

MEDIA & DESIGN

Programs

Undergraduate

Majors

- Digital Design, B.A. (<https://catalog.tulane.edu/professional-advancement/media-design/digital-design-ba/>)
- Digital Media & Marketing Communications, B.A. (<https://catalog.tulane.edu/professional-advancement/media-design/digital-media-marketing-communications/>)
- Public Relations, B.A. (<https://catalog.tulane.edu/professional-advancement/media-design/public-relations-ba/>)

Minors

- Digital Media & Marketing Communications, Minor (<https://catalog.tulane.edu/professional-advancement/media-design/digital-media-marketing-communications-minor/>)
- Graphic Design, Minor (<https://catalog.tulane.edu/professional-advancement/media-design/graphic-design-minor/>)
- Interactive UX/UI Design, Minor (<https://catalog.tulane.edu/professional-advancement/media-design/interactive-design-minor/>)
- Public Relations, Minor (<https://catalog.tulane.edu/professional-advancement/media-design/public-relations-minor/>)

Certificates

- Digital Design, Post-Baccalaureate Certificate (<https://catalog.tulane.edu/professional-advancement/media-design/digital-design-pbc/>)
- Digital Media & Marketing Communications, Certificate (<https://catalog.tulane.edu/professional-advancement/media-design/digital-media-marketing-certificate/>)
- Public Relations, Certificate (<https://catalog.tulane.edu/professional-advancement/media-design/public-relations-certificate/>)

Courses

Digital Design (DDSN)

DDSN 1000 Digital Design Foundations for Non-Majors/Minors (3)

This studio course involves inquiry into the nature of the graphic design and interactive fields. Topics introduced in this course are color theory for print and the screen, file types, design terminology, project workflow, aesthetics, visual concepts, typography and software fundamentals. The course also introduces students to oral and written communication for design practices, presentation techniques and the client-designer relationship. Lectures, readings, class demonstrations, group exercises and writing assignments are used.

DDSN 1100 Digital Design Foundations (3)

This studio course involves inquiry into the nature of the graphic design and interactive fields. Topics introduced in this course are color theory for print and the screen, file types, design terminology, project workflow, aesthetics, visual concepts, typography and Adobe software fundamentals. The course also introduces students to oral and written communication for design practices, presentation techniques and the client-designer relationship. Lectures, readings, class demonstrations, group exercises and writing assignments are used.

DDSN 1101 Digital Imaging (3)

This studio course explores raster image-making in the digital platform while creating historical and practical connections between technology and creative problem solving. Topics introduced in this course are the Adobe Photoshop and Lightroom interfaces, photo manipulation, historical perspectives in digital imaging, digital painting, digital darkroom techniques and preparation of digital images for various media. Additionally, students engage in written and verbal communication for ideation and presentation. Lectures, readings, class demonstrations, group exercises and writing assignments are used. Prerequisites: DDSN 1100.

Prerequisite(s): DDSN 1100.

DDSN 1102 Digital Illustration (3)

This studio course explores illustration in the digital platform while creating historical and practical connections between technology and creative problem solving. Topics introduced in this course are the Adobe Illustrator interface, illustration tools and techniques, color, photo-realism, historical perspectives in digital illustration and challenges within the digital interface. Additionally, students engage in written and verbal communication for ideation and presentation. Lectures, readings, class demonstrations, group exercises and writing assignments are used.

Prerequisite(s): DDSN 1100.

DDSN 1103 Foundations of Art (3)

This studio course examines the fundamental practices of art making. Students will analyze the Principles of Art, Elements of Design, and Color Theory. Students will explore varied drawing styles, techniques, and instruments. This course will introduce students to critique etiquette and the vocabulary of fine art.

DDSN 1400 Typography Studio I (3)

This studio course examines typography from historical and practical perspectives while creating connections between type as a communication tool and type as visual expression. Topics introduced in this course are the history of type, type anatomy, classifications, terminology, type setting for the screen versus print, rules of typography, hierarchy and formalism. Additionally, students engage in written and verbal communication for ideation and presentation. Lectures, readings, class demonstrations, group exercises and writing assignments are used.

Prerequisite(s): DDSN 1102.

DDSN 1401 History of Graphic Design (3)

This studio course examines the history of graphic design from 15,000 B.C. through the invention of writing to present day composition and strictly follows Meggs' History of Graphic Design. Students will explore various movements in graphic design history and create design works that reflect these periods. Parallels between fine art history will be drawn. Students are expected to produce written projects in this course displaying content knowledge.

Prerequisite(s): DDSN 1101 and 1102.

