T H E
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Online Catalog Addendum

DIGITAL FILMMAKING
BACHELOR OF SCIENCE

The Digital Filmmaking Bachelor of Science degree program is a 120 semester credit hour degree program that is delivered 100% online through our unique Learning Management System (LMS)—a secure web-based platform that employs modern multimedia technologies and is accessible 24 hours a day via the Internet. Online students use this system to view video content, receive and submit project work and assignments, take tests and quizzes, communicate with instructors and classmates, and review grades and course progress. Our online learning environment utilizes the combination of interactive and web-based media to create a variety of instructional materials in support of dynamic, self-directed, and collaborative learning activities. These activities can provide students with a more diverse range of learning options and promote more meaningful collaboration between students and instructors.

PROGRAM DESCRIPTION & OBJECTIVES
The Digital Filmmaking degree program immerses students in the art of digital video and film production for a variety of outlets. By utilizing the latest tools available to today's media developers, students learn how to create professional content for broadcast television, online media, mobile applications, and independent films. Throughout the program students take courses that help them build a comprehensive understanding of digital content creation and storytelling, with a curriculum that strikes a balance between traditional film foundations and the latest production and postproduction techniques. Students learn how to master essential visual communication and video production methods for digital photography, HD video production, lighting, audio mixing, and nonlinear editing. Supporting classes also cover complementary career skills in computer business applications, finance management, production budgeting, and networking. Class projects will help students apply this knowledge as they craft their own visual and narrative pieces for different media. Students learn to take a story through the entire creative process, including developing a script, planning the logistics of production, working on location to capture their story on camera, as well as file management, editing, and distribution. To help students make the transition into their career after graduation, we've also got a team of Career Development professionals that can help students polish their interviewing skills and get them ready to enter the industry.

PROGRAM REQUIREMENTS
The Bachelor of Science in Digital Filmmaking is 120 credit hours and 36 months in length. Students must successfully complete all required coursework with a minimum cumulative grade point average of 2.0.

CHRONOLOGICAL COURSE ORDER BY MONTH

Month	Course Code/Title	Credits
1	DGL 101 DIGITAL LITERACY	3
2	SBS 113 PSYCHOLOGY OF PLAY	3
3	DFM 101 INDUSTRY OVERVIEW FOR DIGITAL FILMMAKERS	3
4	ENG 101 ENGLISH COMPOSITION	3
5	DFM 230 FILM CRITICISM	3
6	DFM 105 CINEMA HISTORY	3
7	DFM 120 DIGITAL IMAGE MAKING	3
8	HUM 223 POPULAR CULTURE IN MEDIA	3
8	FMP 223 STORYTELLING	3
9	DFM 190 PROJECT PLANNING AND DEVELOPMENT	3
10	DFM 170 COMPOSITION AND VISUAL DESIGN	3
11	ENG 226 CREATIVE WRITING	3
12	DFM 200 DIGITAL FILM LIGHTING I	3
13	DFM 202 DIGITAL CINEMATOGRAPHY I	3
14	GRD 230 ADVANCED DIGITAL IMAGE MAKING	3
14	HUM 222 AESTHETICS AND CULTURE	3
15	DFM 220 DIGITAL AUDIO PRODUCTION I	3
16	DFM 240 DIRECTING I	3
17	DFM 260 INTRODUCTION TO EDITING AND VISUAL EFFECTS	3
18	MAT121 COLLEGE MATHEMATICS	3
19	DFM 201 DIGITAL FILM LIGHTING II	3
20	DFM 305 DESIGN FOR LOCATION SHOOTING	3
21	EBS 200 NEW MEDIA DISTRIBUTION	3
21	SPC 215 THE ART OF ORATION	3
22	DFM 301 DIGITAL CINEMATOGRAPHY II	3
23	DFM 320 SCREENWRITING	3
24	DFM 307 DIRECTING II	3
25	DFM 380 POSTPRODUCTION AND STORY DEVELOPMENT	3
26	DFM 315 DIGITAL AUDIO PRODUCTION II	3
27	HUM 420 CONTEMPORARY ART	3
28	DFM 420 DOCUMENTARY PRODUCTION	3
29	DFM 421 DOCUMENTARY POSTPRODUCTION	3
30	EBS 411 INTELLECTUAL PROPERTY	3
30	HUM 430 SURVEY OF TIME-BASED AND CONVERGENT ART	3
31	DFM 330 WEBSITE DESIGN	3
32	DFM 450 PRODUCING INDEPENDENT FILM	3
33	DFM 475 ADVANCED PREPRODUCTION	3
34	DFM 480 ADVANCED DIGITAL FILMMAKING	3
35	DFM 485 ADVANCED POSTPRODUCTION	3
36	DFM 490 CREATIVE PORTFOLIO DEVELOPMENT	3

ENTERTAINMENT BUSINESS
BACHELOR OF SCIENCE

The Entertainment Business Bachelor of Science degree program is a 120 semester credit hour degree program that is delivered 100% online through our unique Learning Management System (LMS)—a secure web-based platform that employs modern multimedia technologies and is accessible 24 hours a day via the Internet. Online students use this system to view video content, receive and submit project work and assignments, take tests and quizzes, communicate with instructors and classmates, and review grades and course progress. Our online learning environment utilizes the combination of interactive and web-based media to create a variety of instructional materials in support of dynamic, self-directed, and collaborative learning activities. These activities can provide students with a more diverse range of learning options and promote more meaningful collaboration between students and instructors.

PROGRAM DESCRIPTION & OBJECTIVES
The Entertainment Business Bachelor of Science degree program is designed to provide students with the knowledge and understanding of the fundamentals of business needed to qualify for entry-level, industry positions. The program provides a well-rounded study of business administration and management principles with a focus on how that knowledge can be applied to the entertainment industry. Students receive training in management, leadership, marketing, accounting, finance, intellectual property, and other aspects of business. The program emphasizes business ethics, corporate social responsibility, communication skills and the role personal values play in the professional life of a business leader. Students also explore topics that are specific to the business of entertainment – artist management, distribution, and more – providing insight into the inner workings of the industry. Throughout the degree program, students work in a professional, project-based environment, designed to recreate the challenges and opportunities typical in the world of entertainment business.

PROGRAM REQUIREMENTS
The Entertainment Business Bachelor Degree is 120 credit hours and 36 months in length. Students must complete all required program coursework with a minimum cumulative grade point average of 2.0.

