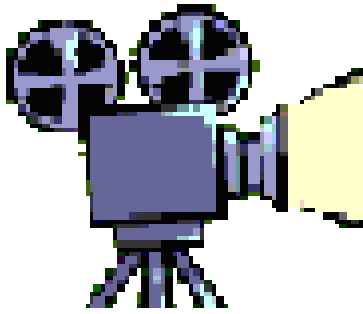


Coming Attractions

Communication Studies/Digital Media Arts



Fall 2009

COM 302 – Small Group Communication

Dr. Charles Wigley

Creative problem solving is often used in small groups. Learn how small groups form, develop, and use creative processes. Investigate the question, "do groups have their own personalities?" Study group pressure, risk taking, conformity, cohesiveness, consensus and voting principles & processes.

COM 311 – Principles of Advertising

Dr. John Dahlberg

One way or another, we all deal with advertising. In some ways we're all experts; we hum jingles, remember tag lines, buy based on information we get from ads, clip coupons and look for sales. We'll look behind how all this stuff we see on TV, in magazines, on the radio, in newspapers, on bus cards or through the Internet comes to be. And why it comes to be.

COM 312 – Public Relations: Principles and Practices

Dr. Catherine Foster

Public Relations is a strategic management function in organizations. Learn the process, from simple publicity to meaningful two-way symmetrical communications in this course.

COM 318 – Organizational Communication

Dr. Charles Wigley

Organize! Communication is the lifeblood of modern organizations. Find out how and why by examining the organizational communication in modern day settings such as NASA! You will, probably, work for a company, would it be good to know how communication operates (or fails!) in business settings?

COM 322 – Feature/Magazine Writing

Dr. Barry Berlin

The emphasis in this course will be on writing true short stories about people and things. Develop a nose for story ideas. Hone your interviewing skills and non-fiction writing skills. Introduction to magazine article writing: Learn the techniques and structure of feature and magazine articles.

COM 325 Media Literacy

Dr. Barbara Irwin

Focuses on theoretical approaches and practical skills enabling students to analyze, think critically, and produce effective mediated messages in a variety of formats and specialized content areas. As a Service Learning course connected to the Canisius College Video Institute, we will take on real-world projects to benefit community agencies. You will leave with a strong portfolio piece, as well as a sense that your work will make a difference to others in the community. Also a DMA elective.

COM 350 – Health Communication

Dr. Melissa Wanzer

Do you plan on pursuing a career in the health care field or visiting a health care professional in the future? Learn more about health communication from both provider and patient perspectives.

COM 351 Media Ethics

Dr. Barry Berlin

This course will explore ethics across mass media disciplines, through the work of professional communicators—journalists, broadcasters, advertising and public relations people, as well as the new cyber-communicators. Will seek to develop the practices of making crucial media decisions based on principles and idealism, rather than on convenience.

COM 353 Advertising Media Strategies

Mr. Rick English

This course is designed for those who need to understand the interplay of marketing issues and advertising account and media skills, including integrated marketing strategic plans, media plans, budgeting and scheduling. Account management and media strategy are critical components of marketing and communications. We'll cover the practical aspects of planning, client-agency relationships, functioning effectively in a creative environment, working with media outlets and start to learn how to develop an integrated marketing communications program. We'll look at the different disciplines within the industry and show how they all work as a team.

COM 361 Intro to TV Production**Mr. Jamie O'Neil**

A technical and creative overview of television production. This course introduces students to the basics of TV studio equipment, crewmember responsibilities and the structure of both live and pre-recorded television programs. Learn camera operation, sound recording, lighting, switching, computer-based video editing and take a shot at directing your own TV show pilot. Examine both the technical and creative processes involved in studio-based production. Learn scripting, lighting, multi-camera set-up, floor directing, switching, audio and directing. Also a DMA Elective.

COM 366 Broadcast Journalism**Ms. Claudine Ewing**

Explore the ever-changing and highly competitive inner-workings of a newsroom and broadcast news department. Become part of your own news team by learning the process of writing and reporting news. Take advantage of this opportunity to enhance your electronic news-gathering skills. TV and radio production values will be discussed.

COM 374 Film History**Dr. Geraldine Bard**

Students who are interested in film professionally or personally will be invited to view sequences illustrating the development of the motion picture from 1894, with the release of Fred Otta's Sneeze, through 1941, with the release of Citizen Kane. The goal of this course is to introduce students to the historical development of film as an art form and medium of entertainment. Learn the development of filmmaking and cinema art from 1895 through WWII by studying, viewing, and discussing classic silent and sound pictures from Hollywood abroad. Also a DMA elective

FAS 140 Introduction to Still Photography**Mr. Thomas Wolf**

Basic techniques of photography explored through the use of 35mm cameras and film. Emphasis on the development of black and-white film and the visualization process of taking pictures. Prerequisite: 35mm camera with manual controls. **Formerly FAS 114. Also a COM elective.

FAS 141 Digital Photography**Mr. Thomas Wolf**

Reviews basic photo skills and handling of film and digital cameras. Scanning film and prints and manipulation of images in Photoshop are all concerns as students develop a personal aesthetic and portfolio. Prerequisites: Intro Photo (FAS 114) or approval of instructor, digital camera. **Formerly FAS 131. Also a COM/DMA elective.

DMA 317 — Intro to Motion Graphics**Mr. Brian Milbrand**

This course is a hands-on overview of motion graphics for video. We are living in an age where visual communication is king. These new methods of communication and distribution involve sequences of visual imagery. One of the most popular methods of enhancing the appeal of these sequences of visual imagery is through the addition of computer generated animation and motion graphics.

DMA 347 Electronic Game Design**Mr. Michael Thomasson**

This course covers the art, craft and business of creating electronic games. Develop your own game concept, learn the basics of interactive authoring and produce a storyboard. Emphasis will be placed on understanding the gaming industry and the languages of game design.

DMA 351 3D Modeling, Texturing, Lighting**Mr. P.J. Moskal**

This course is a hands-on overview of the broad and complex areas of 3D computer modeling, texturing, and lighting. Different modeling approaches will be explored, including box modeling, lofting, and sculpting, utilizing polygons as well as NURBS and subdivision surfaces. Projects will consist of modeling, texturing, and lighting a 3D geometric object, a 3D character, and a 3D environment or level.

DMA 384 Digital Typography**Mr. Ben Dunkle**

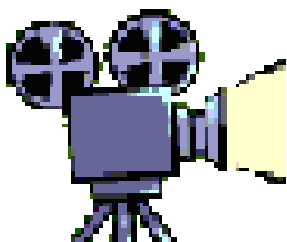
Take your designs to a new level by learning principles of typography. Work with popular and classic typefaces, and even design one yourself, as you complete assignments for both print and screen.

DMA 408 — Capstone**Mr. P.J. Moskal**

Students will develop a portfolio helpful for an entry-level position in digital media. A professional-level project will be required of all majors to demonstrate specific strengths in visual communications, web-based research, interactive CDs, DVDs, web site design, traditional print materials, and the like.

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Additional Course Information on the reverse side