DDSN 1940 Transfer Coursework - 1000 Lvl (0-20)

Transfer coursework: Digital Design

Maximum Hours: 99

DDSN 2000 Branding & Semiotics (3)

This studio course examines semiotics and identity (logo) design from historical and practical perspectives. Topics introduced in this course are the study of signs and symbols and the fundamentals of branding with a specific focus on identity (logo) design. Various types of logos will be analyzed and identified and the elements that make them iconic and memorable will be studied. With this knowledge, students will use the entire design process to create logos, symbols and app icons. Additionally, students will engage in written and verbal communication for ideation and presentation. Lectures, readings, class demonstrations, group exercises and writing assignments are used.

Prerequisite(s): DDSN 1101, 1102 and 1400.

DDSN 2100 UX Research & Strategy (3)

This studio course explores the field of User Experience through Design Thinking, product analysis and user research. Students will explore and evaluate digital products, define research strategies, procure and synthesize participant data, and produce industry standard wireframes and branded clickable prototypes. Students will establish skills in developing narrative case studies which support their portfolio work in subsequent courses.

Prerequisite(s): DDSN 1102.

DDSN 2101 Foundations of Interactive Design (3)

This studio course investigates the practice of interactive design from both front and back-end perspectives. User-experience and user-interface design techniques are employed to develop online interactive content. Topics introduced in this course are image and type for the web, HTML basics, development, testing and updating of effective interfaces, visual, navigational and structural approaches to CSS, visual hierarchy, basic animation for online content, image and file preparation and historical perspectives in interactive design. Additionally, students engage in written and verbal communication for ideation and presentation. Lectures, readings, class demonstrations, group exercises and writing assignments are used.

Prerequisite(s): DDSN 1400.

DDSN 2102 Digital Photography (3)

This studio course will explore the history of digital photography in the context of digital design and put into practice photographic compositions and image editing. The digital camera will be used to create compelling visual compositions based on a concept, explore product photography, green screen photography and lighting scenarios. Practice and experimentation with digital image manipulation and compositional techniques is also included in this course.

DDSN 2103 Intro to Copywriting (3)

This online course introduces students to the fundamentals of advertising copywriting. Lectures, readings, and online resources explore how to begin an assignment, find a brand voice, connect with and influence an audience, and develop concise, meaningful copy for traditional and digital media. Students will work alone and in pairs to research, concept, and write ads and campaigns for mock clients and service-learning projects. They will also analyze and critique their own and others' writing through written assignments and in-class discussion. Class meets synchronously once each week.

Prerequisite(s): ENGL 1010.

DDSN 2222 Lower-Level Assessment (3)

This course provides students the opportunity to master skills within lower-level coursework as determined by faculty advisors. Students may take this course with permission by the program directors.

DDSN 2400 Digital Page Layout (3)

This studio course utilizes multi-page layout software to explore long-format design challenges. Topics introduced in this course include advanced InDesign software techniques, design for publication, and file preparation for long-format printing. Students will create concept-driven works for mock clients. Printing and production techniques for long-format design will be employed.

Prerequisite(s): DDSN 1400.

DDSN 2401 Design Studio I (3)

This studio course explores development of printed branding materials within the Adobe interface. Students will create concept-driven projects exploring execution via various media to communicate an event, promotion or series. Students will work with mock clients to create professional written and verbal presentations for portfolio-ready printed works.

Prerequisite(s): DDSN 2100 and 2400.

DDSN 2502 Digital Art Studio III Modular (3)

This studio course explores to use of modular components to allow for efficient reuse in the game design environment. Students will understand how to create these assets with a focus on modularity. Prerequisites: DDSN 1100, 1500, 1501, 1502, 1503, 1504, 1505.

Prerequisite(s): DDSN 1504 and 1505.

DDSN 2600 Interactive Design Studio I (3)

This studio course explores design for mobile, display, aesthetics, UX, UI and interactive solutions. Students are introduced to the latest authoring and animation tools and learn how to apply their knowledge of the software to create dynamic and responsive interactive experiences. Students will communicate ideas via written and verbal presentation.

Prerequisite(s): DDSN 1401, 1400 and 2101.

DDSN 2601 Digital Storytelling (3)

This course explores the art and craft of digital storytelling across various media platforms, with a particular focus on video production for digital media. Students will analyze the core elements of storytelling, create compelling narratives based on strategic goals, and apply these techniques to craft engaging content using video-editing applications. The course emphasizes both theoretical understanding and practical application, encouraging students to critically evaluate digital storytelling's role in shaping contemporary media landscapes, while keeping a close eye on current trends in social media.

Prerequisite(s): DDSN 1100.

DDSN 2602 Motion Design Studio 1 (3)

This course introduces the history and theory of motion graphics and animation. Students will adapt their graphic design acumen for use in timeline-based software to create industry-standard assets for video production, web, and social media using the essential functions and properties of Adobe After Effects. Students will develop a professional process for communicating and iterating motion ideas from concept to delivery including storyboarding, style frames, and animatics as well as rendering, compressing, and exporting files for handoff with stakeholders.