CHRONOLOGICAL COURSE ORDER BY MONTH

Month	Course Code/Title	Credits
1	DGL 101 DIGITAL LITERACY	3
2	SBS 113 PSYCHOLOGY OF PLAY	3
3	EBS 101 INTRODUCTION TO ENTERTAINMENT BUSINESS	3
4	ENG 101 ENGLISH COMPOSITION	3
5	EBS 120 ENTERTAINMENT MARKETING	3
6	EBS 110 ENTERTAINMENT BUSINESS MANAGEMENT	3
7	DFM 120 DIGITAL IMAGE MAKING	3
8	EBS 200 NEW MEDIA DISTRIBUTION	3
8	HUM 223 POPULAR CULTURE IN MEDIA	3
9	MPR 255 MUSIC BUSINESS MANAGEMENT	3
10	EBS 160 ENTERTAINMENT BUSINESS FINANCE	3
11	EBS 280 MEDIA COMMUNICATIONS AND PUBLIC RELATIONS	3
12	EBS 240 ENTERTAINMENT MARKET RESEARCH	3
13	SPC 214 ART OF ORATION	3
14	EBS 290 BRAND DEVELOPMENT	3
15	EBS 141 DATA ANALYSIS AND REPORTING	3
16	EBS 270 PROFESSIONAL SELLING	3
16	HUM 222 AESTHETICS AND CULTURE	3
17	EBS 411 INTELLECTUAL PROPERTY	3
18	EBS 220 GLOBAL BUSINESS	3
19	EBS 303 ENTERTAINMENT BUSINESS ETHICS	3
20	MAT 121 COLLEGE MATHEMATICS	3
21	EBS 312 SPORTS AND LEISURE MANAGEMENT	3
22	DFM 330 WEBSITE DESIGN	3
23	EBS 410 ENTERTAINMENT BUSINESS LAW	3
24	EBS 330 INTERACTIVE MEDIA ENTERTAINMENT	3
24	ENG 326 PROFESSIONAL WRITING	3
25	EBS 304 HUMAN RESOURCES MANAGEMENT	3
26	EBS 480 ENTERTAINMENT CONTRACTS AND LICENSING	3
27	EBS 425 CREATIVE ENTREPRENEURSHIP	3
28	SBS 305 LEADERSHIP AND ORGANIZATIONAL BEHAVIOR	3
29	EBS 440 ARTIST MANAGEMENT	3
30	EBS 412 TELEVISION AND DIGITAL NETWORK MANAGEMENT	3
31	EBS 470 DIGITAL MARKETING AND SOCIAL MEDIA MANAGEMENT	3
32	EBS 416 STRATEGIC PLANNING	3
32	HUM 420 CONTEMPORARY ART	3
33	EBS 460 ENTERTAINMENT BUSINESS TECHNOLOGY	3
34	EBS 441 EVENT MANAGEMENT	3
35	EBS 302 BUSINESS ACCOUNTING	3
36	EBS 490 ENTERTAINMENT BUSINESS FINAL PROJECT	3

GRAPHIC DESIGN
BACHELOR OF SCIENCE

The Graphic Design Bachelor of Science degree program is a 36 month, 120 semester credit hour degree program that is delivered 100% online through our unique Learning Management System (LMS)—a secure web-based platform that employs modern multimedia technologies and is accessible 24 hours a day via the Internet. Online students use this system to view video content, receive and submit project work and assignments, take tests and quizzes, communicate with instructors and classmates, and review grades and course progress. Our online learning environment utilizes the combination of interactive and web-based media to create a variety of instructional materials in support of dynamic, self-directed, and collaborative learning activities. These activities can provide students with a more diverse range of learning options and promote more meaningful collaboration between students and instructors.

PROGRAM DESCRIPTION & OBJECTIVES
The demand for well-designed graphics has never been so high. From print publishing and package design to graphic web design, clients expect and demand that their company's branding will help move their product and elevate their company's status. The Graphic Design online degree program gives students hands-on experience that will prepare them for entry-level careers in the field of design. Students learn how to meet hard deadlines and work within specific creative demands while producing high-end design projects in a variety of different formats. By working with the same tools and software used by professionals, students will sharpen their design skills and forge ahead with a career in this in-demand industry. This program focuses on traditional art and design as well as interactive media design and motion graphic skills, which are increasingly integral for successful designers.

PROGRAM REQUIREMENTS
This program is 120 credit hours and 36 months in length. Students must complete all required program coursework with a minimum cumulative grade point average of 2.0.

CHRONOLOGICAL COURSE ORDER BY MONTH

Month	Course Code/Title	Credits
1	DGL 101 DIGITAL LITERACY	3
2	SBS 113 PSYCHOLOGY OF PLAY	3
3	GRD 100 OVERVIEW OF THE GRAPHIC DESIGN INDUSTRY	3
4	ENG 101 ENGLISH COMPOSITION	3
5	GRD 110 DESIGN FUNDAMENTALS	3
6	GRD 120 DRAWING FOR DESIGNERS	3
7	DFM 120 DIGITAL IMAGE MAKING	3
8	GRD 140 DIGITAL COLOR THEORY	3
8	HUM 223 POPULAR CULTURE IN MEDIA	3
9	GRD 150 RAPID VISUALIZATION	3
10	DFM 170 COMPOSITION AND VISUAL DESIGN	3
11	GRD 210 LAYOUT DESIGN	3
12	GRD 220 TYPOGRAPHY IN DESIGN	3
13	MAT 121 COLLEGE MATHEMATICS	3
14	GRD 230 ADVANCED DIGITAL IMAGE MAKING	3
15	GRD 240 PRINT AND DIGITAL PRODUCTION	3
16	GRD 250 PORTFOLIO I	3
16	HUM 222 AESTHETICS AND CULTURE	3
17	GRD 260 LOGOS AND SYMBOLS	3
18	GRD 270 PHOTOGRAPHY IN DESIGN	3
19	SPC 214 THE ART OF ORATION	3
20	DFM 330 WEBSITE DESIGN	3
21	GRD 320 CONCEPT DESIGN	3
22	GRD 330 PACKAGE DESIGN	3
23	GRD 340 VISUAL SEQUENCING	3
24	GRD 350 PORTFOLIO II	3
24	ENG 326 PROFESSIONAL WRITING	3
25	GRD 360 STORYTELLING AND VIDEO	3
26	GRD 370 MOTION DESIGN	3
27	GRD 380 TITLE DESIGN	3
28	HUM 420 CONTEMPORARY ART	3
29	GRD 410 INTERACTIVE MEDIA DESIGN	3
30	GRD 430 CORPORATE IDENTITY	3
31	GRD 440 CONCEPTS IN ADVERTISING	3
32	GRD 450 CLIENT COMMUNICATIONS	3
32	HUM 430 SURVEY OF TIME-BASED AND CONVERGENT ART	3
33	GRD 460 EXPERIENCE DESIGN	3
34	GRD 470 ADVANCED WEBSITE DESIGN	3
35	GRD 480 PROFESSIONAL PRACTICES IN GRAPHIC DESIGN	3
36	GRD 490 PORTFOLIO III	3

MUSIC PRODUCTION
ASSOCIATE OF SCIENCE

The Music Production Associate of Science degree program is a 60 semester credit hour degree program that is delivered 100% online through our unique Learning Management System (LMS)—a secure web-based platform that employs modern multimedia technologies and is accessible 24 hours a day via the Internet. Online students use this system to view video content, receive and submit project work and assignments, take tests and quizzes, communicate with instructors and classmates, and review grades and course progress. Our online learning environment utilizes the combination of interactive and web-based media to create a variety of instructional materials in support of dynamic, self-directed, and collaborative learning activities. These activities can provide students with a more diverse range of learning options and promote more meaningful collaboration between students and instructors.

