State University, Chico. Students serve their internships under the direct supervision of a member of the cooperating organization. Students can only enroll in the course through the coordinator. This course is offered as CMST 289A-J for 1.0-15.0 units respectively, and only 3.0 units count toward graduation requirements in the organizational and speech communication options.

CMST 298  Special Topics  1.0-3.0 Fa/Spr
This course is for special topics offered as 298A-C for 1.0 to 3.0 units respectively. Typically the topic is offered on a one-time-only basis and may vary from term to term and be different for different sections. See The Class Schedule for the specific topic being offered.

CMST 301  Seminar in Communication Studies  3.0 Fall
Prerequisites: CMST 100; CMST graduate standing or faculty permission.
Reviews classical and contemporary research in communication. Introduces graduate students to scholarly study of human and mediated communication.

CMST 302  Seminar in Communication Research Methods  3.0 Fall
Prerequisites: CMST 102; CMST graduate standing or faculty permission.
This course is designed to provide students with a working understanding of research methods associated with the field of communication with special attention to quantitative inquiry. Methods addressed include but are not limited to surveys, experiments, content analysis, and evaluation research. On a practical level, students learn how to read and interpret research articles of a quantitative nature, how to construct research proposals for quantitative research studies, and how to analyze statistical data using SPSS.

CMST 303  Interpretive Approaches to Human Communication Research  3.0 Spring
Prerequisites: CMST graduate standing or faculty permission.
This course reviews current interpretive and critical approaches to human communication research. Formerly CMST 302B.

CMST 304  Seminar in Political Communication  3.0 EvnFall
A review of classical and contemporary research in political communication; presentation and discussion of current issues in political communication. This course is the same as POLS 304 which may be substituted.

CMST 306  Seminar in Interpersonal Communication Theories  3.0 Spring
Prerequisites: CMST graduate standing or faculty permission.
The purpose of this course is to assist students in understanding research in interpersonal communication; that is, to comprehend the work being published in the discipline’s major journals, etc. Students going into professional areas will have a much fuller appreciation for communication in human relationships. However, this course is not intended to provide therapeutic training for practitioners in the helping professions.

CMST 307  Seminar in Organizational Communication  3.0 Fall
Prerequisites: CMST graduate standing or faculty permission.
As a seminar, this course is designed to challenge mature students to think critically about the modes, functions, and consequences of communication in and about organizations.

CMST 308  Communication Theories and Philosophies  3.0 Inquire
Prerequisites: CMST graduate standing or faculty permission.
This course is intended to fulfill the need for a foundations course in the philosophies underlying human communication study.

CMST 309  Seminar in Health Communication  3.0 Spring
Prerequisites: CMST graduate standing.
Health communication is an emerging specialty in the field of communication. The course includes issues such as provider-client communication, provider-provider communication and education, intercultural health communication, alternative medicine, health ethics, and mass media health images.

CMST 311  Seminar in Intercultural Communication  3.0 Fall
Prerequisites: CMST 125 or equivalent; CMST graduate standing or faculty permission.
This course surveys current theoretical and applied literature relevant to the field of intercultural communication. In addition to exploring various theories and methodologies used to study intercultural communication, students produce a publication-quality research paper.

CMST 312  Seminar in Rhetoric and Public Address  3.0 EvnSpr
Prerequisites: CMST 211; CMST graduate standing or faculty permission.
A seminar designed to expose students to advanced and specialized treatment of topics relevant to rhetoric and public address. You may take this course more than once for a maximum of 6.0 units.

CMST 313  Seminar in Rhetorical Criticism  3.0 OddSpr
Prerequisites: CMST graduate standing or faculty permission.
A seminar covering the development of rhetorical criticism in the twentieth century from its early separation from literary criticism to its present pluralism of approaches and critical objects. Emphasis on both critical theory and application of that theory. Value of criticism for understanding communication.

CMST 314  Feminist Rhetorical Theories  3.0 OddFall
Prerequisites: CMST graduate standing or faculty permission.
This course provides students with an introduction to the theories of special language offered by feminist critics. These theories are approached from a rhetorical or communication perspective, one focused on the nature and function of symbol use, and is used to challenge and transform our understanding of human communication.