Prerequisite(s): DDSN 1400 and 2000.

DDSN 2603 Interactive Technologies (3)

This special topics course introduces students to basic web language standards and vocabulary, beginner level development procedures and protocols, and interactive technologies used in marketing, design, PR, and online markets. Students will learn how to apply their knowledge to solve interconnectivity issues, articulate development goals with computer science professionals, and complete basic level development edits in online environments. Students will communicate ideas via written and verbal presentations.

Prerequisite(s): DDSN 1401 and 2101.

DDSN 2940 Transfer Coursework - 2000 Lvl. (0-20)

Transfer coursework: Digital Design

Maximum Hours: 99

DDSN 3100 Sound Design (3)

This studio course introduces sound design principles, historical perspectives and case studies. Students are expected to story board and compose sound for characters, video, motion graphics or interactive elements. Students will create professional written and verbal presentations.

Prerequisite(s): DDSN 1101 and 1102.

DDSN 3333 Upper-Level Assessment (3)

This course provides students the opportunity to master skills within upper-level coursework as determined by faculty advisors. Students may take this course with permission by the program directors.

DDSN 3400 Design Studio II (3)

This studio course explores development of three-dimensional packaging to communicate a brand or persona paired with two-dimensional supporting materials. Students will work alone and in groups to create original works for mock clients and service-learning experiences. Students will create professional written and verbal presentations for portfolio-ready printed works.

Prerequisite(s): DDSN 2401.

DDSN 3401 Letterpress Studio (3)

This studio course explores traditional letterpress techniques within a design context. Students will use their original typographic compositions and translate them to the physical letterpress printing method. Students will critique and analyze design solutions via written assignments and verbal class discussions.

Prerequisite(s): DDSN 1100 and 1400.

DDSN 3402 Poster Design (3)

This studio course explores using the poster as a means for visual communication within various projects. Students will work alone and in groups to find concept-driven solutions to design problems translated into the poster medium. Students will critique and analyze design solutions via written assignments and verbal class discussions.

Prerequisite(s): (DDSN 1100, 1101 and 1400).

DDSN 3403 M. A. D. Studio (3)

Marketing and advertising for designers explores the role designers play in the marketing and advertising industries. Students use marketing and advertising to better communicate a brand or persona within various media. Students will work within service-learning projects to articulate a call to action via multiple media platforms both alone and in groups. Students will critique and analyze design solutions via written assignments and verbal class discussions and presentations.

DDSN 3404 Copywriting Studio (3)

This online studio course advances students' understanding of the discipline of copywriting. Lectures, readings, and case studies explore the many ways language functions in advertising — to educate, sell, influence, entertain, shock, and shape culture. Students will work alone and in pairs to research, concept, and write ads and campaigns for mock clients and service-learning projects. This could include writing for projects in concurrent design courses or refining and extending existing portfolio pieces. Students will also analyze and critique their own and others' writing through written assignments and in-class discussion. Class meets synchronously once each week.

Prerequisite(s): ENGL 1010 and DDSN 2103.

DDSN 3406 Infographic Design (3)

This studio course explores the visual representation of data. Students will create concept-driven projects that utilize infographics to communicate and disseminate highly complex data points through visually appealing graphics. Additionally, students engage in written and verbal communication for presentation and critique. Topics discussed in this course are the history of infographic design and the tools and techniques used to create infographics. Lectures, readings, class demonstrations, group exercises and writing assignments are used.

Prerequisite(s): DDSN 2000.

DDSN 3505 Typography 2 (3)

This studio course closely examines lettering, typography and the structure and nuances of the Roman alphabet. Attention will be given to form, history and concept in type. Topics discussed are customizing typefaces, creating glyphs and alphabets, custom display lettering, the relationship between type and image, and working with large amounts of text and multiple pages. Additionally, students engage in written and verbal communication for ideation and presentation. Lectures, readings, videos, exercises, projects and writing assignments are used.

Prerequisite(s): DDSN 1400 and 2400.

DDSN 3600 Social Media Studio (3)

This studio course examines the use of social media within the design field. Students will create graphics for various new media and social media landscapes and develop strategy for implementation. Students will recognize and evaluate social media platforms based on user interaction and outcomes, design strategic graphics for social media campaigns, develop ongoing social media and digital strategy for service-learning client and communicate project via professional written and verbal presentation.

Prerequisite(s): DDSN 1100 and 1102.

DDSN 3602 Interactive Design Studio II (3)

This studio course uses advanced UX, UI, interactive design techniques and software to communicate a concept to an audience. Students will understand advanced interactive design techniques and apply techniques to class assignments. Students will create content-rich design solutions showcased within an interactive context using working prototypes in mobile-first design.

Prerequisite(s): DDSN 2600.