PROGRAM DESCRIPTION & OBJECTIVES
The Associate of Science Degree Program in Music Production provides an education track for individuals who would like to expand their passion for creating music into the production of music for diverse media applications using today's latest digital music technology. The demand for original music content in all media continues to increase as the entertainment industry expands the use of online delivery of content and multi-media programming. The Music Production Degree Program's curriculum presents the learner with comprehensive courses that focus on music theory, genres, composition, digital music production and music recording, and mixing and mastering for various media. Included with this focus on the creative aspects of music production are courses in entertainment business structure, industry conventions and intellectual property. General education courses round out the program. These courses build a foundation for the student as a working professional in the entertainment industry. The degree's content covers the many different procedures and applications found in the modern music production world.

The goal is to provide the student with the knowledge and understanding of music production technology and the skills and concepts needed to qualify graduates for entry-level industry positions such as music recording engineers, MIDI/digital audio workstation operators and programmers, music editors, music supervisors, music arrangers, and composers for film, video games, multimedia content, and a variety of other positions in the audio and entertainment industries. In addition to gaining technical proficiency, the students' education will help develop critical-thinking, problem-solving, and analytical and creative skills that contribute to lifelong learning. Students leave the program with tools to help sustain a long and productive professional career in the entertainment and media industry.

PROGRAM REQUIREMENTS
Students must complete all required program coursework with a minimum cumulative grade point average of 2.0.

CHRONOLOGICAL COURSE ORDER BY MONTH

Month	Course Code/Title	Credits
1	DGL 101 DIGITAL LITERACY	3
2	SBS 113 PSYCHOLOGY OF PLAY	3
3	MPR 101 INTRODUCTION TO THE MUSIC INDUSTRY	3
4	ENG 101 ENGLISH COMPOSITION	3
5	MPR 100 MUSICAL LISTENING AND IDENTIFICATION	3
6	MPR 121 MUSIC THEORY	4
7	MPR 130 MUSIC COMPOSITION PROGRAMMING	3
8	MPR 132 SEQUENCING TECHNOLOGIES	3
9	MPR 221 MUSICAL ARRANGEMENT	3
10	MPR 231 ADVANCED MUSIC COMPOSITION PROGRAMMING	3
11	MPR 201 SONGWRITING AND DEVELOPMENT	3
12	MAT 121 COLLEGE MATHEMATICS	3
13	MPR 240 DIGITAL RECORDING PRINCIPLES	3
14	RCA236 MIXING CONCEPTS AND TECHNIQUES	4
15	MPR 250 MUSIC COPYRIGHT AND BUSINESS	3
15	SPC 214 THE ART OF ORATION	3
16	MPR 260 MUSIC PRODUCTION FOR MEDIA	4
17	MPR 255 MUSIC BUSINESS MANAGEMENT	3
18	MPR 270 ADVANCED PRODUCTION AND INDUSTRY SKILLS	3

COURSE DESCRIPTIONS

DFM 101 Industry Overview for Digital Filmmakers (3 credits)
This course examines the various sectors of the digital filmmaking industry, providing students with a view of the film industry from the perspective of a working professional. Students are introduced to film as a storytelling medium, to the industry's fundamental terminology, along with a big-picture view of the production process, current industry trends, and a variety of available career paths.

DFM 105 Cinema History (3 credits)
This course explores the motion picture as an art form, as a business, and as a representation of society. Students examine how film has become a dominant force in American culture through the study of subjects like the birth of film, the golden age of silent film, World War II, non- Hollywood films, the New Cinema of the 1960s era, and the Hollywood Renaissance.

DFM 120 Digital Image Making (3 credits)
The Digital Image Making course introduces students to the use of the computer as an image-making tool used across all art and design disciplines. Students are introduced to Photoshop and Illustrator tools and techniques, basic typography, and graphic design. At the conclusion of this course, students demonstrate their ability to solve visual, compositional and technical problems for print, web and motion media applications.

DFM 170 Composition and Visual Design (3 credits)
The Composition and Visual Design course is an introduction to the art and craft of designing powerful photographic imagery for effective digital storytelling. Emphasis is placed on integrating classical design fundamentals into student work. Students learn the basics of composition and framing, and the impact of designing with light, movement and space for motion media. Additionally, they learn to recognize and employ the visual qualities of the lens through an exploration of depth of field, lens selection and exposure control. Students will edit imagery using Adobe applications, create a photographic portfolio, and engage in peer critiques.

DFM 190 Project Planning and Development (3 credits)
Project Planning and Development provides a guided experience for the development of student film projects. In this course, students plan, schedule and budget a digital film production. Successful completion of the course requires students to create a preproduction manual that includes a lined script, breakdown sheets, storyboards, cast, and crew, and production schedule. Students also develop a basic production budget.

DFM 200 Digital Film Lighting I (3 credits)
The Digital Film Lighting I Course teaches basic lighting for digital film and video production. Students learn industry standards and best practices, beginning with the safe use of electricity. Additionally, this course covers the basics of set safety, the OSHA safety bulletins, location power documentation and requirements, 3-point lighting fundamentals, use of lighting plots, color correction and light modification using lighting accessories and grip hardware. Emphasis is placed on essential lighting design and learning how to "see the light."

DFM 201 Digital Film Lighting II (3 credits)
In Digital Film Lighting II, students learn how their lighting choices support and enhance the power of the narrative. A series of lighting simulations based on genre styles expands student awareness of specific lighting characteristics and how these contribute to the strengthening of the visual story. In addition, students are exposed to new DIY and grip hardware solutions, to concepts related to larger set-ups, to outdoor lighting in day or night scenarios, and to the supplemental personnel and equipment required to support those situations.

DFM 202 Digital Cinematography I (3 credits)
The Digital Cinematography I Course is an introduction to the art and operation of digital film cameras. The course provides in-depth and practical knowledge of lens, image control, framing and composition through film analysis and dedicated shooting assignments. These skills culminate in the production of a scene, with emphasis on planning and shooting for good coverage.