CMST 325  Seminar/Practicum in Survey Research  3.0 Inquire
Prerequisites: At least one prior course in research techniques. A study of survey research emphasizing state-of-the-art telephone techniques. Included is an extensive practicum involving course participants in the actual development and implementation of a major professional survey.
AB/no credit grading only.
This course is the same as SOCI 325 which may be substituted.
Communication

CMST 397 Contemporary Research Problems 3.0 Inquire
Prerequisites: CMST graduate standing or faculty permission. This course is designed to provide an in-depth concentration on major contemporary research problems, trends, etc. in the field of human communication. As such, therefore, this course is NOT to be considered a survey class. The course consists of a combination of approaches, including lecture-discussion, guest speakers, etc., but will focus on a different topic area each semester.

CMST 398 Independent Study 1.0-6.0 Fa/Spr
This course is a graduate level independent study offered as 398A-F for 1.0 to 6.0 units respectively. You must register directly with a supervising faculty member. Research or creative project supervised by a faculty member and separate from the 399P or 399T terminal degree requirement.

CMST 399P Master's Project 3.0 Fa/Spr
A media project in lieu of the traditional research thesis (399T) as the terminal degree requirement.

CMST 399T Master's Thesis 3.0 Fa/Spr
The terminal requirement for the master's degree.

Journalism Course Offerings

JOUR 001 Introduction to Communication 3.0 Fa/Spr
This course teaches the concepts, history, and applications of communication. The implications and ethical issues of media and the communication process are covered. CAN JOUR 4. This course is the same as CDES 001 which may be substituted.

JOUR 044 Introduction to Public Relations 3.0 Fa/Spr
Prerequisites: Sophomore standing; concurrent enrollment in or prior completion of JOUR 060. A survey of public relations: problems and issues, organization and operations, skills and techniques, careers and opportunities. This course is the same as POLS 044 which may be substituted.

JOUR 060 Writing for Mass Media 3.0 Fa/Spr
Prerequisites: ENGL 001. Techniques of information gathering and writing for various audiences in the mass media. Required course for the options in News-Editorial and Public Relations. Students must earn a grade of C- or higher to advance to subsequent writing courses in the Department of Journalism. Students who do not receive at least a C- may repeat the course. 2.0 hours discussion. 2.0 hours activity. Special fee required; see The Class Schedule. CAN JOUR 2.

JOUR 098 Special Topics 1.0-3.0 Fa/Spr
This course is for special topics offered as 098A-C for 1.0 to 3.0 units respectively. Typically the topic is offered on a one-time-only basis and may vary from term to term and be different for different sections. See The Class Schedule for the specific topic being offered.

JOUR 110 Entertainment, Mass Media, and American Cultures 3.0 Fa/Spr
Prerequisites: ENGL 001. Entertainment, as a major form of mass media content, is a major shaper of the individual and collective cultural identities in the United States. The popular arts are studied from historical, theoretical, philosophical, and critical perspectives. This is an approved General Education course.

JOUR 111 Women, Men, and the Media 3.0 Spring
The purpose of this course is to educate students to be informed consumers of media, to examine actual portrayals of women in the various media, and to explore how the media industry treats women. These objectives will result in a raised awareness of how both sexes can participate equally in the world around them. This is an approved General Education course. This course is the same as WMST 111 which may be substituted.

JOUR 121 Public Affairs Reporting 3.0 Fa/Spr
Prerequisites: HIST 050; JOUR 060; POLS 055. Designed for students planning reporting or editing careers. Development of greater skills in story recognition and judgment, information gathering, and written presentation, including specialized reporting and ethics. Stress is placed on leads, the complex story, and polished writing. 2.0 hours discussion, 2.0 hours activity. Special fee required; see The Class Schedule.

JOUR 125 Magazine Writing 3.0 Fa/Spr
Prerequisites: JOUR 060. Techniques of writing nonfiction articles and features for publication: where to find material, markets. Student writings may appear in campus publications such as Orion. 2.0 hours discussion, 2.0 hours activity.

JOUR 127 News Editing and Copyreading 3.0 Fa/Spr
Prerequisites: JOUR 060. Evaluating and editing newspaper copy; perfecting copyreading skills; typography, headline writing, page makeup and layout, and newspaper design. 2.0 hours discussion, 2.0 hours activity. Special fee required; see The Class Schedule.