DDSN 3603 Digital Narrative Studio II (3)

This studio course explores video production within a team environment to create concept-driven, strategic solutions for a real-world client. Students will work in teams to create storytelling experiences via video and motion. Students will understand and analyze advanced principles of the digital narrative, study different approaches to genre and style, develop multimodal approach to digital problem solving, create concept-driven solutions to class assignments, work in groups to develop strategy for service-learning client, communicate project via professional written and verbal presentation. They will explore platforms and brand messaging, along with creative means of achieving goals in these channels.

Prerequisite(s): DDSN 1400 and 2601.

DDSN 3604 Motion Design Studio II (3)

This studio course builds on foundations of motion and uses advanced motion techniques to create animation narratives that synthesize motion graphics with video elements and user interfaces. The vast suite of Adobe After Effects will allow designers to explore complex features to aid storytelling and creative problem solving. Students will create concept-driven motion projects with motion tracking, 3D layers, and cameras with an emphasis on detailed gestures, micro animations, and design patterns as well as best practices for interactive compatibility to incorporate motion design into mobile and web interfaces to aid user experience.

Prerequisite(s): DDSN 2000, 1400, 2602, 3601, 3602 and 3603.

DDSN 3605 Illustration Studio (3)

This studio course explores digital illustration in the Procreate platform with some cross-over in Adobe Illustrator while creating historical and practical connections between technology and creative problem solving. Topics introduced in this course are the Procreate and Adobe Illustrator interfaces, illustration tools and techniques, color, good illustration practices and processes, and challenges within the digital interface. Additionally, students engage in written and verbal communication for ideation and presentation. Lectures, readings, class demonstrations, group exercises and writing assignments are used.

DDSN 3890 Service Learning (0-1)

Corequisite(s): DDSN 3400.

Maximum Hours: 99

DDSN 4100 Portfolio & Prof Practices (3)

This studio course prepares students for entry into the workforce. Students will create a personal brand and translate that brand into their portfolio, stationery package and other media for marketing purposes. Students will undergo rigorous self-reflection, mock interviews, presentation techniques and portfolio reworking. Students can expect to create written and verbal communication regarding their brand, personal attributes and portfolio works.

DDSN 4400 Business of Design (3)

This studio course provides students with real-world applications of business practices within the graphic design industry, contracts, the law, business planning, strategy and marketing. Students will assemble a strategic approach to estimating and planning, project workflow in a design business environment and create original work for service-learning client.

Prerequisite(s): DDSN 1100 and 1102.

DDSN 4401 Design for Good (3)

This studio course explores the greater purpose of design as an agent of change. Students will create multiple projects supporting a cause with a specific call to action. 2D, 3D and interactive elements will be employed to create meaningful works based on a concept. Students will work for personal and service-learning clients and communicate projects via professional written and verbal presentation.

Prerequisite(s): DDSN 1100, 1101, 1102, 1400, 2000 and 1401.

DDSN 4402 Packaging Design (3)

This studio course guides students in a methodical design process to create packaging for a brand that is effective in both retail and e-commerce contexts. Students will progress from concept development to final production, ensuring that each design decision aligns with the brand's positioning. The course includes hands-on work with 3D prototypes, along with developing a systematic hierarchy for typography and imagery. Students will present and justify their design choices, demonstrating how their design decisions enhance the brand's goals.

Prerequisite(s): DDSN 2000.

DDSN 4403 Corporate Identity (3)

This studio course greater explores the field of corporate identity and branding within a design context. Students will work alone and in groups to create concept-driven works for mock clients and service-learning projects. Students will explore logo design, branding, brand standards, brand strategy and brand application as part of this course. Students will communicate projects via professional written and verbal presentation.

Prerequisite(s): DDSN 1100, 1101, 1102, 1400, 1401 and 2000.

DDSN 4404 Environmental Design (3)

This studio course greater explores the field of environmental design within a design context. Students will work alone and in groups to create concept-driven works for mock clients and service-learning projects. Students will explore large-scale graphics for a variety of out-of-home media including billboards, transportation design, way finding and accessibility design. Students will communicate projects via professional written and verbal presentation. Prerequisites: DDSN 1100, 1101, 1102, 1400, 1401, 2100, 2400, 2401, 3400, 3403, 3600, 4400.

Prerequisite(s): DDSN 1100, 1101, 1102, 1400, 1401 and 2000.

DDSN 4405 Design Studio III (3)

This studio course explores development of multi-media works surrounding project themes. Students will use print (2D), packaging (3D) and interactive media to communicate a project solution. Students will work alone and in groups to create original works for mock clients and service-learning experiences. Students will create professional written and verbal presentations for portfolio-ready printed works.

Prerequisite(s): DDSN 1100, 1101, 1102, 1400, 1401, 2401, 3400, 2400 and 2000.