DFM 220 Digital Audio Production I (3 credits)
In the Digital Audio Production I Course students analyze and acquire dialogue, natural sound or ambience, and sound effects for production. Consideration is given to microphone placement and ambient control of problematic recording environments. Students learn the fundamentals for cleaning, matching, repairing and optimizing dialogue, as well as techniques for effectively planning and mixing music and sound effects within a scene.

DFM 230 Film Criticism (3 credits)
This course introduces students to the study, interpretation, and evaluation of motion picture films, in order for students to understand how filmmakers create meaningful experiences for their audiences. Students will analyze the structure, style, meaning and value of a film through shot-by-shot analysis to gain an understanding of mise-en-scène, cinematography, sound and editing. Focus will also be placed on the universal language of film and the comparative evaluation of films in terms of content and context.

DFM 240 Directing I (3 credits)
The Directing I course introduces students to the role of the director in guiding the story from idea through completion. In addition, students study techniques for preparation, directing strategies, and the art of evaluating performance in the context of the shot and scene.

DFM 260 Introduction to Editing and Visual Effects (3 credits)
In the Introduction to Editing & Visual Effects Course, students are introduced to the concepts and aesthetic of basic editing and to the role of the editor as a storyteller. Students learn editorial skills, including dialogue editing, scene transitions, time and space perception, tempo, sound effects, graphics and basic visual effects, editing picture to music, and mood changes.

DFM 301 Digital Cinematography II (3 credits)
The Digital Cinematography II course focuses on the digital cinema techniques necessary for the creation of independent shorts. Students learn more advanced concepts of cinematography, including shutter and speed control, continuity, movement and design within the shot, sequence and scene, the elements of visual style, and advanced image control. Students demonstrate understanding through the creation of a short film from concept to completion.

DFM 305 Design for Location Shooting (3 credits)
In this course, students learn the artistic, logistical, practical and legal considerations for selecting locations for production. The focus of the course is on aligning script and production requirements with the process of location scouting and art direction decisions. This course challenges students to examine a location's options and potential for picture, sound, and performance

DFM 307 Directing II (3 credits)
In the Directing II Course, students gain a deeper understanding of story and craft from the artistic, technical, and managerial perspectives. Students translate a script into a short narrative project with the goal of creating a film that embraces the principles of visual and aural storytelling. Students focus on controlling the building blocks of a film, including story, point-of-view, time, space, performance, location, mood, movement, sound, rhythm and pace, throughout preproduction and production.

DFM 315 Digital Audio Production II (3 credits)
In the Digital Audio Production II course, students learn more advanced sound design and audio postproduction techniques. Students design and complete an audio mix for an edited short film, complete with dialogue cleanup and editing, ambiance, sound effects layering, and music selection, placement and editing. Emphasis is on control of the soundscape for audience response appropriate to story, meaning, perspective, mood, genre and continuity. Layering of track, levels, EQ and effects are applied as required in completing a final audio mix to picture. The course also provides an introduction to audio, computer, and synthesis fundamentals as applied to film, television and other digital media content.

DFM 320 Screenwriting (3 credits)
Students in the Screenwriting course explore the art, craft and business of creating producible stories with credible dialogue, appealing characters, expert structure and style, solid formatting and skillful visualizations. By examining the writing for past and present motion picture and television films, dramatic series, advertising, new media and nonfiction entertainment, students learn the structural and stylistic methods of successful screenwriters across a variety of entertainment markets. Finally, students create a believable vehicle for their characters and settings, while developing a quality and production-ready short narrative screenplay.

DFM 330 Website Design (3 credits)
In the Website Design Course, students learn how to create an interactive website as a medium for communication. While learning the fundamentals of web design, including a basic understanding of page construction and technical skills, students explore how to use the Internet as a medium for creating opportunities. Upon completion of this course, students have a good foundation in web design using HTML and CSS and are prepared to design and create a quality website for desktop and mobile devices.

DFM 380 Postproduction and Story Development (3 credits)
The Postproduction & Story Development Course covers narrative development and refinement techniques for editors. Student learn about the control of picture, sound, and performance, and how to develop the content, mood and pacing of a narrative story. As editors, students work with the story arc, editing beats, structure and visual-sound continuity. Students also explore and apply organizational and workflow skills to asset management, sequence nesting, compositing, file or project import/export and other aspects of timeline and project management. Successful completion of Postproduction and Story Development prepares students for cutting a story-driven editing project.

DFM 420 Documentary Production (3 credits)
The Documentary Production course examines various techniques necessary to direct and produce documentary films. While course topics include directing, producing, preproduction, history, writing, genres, and interviews for documentary films, students also delve into ethical and research practices for the production of nonfiction stories.

DFM 421 Documentary Postproduction (3 credits)
In the Documentary Postproduction course, students learn editing techniques used in documentary filmmaking as they edit and complete a short nonfiction film. Students learn both aesthetic and practical approaches to editing their film, along with basic engineering and media management for long form projects. The Documentary project incorporates sound design and titling into the finished edit.

DFM 440 Funding and Distribution (3 credits)
The Funding and Distribution course introduces students to current and emerging fundraising strategies and distribution channels. Students will apply their knowledge to create project proposals and business plans.

DFM 450 Producing Independent Film (3 credits)
Producing Independent Film explores the world of creative and line producing, production management, and the infrastructure of various forms of production. Students examine the range of development, preproduction and production skills required for executing a successful production. In addition, they learn how to navigate the regulatory and legal aspects of film and television production.

DFM 480 Advanced Digital Filmmaking (3 credits)
The Advanced Digital Filmmaking course provides a practical implementation of the learning objectives of the degree program through the production of a capstone project. The capstone project reflects students' understanding of key principles such as producing, screenwriting, production management, directing, cinematography, audio, editing and post graphics.

DFM 475 Advanced Preproduction (3 credits)
In the Advanced Preproduction course, students begin work on their capstone project. Students complete a script breakdown, storyboards, scheduling, budgeting, casting, crewing and locations. They apply a range of planning skills and forms in preparation for production of their capstone project.

DFM 485 Advanced Postproduction (3 credits)
The Advanced Postproduction course provides students with a greater understanding of the imaginative and technical side of editing. In this course, students demonstrate their knowledge of the post processes from the previous post-production courses and create a final edit of their capstone project, including picture, sound and graphics. The capstone project is evaluated on the strength of its story, style, and clarity of vision.

DFM 490 Creative Portfolio Development (3 credits)
The Creative Portfolio Development course is a final component of students' capstone project and requires students to work independently on completing a creative project. The course helps students address specific creative challenges they will face in all aspects of their career going forward. Students create a portfolio and business plan, with a final promotional presentation of their developing identity.

EBS 101 Introduction to Entertainment Business (3 credits)
This course explores the evolving infrastructures within the industry's various sectors. Students will examine the innovative business methods that reinforce the importance of monetizing the emotional connections fostered within these creative industries, as well as the industry's current business trends. Students will also identify the variety of careers available for business professionals in these industries and their respective skill sets, with an eye toward developing the abilities that relate to their chosen fields.

