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, media design, radio, video and animation.

Leadership
Amy Bautz, M.F.A., Department of Fine and Performing Arts

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 visual communication in a variety of media. 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.

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<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
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<tbody>
<tr>
<td>CMM 2500</td>
<td>Media Lab</td>
<td>1</td>
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<tr>
<td>ART 2700</td>
<td>Graphic Design I</td>
<td>3</td>
</tr>
<tr>
<td>ART 2500</td>
<td>Computer Art I</td>
<td>3</td>
</tr>
<tr>
<td>ART 3700</td>
<td>Graphic Design II</td>
<td>3</td>
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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 4810 Digital Storytelling
- CMM 4910 Internship
- ART 2500 Computer Art I
- ART 3500 Computer Art II
- ART 3700 Graphic Design II
- 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.

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<tr>
<td>CMM 2400</td>
<td>Media and Society</td>
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<td>ART 2700</td>
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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.