DDSN 4406 Designer as Author (3)

This accelerated studio course explores development of a project where the student is the author of the concept, product, persona, client, research, execution and implementation from start to finish. This course is reserved for students with a 3.5 or higher GPA who can demonstrate exceptional design skills in two-dimensional, three-dimensional and interactive design techniques. Students interested in taking this course should apply the semester prior via portfolio and written proposal for the course topic.

DDSN 4600 Multi-Media Studio (3)

This studio course encourages the use of multiple media to communicate to an audience. Students will use narrative, social media, motion, website design and other interactive applications per their strategy to create a multimodal user-experience. Students will present ideas both in written and verbal form.

Prerequisite(s): DDSN 1100, 1101, 1102, 1400, 1401, 2101, 2600, 2000 and 3602.

DDSN 4601 Digital Design Co-op (1)

This 1 credit seminar course acts as a mock agency and allows students to create projects for local businesses in the New Orleans community. The professor will act as the account executive to manage work-flow while students mimic the team roles within a creative agency setting. Students may be expected to create 2D works, 3D works, interactive elements, illustrative elements, and branding packages. Students will gain experience working one-on-one with a real client as well as with printing and production houses. The course is by application only and students are selected by the Program Director. Departmental Approval Required.

DDSN 4900 Special Topics (3)

Special Topics in Digital Design.

Maximum Hours: 99

DDSN 4901 Special Topics (3)

Special Topics in Digital Design.

DDSN 4902 Special Topics (3)

Special Topics in Digital Design. Course may be repeated up to unlimited credit hours

Course Limit: 99

DDSN 4903 Special Topics (3)

Special Topics in Digital Design. Course may be repeated up to unlimited credit hours

Course Limit: 99

DDSN 4904 Special Topics (3)

Special Topics in Digital Design. Course may be repeated up to unlimited credit hours.

Course Limit: 99

DDSN 4905 Special Topics (3)

Special Topics in Digital Design. Course may be repeated up to unlimited credit hours.

Course Limit: 99

DDSN 4910 Independent Study (1-3)

This course explores special topics with the Digital Design field. The student will work one-on-one with the faculty member to create portfolio ready works in a concept-driven environment. The independent study may be taken twice for credit if the topics vary.

Maximum Hours: 99

DDSN 5050 Digital Design Practicum (3)

This course assists in the student's internship experience by providing weekly direction and feedback. The student is responsible for securing an internship during the practicum course period and completing at least 100 total hours during the semester. In addition to the contact hours, each student must maintain a PDF portfolio of works created during the semester for review during the final exam period. Both the student and employer will be given entrance and exit surveys regarding their experiences.

DDSN 6001 Graphic Design Principles (3)

This project-based introductory graphic design course covers topics such as color theory for print and the screen, file types, design terminology, project workflow, aesthetics, visual concepts, typography, and Adobe software fundamentals. Aside from being introduced to the practice of graphic design, they are also coached in oral and written communication for design practices, critiques and presentation skills. Students will produce a culturally-relevant solution to a communication challenge through a scaffolded assignment over the course of the semester.

Media & Design (MDES)

MDES 1100 Introduction to Mass Media (3)

This course is designed to offer a broad appreciation of all types of media, and an understanding of how media shapes and reflects our culture. The course will examine the impact of books, newspapers, magazines, movies, radio, TV and the Internet. The course will also cover advertising and public relations and how these industries are used in mass media to shape consumer perceptions and behaviors.

MDES 1120 Media Writing (3)

The media writing course is designed to develop students' communication writing skills and styles in an effort to communicate with and reach diverse audiences. The course includes an overview of basic rules for becoming a better writer, journalistic writing with an emphasis on Associated Press style, and a comprehensive look at the types of writing assignments that communications professionals use to communicate with diverse audiences.

MDES 1940 Transfer Coursework (0-4)

Maximum Hours: 99

MDES 2000 Media & Design Assessment I (3)

This course provides students the opportunity to master skills within lower-level coursework as determined by faculty advisors. Students may take this course with permission by the Department Chair.

MDES 2110 Media Ethics & Equity (3)

Studying media ethics is central to understanding the pervasive nature that media play in our lives and the impact that the decisions of media practitioners have on society. Ethics play an integral role in every decision we make – from content creation to audience selection. This course begins with a discussion of traditional moral theory and ethical philosophies and applies them to modern-day issues in 21st century media. Topics include truth in media, privacy, social justice, framing the news and current events, media ownership, stereotyping and representation in film, television and advertising, as well as communications law, the Internet and digital media. Media literacy will be a central theme throughout the course and students will be presented with case studies about events and issues and will examine the decisions and implications on society. Ultimately, students are encouraged to become active users of media and, ultimately, content creators whose diverse, equitable and inclusive lens can create actionable change in society.