EBS 110 Entertainment Business Management (3 credits)
This course analyzes the management principles that lead to a successful company, as well as the nature of business decisions. Students learn about creating and maintaining organizational structure within leadership and legal contexts, and further examine human resource principles. The course also contains an introduction to risk management principles and practices, provides different types of risks and the strategies used to minimize them in relation to physical assets, legal liability, employee benefit programs, taxes, and retirement costs.

EBS 120 Entertainment Marketing (3 credits)
This course explores general marketing concepts as they relate to the nuances of the entertainment business field. Students construct strategic plans in the selection and development of media products, and are introduced to entertainment licensing concepts and promotional avenues, such as trade shows, trade publications, and the Internet. In addition, this course strengthens students' understanding of analytical tools and strategic analysis of the entertainment business, knowledge that can facilitate the success of their creative work. Consumer behavior and its effect on the success of entertainment products are also examined.

EBS 160 Entertainment Business Finance (3 credits)
This course provides students with the skills needed to make financial decisions in a business environment. Students examine the process of financial analysis, financing operations and growth, and the concept of risk versus return. In addition, fundamental financial topics are covered, such as the time value of money, capital budgeting, business valuation, risk management, and personal finance.

EBS 200 New Media Distribution (3 credits)
This course teaches students how to analyze new media distribution channels to determine how to market and deploy their products or services over a multitude of platforms. Students will examine a variety of advanced media components, assess which distribution channels can best help them to accomplish their marketing goals, and then integrate their product/service into those channels, making alterations as needed. The course takes students through the following new media distribution channels: Web 2.0, mobile devices, video games, virtual worlds, web mash-ups, blogs and wikis, email, social media, interactive TV, and podcasting.

EBS 220 Global Business (3 credits)
This course addresses the complexity and the diversity of business practices in the international business marketplace. A variety of related topics are addressed, including: consumer differences across key international markets; international marketing strategies; economic policies; political and cultural environments and their effect on international business; the impact of geography on business transactions and distribution; and laws, treaties and international labor issues that affect international business.

EBS 240 Entertainment Market Research (3 credits)
This course examines how companies in the entertainment industry use key measurements and data sources to make business decisions. Students assess how audience data is used for content development and media buying. Students also learn how companies collect, analyze, summarize, and interpret real-world data related to media.

EBS 241 Data Analysis and Reporting (3 credits)
This course develops the ability to use Microsoft Excel for common business purposes, including analysis and reporting. Course topics include: working with formulas and functions, formatting spreadsheets for effective analysis, creating charts, selecting appropriate chart types, and analyzing entertainment business data. Students identify trends in data and leverage data to convey various business messages.

EBS 270 Professional Selling (3 credits)
The Professional Selling Course teaches students the importance of the business development and client relationship management roles in both large and small companies, which are critical to the success of a business. Students learn best practices in a professional sales environment and develop methods to overcome common hurdles in meeting sales objectives. Course topics include building the customer relationship, distinguishing types of sales, the relationship and differences between sales and marketing, and methods of sales forecasting and reporting. Students also learn how to deliver an effective sales presentation and explore the multitude of related career opportunities within the industry.

EBS 280 Media Communications and Public Relations (3 credits)
In the Media Communications and Public Relations Course students will explore the arranging, handling, and evaluating of public relations and media communications programs. The course will convey to students how the effective use of media can strengthen a public relations strategy. Students will work with relevant case histories and deal with contemporary topics using media in public relations.

EBS 290 Brand Development (3 credits)
This course covers the two main aspects to building a strong presence in the business and consumer market: storytelling and brand development. In this course, students learn how to implement brand development strategies that help companies become icons within their industry. Students also learn how to use storytelling principles to strengthen a business and deliver a superior customer experience.

EBS 302 Business Accounting (3 credits)
This course examines the accounting cycle, accounting terminology, the collection of accounting data, the recording of data into the accounting system, and the preparation and interpretation of basic financial statements. This course will focus on introductory accounting as it relates to the entertainment business world.

EBS 303 Entertainment Business Ethics (3 credits)
This course affords an examination of the complex, real-world ethical problems associated with the management of a business. Through the study of historical and current case studies, students will debate the responsibilities of managers, broaden their awareness of personal, professional, and business ethics, and address the social responsibility of the entertainment industry.

EBS 304 Human Resources Management (3 credits)
The Human Resources Management Course teaches students the strategic role of human resource management. The objective is to apply knowledge of human behavior, labor relations, and current laws and regulations to a working environment. Topics include employment laws and regulations, diversity in a global economy, total rewards management, and training and development for organizational success.

EBS 312 Sports and Leisure Management (3 credits)
In this course students examine the business practices and career opportunities related to the sports and leisure sectors of the entertainment industry, including the subsectors of professional and amateur sports leagues, recreational and participatory sports, and leisure subsectors such as theme parks, arts complexes, travel and experience-based entertainment. Students learn about the latest trends and management strategies that affect these growing sectors of the entertainment industry.

EBS 320 Entertainment Business Law (3 credits)
This course offers an overview of general business practices, including entity formation, insurance, taxes, accounting, the laws protecting intellectual property in relation to protecting one's own work and legally incorporating the works of others, and the law and practices of contracts and negotiations. All concepts are explored through legal case studies and applied business projects.

EBS 411 Intellectual Property (3 credits)
The Intellectual Property course provides an examination of trade secrets, trademarks, patents, and copyrights in connection with methods of protecting creative works. Students explore acquisition, licensing, sale, and transfer of rights as they relate to music, digital media, animation, interactive entertainment, film, and show production. Rights and issues related to independent contractors and work-for-hire employees are also addressed.

EBS 330 Interactive Media Entertainment (3 credits)
In this course students explore management of the interactive media sector of the entertainment industry including gaming, virtual reality, transmedia, and mobile entertainment. Students examine the development, distribution and consumption of interactive media; trends and key players; and career opportunities in this rapidly growing industry sector.

EBS 412 Television and Digital Network Management (3 credits)
In the Television and Digital Network Management course students learn production management and producing guidelines for marketing and distributing content across broadcast television and emerging digital network platforms. Students explore the range of skills required to ensure effective content development, acquisition and programming strategies and explore emerging career opportunities in this field.

EBS 416 Strategic Planning (3 credits)
In this course students examine how entertainment businesses achieve and sustain competitive advantage. The course integrates content from foundational courses such as economics, human resource management, marketing, and finance with the development of analytical and business communication skills. Students demonstrate their capacity to develop and present strategic plans for actual or simulated entertainment business scenarios.

