



Communication and Media Practice

Degree Awarded: Bachelor of Arts

Requirements for the Major: 44 credits

The major in Communication and Media Practice prepares students for careers as multimedia storytellers through a hands-on, project-based curriculum. Students are exposed to an array of media technologies and leave equipped with the tools and expertise needed to thrive as content creators, visual storytellers, writers, editors, producers and social media managers.

Requirements for the Major:

Communication Core Courses				Essential Competencies-Outcome Skills **Transfer courses do not receive outcome Skills**					
				IL	W	O	Q	IC	V
	ARTS 104	Principles of Design II: Digital Media	3						
	ARTS 131	Basic Digital Photography	3						x
	COMM 105	Media Literacy	1	x				x	
	COMM 141	Multimedia Storytelling	3		x			x	
	COMM 159	Journalism Laboratory	2		x				
	COMM 199	Sophomore/Transfer Portfolio Review	0						x
	COMM 255	Public Relations Principles	3			x			
	COMM 263	Digital Publishing	3						
	COMM 399	Internship	3						
	COMM 404	Communication Law and Ethics	3	x	x				
	COMM 470	Multimedia Career Seminar	3			x	x		x

Multimedia Labs

Take 3 credits from:

				IL	W	O	Q	IC	V
	COMM 122	Audio Production Lab	3						
	COMM 128	Video Production Lab	3			x			

Advanced Electives

Take 6 credits from:

				IL	W	O	Q	IC	V
	COMM 323	Emerging Video Techniques	3						
	COMM 352	Feature Writing and Editing	3		x				
	COMM 375	Gender, Race, Class, and Media	3						
	ARTS 333	Narrative Photography	3			x			
	ARTS 367	Publication Design	3						
	BSAD 415*	Internet Marketing	3						
	BSAD 416*	Sport Marketing	3						
	DATA 321	Data Visualization	3						
	ARTS 300*	Graphic Design III	3						

*This course has required prerequisites in addition to the courses required for the Communication and Media Practice major. See University Catalog for details.

This information must be used in conjunction with the 2024-2025 Grand View University Catalog and does not reflect a student's official record of progress. Students are expected to use the Progress tool found on myGVU >Tools > My Academics > 'Plan and register for courses' to monitor and plan coursework. Other available resources include: Course Planning Documents (found on myGVU under Academics and Advising Resources) and the faculty and staff who work with academic requirements.

Advanced Communication Labs**Take 2 credits from:**

				IL	W	O	Q	IC	V
	COMM 322	Advanced Audio Production Lab	1						
	COMM 328	Advanced Video Production Lab	1			x			
	COMM 359	Advanced Journalism Lab	1						

Additional Electives**Take 6 additional credits from:**

				IL	W	O	Q	IC	V
	COMM 323	Emerging Video Techniques	3						
	COMM 352	Feature Writing and Editing	3		x				
	COMM 430	Topics in Communication	1-3						
	COMM 467	Honors Media Lab	3						
	ARTS 230	Intermediate Digital Photography	3				x		
	ARTS 245	Interactive Design I	3				x		
	ARTS 261	Graphic Design I	3						
	ARTS 265*	Graphic Design II	3			x	x		
	ARTS 300*	Graphic Design III	3						
	ARTS 333	Narrative Photography	3			x			
	ARTS 337	Creative Photography	3						
	ARTS 367	Publication Design	3						
	ENGL 309*	Writing for Business	3		x	x	x		
	BSAD 315	Marketing	3						

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All Multimedia Communication majors must attain a 2.2 GPA or better in the courses which comprise their academic major. Students majoring in Multimedia Communication must achieve a grade of C or above in all the required courses to graduate.