MDES 2120 Media Law (3)

This course provides a historical survey and analysis of the current and future trends in the development of the media-related law in America. Students explore media-related ethical theories and the law in current issues, case studies, and problem-solving scenarios. Students explore the moral philosophies that govern such concerns as royalties, copyright infringement, libel, and intellectual property.

MDES 2200 Principles of Public Relations (3)

This course focuses on the communication between an individual or organization and the public to promote public acceptance and approval. Students explore traditional and emerging components of the public relations process through mass media, as well as the needs of different types of businesses, such as corporations, nonprofit organizations, and government offices.

MDES 2210 Media Research (3)

This course is designed to introduce students to mass media research including equipping students with the tools needed to develop a strategic communications plan including execution and evaluation. The primary focus of the class is on using research for advertising and public relations campaigns. Students will learn about the various types of research, research methods – content analysis, focus groups, in-depth interviews, surveys and experiments – and gain experience with the statistical methods most often used to analyze data.

MDES 2300 Digital Media Principles & Strategy (3)

This course will provide students with an understanding of how goals, audience, and metrics define a strategic approach to online communication and how specific channels, platforms, and tactics are used to achieve that strategy. The course will also focus on the key components of planning and creating an effective inbound strategy to reach an organization's audience.

MDES 2310 Influencer Strategy (3)

This course is designed to introduce students to the basic concepts, strategies, tactics and procedures of influencer marketing - a type of social media marketing that uses endorsements and product mentions from influencers. Course topics will include how to evaluate and decide when and how to work with influencers and how to leverage their social proof to reach your brand's following.

MDES 2400 Principles of Advertising (3)

This course covers the fundamentals of advertising, beginning with the history and evolution of advertising as an element in the economy, a specialized form of communication, a craft, and an area of ethical sensitivity. At the practical level, students will be introduced to media planning and the emergence of new media, market research, agency organization and creativity as well as the legal and ethical concerns that advertising professionals must bear in mind.

MDES 2401 Business of Media and Design (3)

Advertising is all about spends: media spends, agency fees, and production expenses. In this course, students will be exposed to the wide array of costs associated with advertising. We'll take a look at what comprises freelance and agency rate structures; how media is planned, placed, and compensated for; and how production costs and billing structures can be approached. This course will further expose the business side of advertising through developing an understanding of building viable scopes, budgets and timelines that are economically sound for both the agency and the client.

Prerequisite(s): MDES 2400.

MDES 2910 Special Topics in Strat Comm (1-3)

Special topics in strategic communication.

Maximum Hours: 99

MDES 3210 Digital Public Relations (3)

This course explores the opportunities and special demands of digital media in the business and promotion of public relations and PR campaigns. Students are taught the techniques of using blogging, social networking and advanced web technology in the promotion and publicizing of public relations clients.

Prerequisite(s): MDES 1120 and 2200.

MDES 3220 PR Writing (3)

This course emphasizes the factors of information content, creativity, and persuasion in a way that relates specifically to the practice of Public Relations. Students will receive guidance in the preparation of written materials that adhere to high standards of truth and information value, engage and interest the public(s), and take an advocacy stance in support of the originating organization's goals and objectives. These qualities of writing will be fostered for use both in the new media of websites and social media as well as in the traditional media of printed materials, news releases, speeches, letters, multi-media presentations, fact sheets, etc. Public Relations writing's association with marketing and advertising will also be explored.

Prerequisite(s): MDES 1120 and 2200.

MDES 3230 Media Relations (3)

This course is designed to help you better understand the role and practice of media relations and messaging in the private and public sector. Whether working in corporate, non-profit or governmental organizations, students will learn to research media and reporters, develop messages, build strategic media plans, generate media coverage, serve as spokespersons, handle crisis situations, and use digital media strategies to achieve the desired goals.

Prerequisite(s): (MDES 1120, 2200, 3210 and 3220).

MDES 3240 PR Case Studies (3)

This course studies real-life public relations cases and campaigns with discussions on why some campaigns succeed and others fail. Special attention is given to contemporary cases and to development of the tools necessary for effective campaigns including the importance of research, objectives, programming and planning.

Prerequisite(s): MDES 1120 and 2200.

MDES 3250 Non-Profit Communication (3)

Non-Profit Marketers wear many hats. In this day and age, non-profit marketers need to have a variety of skills to fulfill their role, and the outcomes that are needed. They are one of the main ways that an organization reaches its audiences. It includes: public relations, advertising, special event planning, social media, and consumer relationship building. This course will examine how organizations use their marketers to publicize who they are, their mission, and reach donors.

Prerequisite(s): MDES 1120 and 2200.

MDES 3260 Health Communication (3)

This course is designed to address the concepts and functions of health communication. Upon completion, students will have created a strategic health communication plan that can be used by a local organization to address the organization's stakeholders to increase behaviors that lead to positive health outcomes and decrease those that are adverse to their well-being.