EBS 425 Creative Entrepreneurship (3 credits)
In this course students explore how to create and manage a new venture in a way that fosters growth, innovation, and success. Students learn entrepreneurial styles, best practices, common barriers, and recent trends as they gain the knowledge needed to ideate and manage a venture related to the arts, entertainment, or media.

EBS 440 Artist Management (3 credits)
The Artist Management course explores the career path of the manager. This position plays a significant role in the music business community and in the career of an artist/band. Coursework includes the artist-manager relationship, launching an artist's career, management contracts, and career path management.

EBS 441 Event Management (3 credits)
The Event Management course delivers an examination of the business of event management, including researching the product and company brand, identifying the target audience, creating an event concept, and developing a project management plan. The application of project management tools for successful event planning and management.

EBS 460 Entertainment Business Technology (3 credits)
This course addresses emerging technologies and their impacts on business management within the music entertainment industry. In this course, students explore the proliferation of new technologies and how they are utilized to achieve business goals. Students also learn how to leverage new technologies to reach customers, manage customer relationships, increase revenue and profitability, and optimize their business practices. They learn how to evaluate competing technologies to achieve business goals, and they explore resources that will help them stay current with emerging technologies that can change the industry.

EBS 470 Digital Marketing and Social Media Management (3 credits)
This course examines the role of marketing in the 21st century. Students explore digital and mobile marketing, discussing the most prevalent types of tools, their purposes and their effectiveness in relation to the entertainment industry. Comparison to traditional marketing tactics and examples of current marketing mixes are addressed. In addition, this course builds student understanding of search engine optimization and social media marketing tools.

EBS 480 Entertainment Contracts and Licensing (3 credits)
This course revisits and further expands on entertainment law as it relates to the entertainment industry. Students are introduced to contract to writing strategies as they examine strengths and weaknesses of real world contracts. Students are given the opportunity to learn and practice various negotiating skills and tactics specific to the music business.

EBS 490 Entertainment Business Final Project (3 credits)
This course presents students with complex, real-world business scenarios related to the entertainment industry. Students analyze the scenarios, assess potential action steps, and develop strategic plans to address the scenarios. Through this process, students evaluate the management, marketing, financial, legal, and ethical decisions that affect real-world business decisions. Students also assess external entrepreneurial opportunities that these scenarios could generate.

FMP 223 Storytelling (3 credits)
The Storytelling Course provides students with the fundamentals of storytelling, including an understanding of structure, spine, character, theme, scene development, imagery and voice. Through the examination of selected works and individual practice, students learn strategies for creating an engaging narrative. This course also touches on narrative and non-narrative storytelling through the visual image.

GRD 100 Overview of the Graphic Design Industry (3 credits)
In the Overview of the Graphic Design Industry course students explore graphic design from the perspective of a graphic design professional. Students are introduced to the history of graphic design, fundamental terminology, skills, workflows, technologies, and current trends. Students also explore the range of available career paths and how to prepare for various types of careers in this creative field. They explore important websites and other resources used by graphic design professionals, which will provide support in future courses and throughout their career.

GRD 110 Design Fundamentals (3 credits)
This course introduces design as a visual communications tool. Students learn the language, theories, and practices in the creative design process. Focus is on layout and composition using the principles of design including balance, emphasis, harmony, rhythm, scale, and proportion. Design elements covered include: line, color, texture, shape, form, value, and space.

GRD 120 Drawing for Designers (3 credits)
This course introduces students to the fundamentals of drawing as a professional tool for graphic designers. Students begin drawing simple shapes and progress to more complex forms by building skills in composition, using light and shadow, value, texture, and more. Emphasis is on techniques used for solving design problems.

GRD 140 Digital Color Theory (3 credits)
In the Digital Color Theory course students learn the theories and application of color as it relates to both print and screen. Students review methods and techniques for using color to create impact as well as necessary color-correction practices for various delivery options. Students learn how color can impact original design concepts across multiple media types.

GRD 150 Rapid Visualization (3 credits)
The Rapid Visualization course introduces processes and techniques for rapid development of concepts. Focus is on quick and accurate sketching in high volume for conceptual thinking and problem solving. Students solve a series of contemporary problems that address environmental, social, political, cultural, and commercial topics as addressed in professional practice.

GRD 210 Layout Design (3 credits)
In this course students explore digital page layout utilizing grid systems in Adobe InDesign. Students learn to place visual elements such as type and photographs on a page while applying the principles of design in layout and composition. Projects focus on the fundamentals of research, ideation, organization and structure, quality, and visual harmony in design comprehensives.

GRD 220 Typography in Design (3 credits)
In this course, students learn the fundamentals of typography including its theory and practice in design. Through a series of exercises and projects students explore letterforms, hierarchy, composition, aesthetics, legibility, and type experimentation in a variety of formats.

GRD 230 Advanced Digital Image Making (3 credits)
In the Advanced Digital Image Making course students learn advanced levels of graphics creation through the use of software programs employed by design, animation, and interactive-media companies such as Adobe Photoshop and Illustrator. This course emphasizes advanced image compositing and editing techniques from a production point of view.

GRD 240 Print and Digital Production (3 credits)
The Print and Digital Production course focuses on the final production of print and digital media. Students create production ready files using industry standard software focusing on the technical aspects including proofing, image quality, pagination, trapping, file formats, among other techniques needed for final finishing.

GRD 250 Portfolio I (3 credits)
The Portfolio I course begins student preparedness on the development of their portfolio for future job interviews and client presentations. Students showcase their work to be critiqued by fellow peers and the instructor. This course reinforces the understanding of design principles and gives students the opportunity to review and refine their portfolio pieces.

GRD 260 Logos and Symbols (3 credits)
The Logos and Symbols course builds upon design principles and concepts and introduces students to the work of notable graphic designers as they learn the advanced techniques used in creating these iconic pieces of visual communication. Students explore what makes a logo or symbol effective and instantly recognizable such as graphic elements and typography. The design concepts reinforced in this course can be applied across all types of media.

GRD 270 Photography in Design (3 credits)
In this course students learn to utilize photography with the purpose of creating compelling images for multiple media types including print, web, and video. Students explore and utilize the basic principles of photography such as lighting and composition to produce effective images.

GRD 320 Concept Design (3 credits)
In this course, students will create strong original concepts to communicate an effective message to a target audience. Students will strengthen their skills in concept ideation methods, explore multiple approaches such as using metaphors, analogies, and posing questions to the viewer to connect to the audience. Students will also learn how to design under restrictions such as a client's brand guidelines and budget. Focus is on conceptualization processes using creative problem-solving methods such as research and brainstorming as well as development of the concept in visual form for professional presentation.

GRD 330 Package Design (3 credits)
Students strengthen and expand their design skills by applying them to three-dimensional packaging. This course focuses on the processes, materials, and designs used for effective product packaging. Students explore a variety of structural forms while demonstrating knowledge in functionality requirements.

