

VISUAL COMMUNICATION, MINOR

Saint Louis University's visual communication interdisciplinary minor provides the theoretical framework and the technical facility for students to understand and manipulate visual elements effectively in a variety of communication modes, such as graphic design, web design, radio, video and animation.

Leadership

Amy Bautz, M.F.A., Department of Fine and Performing Arts
Ringo Jones, M.F.A., Department of Communication

Curriculum Overview

The contributing departments for this program are the Department of Communication, the Studio Art Program of the Department of Fine and Performing Arts and the Department of English.

The program is designed so the aesthetic judgment and understanding acquired in the studio art coursework and the technical facility and analytical processes learned in the communication and English coursework can be focused on discovering innovative and aesthetically pleasing solutions to the specific problems inherent in the visual communication process.

This combination of attributes equips students to produce and address the products of visual communication as both artistic artifacts and technical instruments. Students are encouraged to complete an internship as part of the minor.

Requirements

Communication Majors

A minimum of 12 credits must be selected from designated studio art courses.

Code	Title	Credits
Required Courses		
CMM 2500	Media Lab	1
ART 2700	Graphic Design I	3
ART 2500	Computer Art I	3
ART 3700	Graphic Design II	3
Elective Courses		
Select three of the following:		9
CMM 2550	Photojournalism	
CMM 2510	Video Production and Design	
CMM 3120	Media Scriptwriting	
CMM 3510	Studio Production	
CMM 3520	Sports Documentary	
CMM 4810	Digital Storytelling	
CMM 4910	Internship	
ART 2500	Computer Art I	
ART 3500	Computer Art II	
ART 3700	Graphic Design II	
ART 3750	Introduction to Web Design	
ART 4500	Computer Art Studio	

ART 4700	Graphic Design Studio	
ENGL 4010	New Media Writing	
Total Credits		19

Studio Art Majors

A minimum of 13 credits must be selected from designated communication courses.

Code	Title	Credits
Required Courses		
ART 2700	Graphic Design I	3
CMM 2500	Media Lab	1
CMM 2510	Video Production and Design	3
CMM 4810	Digital Storytelling	3
Elective Courses		
Select three of the following:		9
CMM 2550	Photojournalism	
CMM 2510	Video Production and Design	
CMM 3120	Media Scriptwriting	
CMM 3510	Studio Production	
CMM 3520	Sports Documentary	
CMM 4810	Digital Storytelling	
CMM 4910	Internship	
ART 2500	Computer Art I	
ART 3500	Computer Art II	
ART 3700	Graphic Design II	
ART 3750	Introduction to Web Design	
ART 4500	Computer Art Studio	
ART 4700	Graphic Design Studio	
ENGL 4010	New Media Writing	
Total Credits		19

Other Majors

A distribution of no less than six credits from each contributing discipline must be taken.

Code	Title	Credits
Required Courses		
CMM 2400	Media and Society	3
CMM 2500	Media Lab	1
ART 2700	Graphic Design I	3
ART 3700	Graphic Design II	3
Elective Courses		
Select three of the following:		9
CMM 2550	Photojournalism	
CMM 2510	Video Production and Design	
CMM 3120	Media Scriptwriting	
CMM 3510	Studio Production	
CMM 3520	Sports Documentary	
CMM 4810	Digital Storytelling	
CMM 4910	Internship	
ART 2500	Computer Art I	
ART 3500	Computer Art II	
ART 3700	Graphic Design II	

ART 3750	Introduction to Web Design
ART 4500	Computer Art Studio
ART 4700	Graphic Design Studio
ENGL 4010	New Media Writing
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Total Credits	19

Continuation Standards

A student must maintain a GPA in coursework for the minor in visual communication of at least 2.00.