Prerequisite(s): MDES 1100, 1120, 2110, 2120, 2200, 2210, 3210 and 3240.

MDES 3270 PR Event Planning (3)

Events are a very important strategy utilized by PR practitioners. This class will examine every aspect of event planning – from research and planning to contracts and budgets. Whether a practitioner is working with members of an internal or external audience, event planning will always be a useful tactic to build community, awareness and influence behavior. Students will also learn to promote events through both traditional and social media.

Prerequisite(s): MDES 2200.

MDES 3280 Crisis Communication (3)

This course will focus on the communication professional's role and responsibilities during a crisis. This class will in equal parts address what constitutes a crisis, which stakeholders are impacted during a crisis, how to manage the crisis and what happens when the crisis is "over." During a crisis, time is of the essence. Thus, students will be presented with several crisis scenarios throughout the class and will be asked to address them preparing them to aid in providing strategic counsel in crisis situations.

MDES 3300 Creating Digital Content (3)

This course will teach students how to think critically when developing digital content for different online channels and platforms, including long-form writing, short-form copy and headlines, images, infographics, and long-form videos and short clips.

Prerequisite(s): and MDES 2300.

MDES 3310 Digital Media Analytics & Reporting (3)

This course will take a deeper look at developing metrics, reporting tactics, and evaluating results of digital media and marketing communication campaigns. Students will have hands-on access to multiple platforms that track performance on different channels (social, paid media, email, etc.) and will analyze and report results.

Prerequisite(s): MDES 2300, 2210, 3300, 3450 and 2110.

MDES 3320 CRM and Digital Media (3)

This course is designed to present how customer relationship management (CRM) software is used to manage customer and audience relationships with digital media and marketing communication strategies, campaigns, and tactics. Students will learn and evaluate different CRM and engagement database platforms and develop strategies, tactics, and processes to help manage relationships with an organization's customers, constituents, and audience.

Prerequisite(s): DDSN 2103, MDES 2300 and 3300.

MDES 3330 SEO & SEM Strategies (3)

This course will present the basic principles of Search Engine Optimization, Search Engine Marketing, and Paid Media. It will focus on both creative and technical applications and strategies guided by industry research and best practices. Students will have hands-on access to the platforms available to research, build, and measure digital media effectiveness across platforms.

Prerequisite(s): MDES 2300 and 3300.

MDES 3333 Advancement Review (0)

This course will prepare students for the advancement review through advising and portfolio preparation. Students are expected to take this course as a pre-requisite or concurrently with MDES 3240 PR Case Studies or MDES 2210 Media Research.

MDES 3440 Project Management for Advertising (3)

This course is designed to expose students to the ways in which an advertising agency functions, specifically how work flows through it and how various roles impact agency output. Working and collaborating with others is part and parcel of the strategic communications industry and understanding the process will help students understand the value that each member of the team brings to the campaign's success. Exploring the role that both the traffic and production departments play in an agency or campaign setting will further students' grasp of the dynamic between the various departments.

Prerequisite(s): MDES 2400.

MDES 3450 Brand & Campaign Strategy (3)

This course is designed to introduce students to the foundations of building memorable brands and effective campaigns. We'll address the core values of brand development, from brand creation to rebrands; as well as building and maintaining relationships with the consumer, while managing client expectations. Students will examine the elements involved in campaign development from planning and budgeting, to executing and managing campaigns. This course sits on the line where creativity and feasibility meet: how to tell a story in its most effective and authentic way, while accounting for not only budgets and timelines, but where and how that message could be best received – thus maximizing reach, repetition and relevancy of dollars spent.

Prerequisite(s): MDES 2400.

MDES 3460 Media Planning & Buying (3)

This course is designed to introduce students to the basic concepts, strategies, tactics and procedures of media planning and buying. Course topics will include how to evaluate and decide where and when to buy and place advertisements to achieve an organization or clients' marketing, advertising and media objectives.

Prerequisite(s): MDES 2400.

MDES 3900 Special Topics (3)

Maximum Hours: 99

MDES 3901 Special Topics (3)

Maximum Hours: 99

MDES 3902 Special Topics (3)

Maximum Hours: 99

MDES 4000 Media & Design Assessment II (3)

This course provides students the opportunity to master skills within upper-level coursework as determined by faculty advisors. Students may take this course with permission by the Department Chair.

MDES 4150 Capstone: Media & Design (3)

This course is designed to emulate an agency in which students in the Media + Design program will come together to produce a campaign that includes conducting research, developing a plan, implementing strategies and tactics and measuring campaign success for real-world clients. This capstone course will provide students with the ability to put into practice the skills they learned throughout their coursework and create compelling portfolio works.

Prerequisite(s): MDES 1120, 2200, 2110, 2210, 2120, 3210, 3240, 3220 and 3230.