GRD 340 Visual Sequencing (3 credits)
In this course, students research, develop, and solve complex visual communication problems. Visual sequencing concepts include: research and analysis, conceptual development, and implementing design solutions across multiple media options such as print, web/mobile, and video. Students are introduced to written, verbal, and visual presentation techniques in order to articulate why specific solutions and media options have been employed.

GRD 350 Portfolio II (3 credits)
The Portfolio II course continues the development and refinement of the student portfolio. In this course students showcase new work developed from previous courses, receive feedback, and work to refine pieces to meet professional standards with emphasis on visual message and quality. Students also research and explore various web presentation formats that best communicate their work to a potential employer or client.

GRD 360 Storytelling and Video (3 credits)
In this course, students explore the use of video as a communication tool. Stories are written, storyboarded, edited, and produced in video format for a variety of forms including advertising, short-form video, title design, or use in combination with another medium such as motion graphics. Students demonstrate digital video production skills, an appreciation of storytelling, and the skills to create powerful visuals to convey meaning.

GRD 370 Motion Design (3 credits)
In the Motion Design course students learn to use current motion graphics software programs utilized by design and animation companies worldwide. Students learn the processes of designing, compositing, and visual effects for creating motion-graphics for web, film, gaming, and animation.

GRD 380 Title Design (3 credits)
In the Title Design course students learn how to apply design, motion, and video used in opening titles, captions, and credits for film, TV, games, web, and other media. Students demonstrate knowledge of typography, graphics, motion graphics, and video for animated segments and live-action sequences.

GRD 410 Interactive Media Design (3 credits)
In the Interactive Media Design course students learn the processes and methods of creating an interactive experience through technology. Students create innovative solutions to complex problems through a blend of images and text, motion graphics, video, and audio for multimedia platforms such as the Internet and mobile devices.

GRD 430 Corporate Identity (3 credits)
In this course students research and analyze a company's history, mission, and objectives as the basis of developing a strong corporate image. Students conceptualize and create a company's identity including logo design through a series of exercises and projects that emphasize color palettes, type styles, photographic imagery, and more.

GRD 440 Concepts in Advertising (3 credits)
The Concepts in Advertising course provides an exploration of advertising, from concept to distribution of multi-format media campaigns. Students assume the role of creative director and create content for all aspects of an advertising campaign. Emphasis is on preparation of concepts and professional presentation to a client.

GRD 450 Client Communications (3 credits)
Effective management of the client relationship is essential for success as a designer and is dependent on an understanding of effective communications practices between designer and client. In the Client Communications course, students explore the designer-client relationship and investigate strategies and methods for developing and delivering effective design solutions that meet the client's needs and objectives. Students learn how to define customer requirements, expectations and priorities; present proposals that meet or exceed customer needs; refine ideas with customers using an iterative process; and respond to challenging customer situations for positive results.

GRD 460 Experience Design (3 credits)
The Experience Design course moves beyond the topics of traditional design media. Students learn how to provide value and further engage customers through an experienced physical and virtual environment. Students work in a cross-discipline perspective to market a product or service in ways to persuade, inform, or entertain.

GRD 470 Advanced Website Design (3 credits)
In the Advanced Website Design course students continue to build upon topics learned in Website Design. Topics covered include web technologies such as content management systems, dynamic content, JavaScript, and user experience (UX). Students learn how to design across multiple devices and screens. At the conclusion of this course students combine their skills into a final website design.

GRD 480 Professional Practices in Graphic Design (3 credits)
The Professional Practices in Graphic Design course prepares students for successful employment in the field of graphic design, whether pursuing freelance work, self-employment, employment within a company large or small in various industries, or agency work. Benefits, drawbacks, and considerations for each potential career choice are examined. Students learn real-world business and marketing skills, how to determine the value and reasonable pricing of their work, and legal and ethical considerations when working with clients. Students develop a business strategy and self-marketing materials to foster career success.

GRD 490 Portfolio III (3 credits)
The designer's portfolio of work is the employer's primary tool for assessing the skills and talents of a prospective employee and is the student's most important asset in successfully gaining employment upon graduation. In this course students synthesize skills learned throughout the program, enhance and refine their portfolio, analyze and evaluate each other's work, and develop a professional presentation strategy for their portfolio. They present their portfolio to a mock audience, demonstrating skills in portfolio composition and delivery that address the priorities of today's graphic design professionals.

MPR 100 Musical Listening and Identification (3 credits)
This course surveys the evolution of modern music from its roots through to the present. Students learn characteristics of a wide spectrum of musical genres and explore their transformative effects on music and culture. Using Apple's Logic software this course teaches an overview of essential song structure and digital audio workstation techniques.

MPR 101 Introduction to the Music Industry (3 credits)
In the Introduction to the Music Industry course, students explore the various sectors of the music industry and develop an understanding of the industry from the perspective of a music business professional. Students examine current industry trends, leaders, resources and organizations, the variety of careers available, and the skills needed for success as a professional in the music industry.

MPR 121 Music Theory (4 credits)
The goal of this course is to develop a solid basis in the language of music. Music Theory equips the student with the tools needed to effectively use and communicate musical concepts. Topics include note identification, interval recognition, major scale construction, rhythmic notation and ear training.

MPR 130 Music Composition Programming (3 credits)
Students expand on their understanding of music theory through study of melody and accompaniment using music composition software. The course further explores song form analysis and chord movement, along with techniques in sound design.

MPR 132 Sequencing Technologies (3 credits)
Students explore the principles and theory of MIDI (Musical Instrument Digital Interface). Topics include: MIDI, software based sequencing, synthesis techniques, advanced musical and rhythmic programming, digital audio editing, and applications in musical content creation.

MPR 201 Songwriting and Development (3 credits)
Students apply and expand the concepts of music theory into songwriting, developing a strong sense of form, melody, harmony, and rhythm. Topics include: lyrical considerations, meter, rhyme and song analysis.

MPR 221 Musical Arrangement (3 credits)
Through the use of modern production software, this course addresses instrumentation and arranging techniques covering a variety of traditional and modern instrument families and their applications in contemporary music production.

MPR 231 Advanced Music Composition Programming (3 credits)
This course explores the creative use of digital audio workstation software by composers and producers. Students learn advanced composition techniques using automation, processing, and plug-ins, developing new compositional perspectives through listening, analysis, and creation.

MPR 240 Digital Recording Principles (3 credits)
This course teaches the application of live recording and production techniques used in the modern digital studio environment. Students explore microphone application and placement techniques needed to obtain professional-sounding results from the laptop-based project studio to the modern commercial studio environment. Additional content includes signal flow and techniques of vocal production.