JOUR 129A Laboratory Newspaper 1.0 Fa/Spr
Prerequisites: JOUR 060; JOUR 127; JOUR 129B; or faculty permission. For journalism majors. This course provides practical application of journalistic techniques through preparation of the departmental laboratory newspaper. Involved are approaches to reporting, feature writing, editing, sales, and design. 2.0 hours activity. You may take this course more than once for a maximum of 3.0 units.

JOUR 129B Laboratory Newspaper 2.0 Fa/Spr
Prerequisites: JOUR 060; JOUR 127 or JOUR 141; or faculty permission. Required for journalism majors. Provides practical application of journalistic techniques through preparation of the departmental laboratory newspaper. Involved are approaches to reporting, feature writing, editing, sales, and design. Requirement for News-Editorial option. 4.0 hours activity.

JOUR 129C Laboratory Newspaper 3.0 Fa/Spr
Prerequisites: faculty permission. This course is for non-journalism majors who are seeking experience with the campus newspaper. Includes work in sales, design, and editorial operations. 2.0 hours lecture, 3.0 hours performance. You may take this course more than once for a maximum of 12.0 units.

JOUR 131 Photojournalism 3.0 Fa/Spr
Prerequisites: JOUR 060. Theory and practice of news photography, including picture-taking for college publications, as well as special photographic projects. 2.0 hour discussion, 2.0 hours activity. Special fee required; see The Class Schedule.

JOUR 141 Writing For Public Relations 3.0 Fa/Spr
Prerequisites: JOUR 044; JOUR 060. Principles and practices of writing styles for public relations. Emphasis will be on writing tailored to an organization's communication needs. Required for majors. 2.0 hours discussion, 2.0 hours activity. Special fee required; see The Class Schedule.

JOUR 151 Public Relations Publications 3.0 Fall
Prerequisites: JOUR 060; JOUR 044 and JOUR 141 for public relations option. JOUR 121 for news-editorial option. Instruction in persuasive writing, design, and production of public relations publications via desktop publishing. Publications include flyers, institutional advertisements, brochures, and newsletters that are produced to promote the views, products, or services of organizations or companies. 2.0 hours discussion, 2.0 hours activity. Special fee required; see The Class Schedule.

JOUR 155 Public Relations Strategy 3.0 Fa/Spr
Prerequisites: JOUR 044; JOUR 060; JOUR 141. Theory and norms used in strategies for public relations activities and programs. Emphasis on selection of strategies under varying kinds of information conditions. Major areas addressed are strategy formulation, strategy implementation, and strategic control. Required for majors.

JOUR 198 Special Topics 1.0-3.0 Fa/Spr
This course is for special topics offered as 198A-C for 1.0 to 3.0 units respectively. Typically the topic is offered on a one-time-only basis and may vary from term to term and be different for different sections. See The Class Schedule for the specific topic being offered.

JOUR 199 Special Problems 1.0-3.0 Fa/Spr
This course is an independent study of special problems and is offered as 199A-C for 1.0 to 3.0 units respectively. You must register directly with a supervising faculty member. Special projects (research or production) in media study. Credit/no credit grading only.

JOUR 211 Race and Diversity in Media 3.0 Fa/Spr
Prerequisites: JOUR 060. Introduces students to the social constructions of ethnicity and how they are involved in the production, distribution and consumption of the U.S. mass media.

JOUR 221 History of American Journalism 3.0 Fall
Prerequisites: JOUR 060. Study of the American newspaper, magazine, and book from the Colonial period to the present time. Emphasis is placed upon changing trends and the outstanding people who shaped the development of these modern media, noting the influence of the past upon the present.

JOUR 224 Public Opinion and Propaganda 3.0 Fa/Spr
Analysis of major factors in group and individual opinion formation, with emphasis on political, opinion measurement, and the role of mass media in the political process. This course is the same as CMST 224 and POLS 224 which may be substituted.
JOUR 228 Politics and the Media 3.0 Fall
Prerequisites: faculty permission.
An examination of the relationships of politics and the mass media. Includes a project involving media analysis and campaigns or public policy decisions. This course is the same as CMST 228 and POLS 228 which may be substituted.

JOUR 230 Internet Newspapers and Magazines 3.0 Fa/Spr
Prerequisites: JOUR 060.
Instruction in using the Internet as a reporting tool and a publishing platform. Focus on technological changes in mass communication, especially newspapers and magazines. Emphasis on writing stories for the Internet and production of an online publication. 2.0 hours discussion, 1.0 hour lecture.