MDES 4190 Internship: Media & Design (3)

An internship is a hands-on experience in a professionally supervised environment to further students knowledge and skills within real-world context. B.A. candidates will spend at least 100 hours working and documenting their output in the Media and Design industries directly related to their academic major. **Prerequisite(s):** Successful completion of Review.

Maximum Hours: 99

MDES 4200 Strategic Corporate Communication (3)

This course will focus on the role and responsibilities of the corporate communications function and the integral nature of the corporate stakeholders. Understanding the role that stakeholders – individuals or groups who have a shared interest in the success or failure of a business such as employees, customers, shareholders, local community, society, media, etc. – is critical in the entire process. In this course, students will come to understand the role that corporate communicators play.

Prerequisite(s): MDES 2200 and 3220.

MDES 4210 Portfolio & Professional Practices (3)

This class is designed to assist students in the development of their professional portfolios. This course and the creation of portfolios will position students for their career opportunities after graduation. Students will curate work from their courses and/or internships to produce professional-level portfolios that reflect mastery of strategy and tactical execution. The course will also include a focus on resume development and professional networking. Professionals in the respective industries will evaluate student portfolios against the highest industry standards and students will be expected to present their portfolios at the end of the semester. Prerequisite(s): By permission of Department Chair.

MDES 4300 DMMC Studio (3)

This course will provide a hands-on, applied learning experience using digital media and marketing communications automation software suites. Students will work in groups with real-life companies and organizations to create, implement and analyze the effectiveness of their digital media and marketing communication campaign. Peers, faculty, and other industry experts will evaluate and judge the performance of the group's plan and results.

Prerequisite(s): DDSN 1100, 2103, MDES 2300, 2110, 2210, 3300, 3450, 3310 and 3320.

MDES 4400 Advertising Studio I (3)

Building on the Principles of Advertising, this course requires students to develop and present advertising campaigns that involve organizing research, establishing goals and objectives, developing creative and messaging strategies, and preparing budgets similar to what advertising agencies do on a daily basis. The projects will provide a greater mastery of advertising principles and provide students with completed projects for their portfolio.

Prerequisite(s): MDES 2400 and 3450.

MDES 4401 Advertising Studio 2 (3)

Building on the Advertising Studio 1, this course requires students to continue to develop and execute strategic advertising campaigns for real-world clients that includes research, planning, implementation and evaluation. The establishing goals and objectives, developing creative and messaging strategies, and preparing budgets similar to what advertising agencies do on a day-to-day basis. The projects will provide a greater mastery of advertising principles and provide completed projects for their portfolio.

Prerequisite(s): MDES 2400.

MDES 4404 NSAC Student Competition (3)

This studio course explores the interdisciplinary opportunities of the media and design industry by creating a real-world multi-media campaign for the American Advertising Federation National Student Advertising Competition (NSAC) client. This course is by application only.

MDES 4900 Special Topics (3)

Maximum Hours: 99

MDES 4901 Special Topics (3)

Maximum Hours: 99

MDES 4902 Special Topics (3)

Maximum Hours: 99

MDES 4910 Independent Study (1-3)

This course explores special topics with the Media & Design field. The student will work one-on-one with the faculty member to create portfolio ready works in a concept-driven environment. The independent study may be taken twice for credit if the topics vary.

Maximum Hours: 99

MDES 4990 Honors Thesis (3)

For especially qualified seniors with approval of the faculty director. Students are generally expected to have a minimum of a 3.400 overall grade-point average and a 3.500 grade-point average in the major.

MDES 5380 Junior Year Abroad (1-20)**MDES 6002 Strategic Communications Writing (3)**

This strategic communications writing course is designed to develop students' communication writing skills to reach diverse audiences. Students sharpen their writing skills in this course and are introduced to the Associated Press style which they use to create a variety of media writing tactics. Aside from being introduced to the fundamentals of strategic communication writing, they are also coached in presentation skills. Students will produce a culturally-relevant solution to a communication challenge through a scaffolded assignment over the course of the semester.

MDES 6003 Public Relations Principles & Strategy (3)

This project-based introductory public relations course provides students with an understanding of the role of public relations between various entities, such as corporations, nonprofits, or governmental agencies, and different audiences or publics. Students will learn a brief history of the field; a high-level view of fundamental theories to the practice; an overview of public relations tactics; components of a public relations campaign, including research; and real-world examples of PR campaigns and events. Aside from being introduced to the principles of public relations, they are also coached in presentation skills.

MDES 6004 Digital Marketing Principles & Strategy (3)

This project-based introductory digital marketing course will provide students with an understanding of how goals, audience, and metrics define a strategic approach to online communication. Students will also be exposed to topics such as how specific channels, platforms, and tactics are used to achieve that strategy, and the key components of planning and creating an effective inbound strategy to reach an organization's audience. Aside from being introduced to the principles of digital marketing, they are also coached in presentation skills.