RCA 235 Mixing Concepts and Techniques (4 credits)
Students learn industry-standard mixing and mastering techniques in the digital audio workstation environment. Students gain practical experience assessing musical content, using current plug-in technologies, and developing and implementing mix strategies.

MPR 250 Music Copyright and Business (3 credits)
Students explore the business mechanisms affecting the commercial use of musical compositions. Topics include intellectual property rights, copyright registration, licensing, songwriter agreements, publishing companies, and performance rights organizations.

MPR 260 Music Production for Media (4 credits)
Students focus on the creation and production of music for film, television, advertising and other media. Topics include industry workflow, conventions of spotting and scoring for picture, and music production techniques used in marketing and advertisement for traditional and online environments.

MPR 255 Music Business Management (3 credits)
Students learn music industry structure and business practices. Topics include industry money flow, record label structure, record and production contracts, management configuration, and support companies that assist in the development and distribution of music.

MPR 270 Advanced Production and Industry Skills (3 credits)
This course helps to develop students' understanding of industry standards, workflow, protocol, and etiquette. Students use the creative and technical skills developed throughout the program to build content to showcase their abilities to the industry. Additional topics include resume building, freelancing and personal branding.

GENERAL EDUCATION COURSE DESCRIPTIONS

DGL 101 Digital Literacy (3 credits)
The Digital Literacy Course offers a fundamental understanding of the critical and practical aspects of digital tools, technologies, and resources. Students will learn how to navigate, evaluate, create, and critically apply information by using a wide variety of digital technologies. Through applying their knowledge to their academic studies and professional development, students will recognize digital literacy's significance in information sharing, community building, citizenship, and education.

ENG 101 English Composition (3 credits)
The English Composition course is designed to help students refine their own writing processes while developing an in-depth personal and intellectual inquiry into a subject of their choosing. The course connects personal reflection with critical analysis, providing varied opportunities for writing and for strengthening language skills. As the course unfolds, a series of assignments leads students through a continually deepening creative research process, which then develops into a complex and detailed written project.

ENG 226 Creative Writing (3 credits)
The Creative Writing Course trains students to explore writing in a variety of genre forms. Building on the knowledge gained in English Composition, students in this course incorporate common literary devices and narrative structures into creative endeavors. The course covers topics such as, Brainstorming, Narrative Structure and Causality, Literary Devices, Criticism and the Editing Process and Final Revisions.

ENG 326 Professional Writing (3 credits)
The Professional Writing course is designed to introduce students to a variety of factors that contribute to strong and well-organized writing skills. The course provides an opportunity for students to develop and sharpen personal writing skills that will be essential for writing projects throughout the program. Students identify different styles, forms, and purposes of writing that are critical to becoming a successful communicator in a professional setting. Students who successfully complete Professional Writing will be able to organize their thoughts in a logical manner and present their ideas effectively, identify and utilize the appropriate style of writing for a given situation, and efficiently convey concepts.

HUM 222 Aesthetics and Culture (3 credits)
Aesthetics and Culture is designed as a chronological survey of the social organizations, systems of government, intellectual/philosophical traditions, aesthetic assumptions, art and architecture, theatre, music, and literature of a wide array of historical periods and geographical regions. While examining important artists, cultural figures, theorists, critics, genres, and experimental forms, Aesthetics and Culture will attempt to illustrate how fluid cultural values have affected the various manners of artistic conception, creation, and reception.

HUM 223 Popular Culture in Media (3 credits)
The Popular Culture in Media Course examines the role and importance of popular culture, providing a rich background for students to understand the historical and social impact of popular culture. Students are introduced to media milestones in popular culture history, and they explore the influence of popular culture on social trends. Course topics include genre studies, the uses of celebrity, the power of the audience, the effects of new technology and new media, and much more. Students develop a critical approach to analyzing broadcasts, advertisements, films, print, audio recordings, games, and web sites that make up and shape our popular culture.

HUM 420 Contemporary Art (3 credits)
The Contemporary Art course provides an in-depth study of key modern artwork. A study of contemporary art's succession of contending and often conflicting ideas, styles, and movements such as pop, minimalism, and conceptualism are examined. The course provides an overview of the impulses, interests, and innovations that have driven the art world from the middle of the 20th century to the present. Students who successfully complete the Contemporary Art course will be able to identify themes and stylistic movements in modern art, employ the language commonly used to describe the works, and demonstrate knowledge of the most significant artists of the period through their work.

HUM 430 Survey of Time-Based and Convergent Art (3 credits)
The Survey of Time-Based and Convergent Art course is a survey of the origin and development of art that derives its form through the intersection of emerging technologies and art, and art that has a temporal relationship to its audience. The course explores the relationship of this work and its unique forms of expression within contemporary culture. Students explore the increasing role that technology plays in present and emerging art forms, analyze recent works, and develop a broader understanding of contemporary issues in the photographic, performance, installation, sound, web, interactive, and digital or electronic arts.

MAT 121 College Mathematics (3 credits)
The College Mathematics course is designed to enable students to build skills and confidence in algebra that are required to succeed in math and core courses. First-time algebra students or those needing a review will begin with basic concepts and build upon these ideas by completing work that uses algebra in practical situations.

SBS 113 Psychology of Play (3 credits)
In the Psychology of Play Course, students explore how the field of psychology values the concept of play as a mechanism that allows a person to apply game strategies to accomplish life goals. Students will be introduced to how the action of play shapes the brain, develops critical-thinking skills, and strengthens the ability to collaborate with others in social and professional settings. By exploring the key works of Jean Piaget, William James, Sigmund Freud, Carl Jung, and Lev Vygotsky, students will learn about the value of play and how to apply techniques of play in developing cognitive strategies to complete creative, professional, and social tasks. Students will utilize the psychology viewpoint of play to examine how this relates to their life, their education, and their chosen creative field.

SBS 305 Leadership and Organizational Behavior (3 credits)
The Leadership and Organizational Behavior Course consists of an inquiry into the characteristics essential for inspiring others to action. Students identify their personal strengths and weakness through self-assessment, expanding their awareness of these qualities to include their effect on other individuals and on group behavior. The course provides strategies for decision-making and building effective teams and encourages students to explore the difficulties, compromises, and rewards of the collaboration process. At the successful conclusion of the Leadership and Organizational Behavior course, students will be able to identify the major leadership strengths and weaknesses, examine personal leadership strengths and weaknesses, and analyze factors that contribute to the success of organizations.

SPC 214 The Art of Oration (3 credits)
In the Art of Oration, students develop skills in framing and articulating ideas through formal and informal speeches of varying length and audience. Throughout the course, strategies for impromptu speaking, formulating persuasive arguments, refining clarity of thought and enhancing confidence in oral self-expression are learned. Students prepare and deliver presentations, plan for an effective introduction and inclusion of data, and combine expressive ideas with a strategic use of visual and verbal vocabularies.