JOUR 231 Mass Communication Law 3.0 Fa/Spr
Prerequisites: JOUR 060.
The law as it applies to the press, pictures, and broadcasting. Philosophical and historical evolution of legal precedent governing the media. Practical limitations of libel, slander, privacy, copyright, information access, free press-fair trial, contempt and reporter’s rights, advertising and media concentration as they affect freedom of the press.

JOUR 232 Advanced Feature Writing 3.0 Fa/Spr
Prerequisites: JOUR 060; JOUR 121 or 125 for public relations option. Suggested for advanced students. In-depth reporting and feature writing, including computer-assisted reporting, opinion writing, investigative reporting techniques, literary journalism techniques, and writing for the Internet. 2.0 hours discussion, 2.0 hours activity.

JOUR 233 International Communication 3.0 Fa/Spr
How the press operates in other societies, both free and authoritarian: the role of journalism in shaping foreign policy in America and abroad; the role of the press in developing countries; the part journalism plays in international and world organizations; the history of significant foreign press systems; the American press in an international context. Open to non-majors.

JOUR 245A Public Relations Laboratory 1.0 Fa/Spr
Prerequisites: JOUR 044; JOUR 060; JOUR 141; JOUR 155; JOUR 245B.
Field experience will provide the basis for this course. Volunteer placements with community organizations/agencies will allow each student further development of writing, organization, budgeting, and planning skills. Repeatable up to 3 units with instructor permission. 2.0 hours activity.

JOUR 245B Public Relations Laboratory 2.0 Fa/Spr
Prerequisites: JOUR 044; JOUR 060; JOUR 141; JOUR 155.
Advanced public relations field experience. Required for public relations option. 6.0 hours clinical.

JOUR 247 Public Relations Management 3.0 Spring
A course in analyzing the theoretical concepts of management that exist in public relations activities, organizations, and public relations agencies that conduct public relations programs.

JOUR 260 Ethical Problems in Mass Media 3.0 Fa/Spr
Prerequisites: ENGL 001 (or its equivalent) with a grade of C- or higher; COM 001; JOUR 060.
Ethical principles and case studies will be used to help students develop insights or responses to ethically challenging events or situations in mass media. Journalism majors who earn below a C- in JOUR 260 are required to repeat the course and are expected to receive a C- or higher to receive writing proficiency credit. This is a writing proficiency, WP, course; a grade of C- or better certifies writing proficiency for majors.

JOUR 260H Ethical Problems in Mass Media-Honors 3.0 Fa/Spr
Prerequisites: ENGL 001 (or its equivalent) with a grade of C- or higher; admission to the Honors in the Major program; COM 001; JOUR 060.
Ethical principles and case studies will be used to help students develop insights or responses to ethically challenging events or situations in mass media. Journalism majors who earn below a C- in JOUR 260 are required to repeat the course and are expected to receive a C- or higher to receive writing proficiency credit. This is a writing proficiency, WP, course; a grade of C- or better certifies writing proficiency for majors.

JOUR 267 National and International Information Policies 3.0 Fall
Seminar in the role of information in economic and social systems. Includes policy development and major issues in the application of information and communication technology in various countries. Topics include the special problems and opportunities for developing countries and the contribution of international organizations in policy design and coordination.

JOUR 289 Journalism Internship 1.0 Fa/Spr
Prerequisites: faculty permission.
You must register directly with a supervising faculty member. Students will experience a wide range of professional situations, conditions, and practice in the journalism/public relations professional setting prior to graduation. Length of internship will vary according to type of placement. Students will be supervised by a practicing member of the profession. Repeatable up to 3 units with instructor permission.

JOUR 298 Special Topics 1.0-3.0 Fa/Spr
This course is for special topics offered as 298A-C for 1.0 to 3.0 units respectively. Typically the topic is offered on a one-time-only basis and may vary from term to term and be different for different sections. See The Class Schedule for the specific topic being offered.

JOUR 299H Honors in Journalism 3.0 Fa/Spr
Prerequisites: Acceptance into the Department of Journalism’s Honors in the Major program.
The student will define a research problem, conduct a research proposal, conduct the research, and submit a written report on the project. The student will refine the paper into publishable form and make a public presentation.