



Cornerstone
UNIVERSITY®
BUILD A LIFE THAT MATTERS

Grand Rapids, Michigan

COMMUNICATION & MEDIA DIVISION



Desiree Duff, Ph.D.
Division Chair

The Communication & Media Division exists to instruct, equip and mentor students to engage the marketplace of ideas in strategic and creative ways as skilled professionals and agents of reconciliation who seek to influence their culture.

Our students will carry with them the ability to employ valued communication and media theory in their specialized areas, evaluate and discern ethical practices and present mastery of skills with professional expertise.

Our students have access to high-end technical equipment through the Center for Academic Media Services (CAMS). Our classrooms include studio spaces, two music recording studios and fully equipped editing suites with major non-linear editing platforms. Experienced professors, with professional connections in each of the disciplines assist and mentor students through their internships. Students also benefit from the media-rich Grand Rapids/West Michigan marketplaces.

We have assembled a superb faculty to meet the needs of our growing programs. They bring a firm commitment to Christ, and strong academic credentials combined with decades of professional experience. They demonstrate their passion for developing communication and media professionals skilled in leadership, creativity and integrity.

DEGREES

Bachelor of Arts (B.A.)

MAJORS

Audio Production
Communication: Broadcast Communication
Communication: Strategic Communication
Communication Studies
Digital Media
Film and Video Production
Graphic Design
Health Communication
Language Arts Group (Elementary Education)

MINORS

Audio Production
Communication Studies
Digital Media
Film and Video Production
Graphic Design
Language Arts Group
(Elementary Education)

FACULTY

Duff, Desiree C., Professor of Communication and Media (Chair); B.A., Cedarville University; M.A., Purdue University; Ph.D., Michigan State University

LaForce, Chad, Instructor of Digital Design; A.A.S., Kalamazoo Valley Community College; B.I.S., Ferris State University

Muir, Pete, Dean of Accreditation and Curriculum and Associate Professor of Communication and Media; B.Bus., Queensland University of Technology; M.A., Queensland University of Technology; Ph.D., Western Michigan University

Osborn, Jeremy L., Associate Professor of Communication and Media; B.A., Capital University; M.A., The Ohio State University; Ph.D., University of Arizona

Porter, Bradley M., Assistant Professor of Film Production; B.A., Cornerstone University; M.F.A., Chapman University

Sindorf, Kathleen O., Associate Professor of Communication and Media; B.A., Cornerstone University; M.A., University of Michigan

CRITERIA FOR GRADUATION AS A DIVISION MAJOR

See the Academic Information section under Graduation Requirements.

Degree information for the Bachelor of Arts degree along with major and minor listings by division can be found in the catalog section entitled Degree Information.

BACHELOR OF ARTS MAJORS & MINORS

AUDIO PRODUCTION MAJOR *(does not require a minor)*

| Media Core Required Courses | | Credit Hours |
|--|---|---------------------|
| COM-400 | Capstone Seminar | 3 |
| MDA-111 | Introduction to Story | 3 |
| MDA-213 | Introduction to Graphic Design | 3 |
| MDA-236 | Introduction to Digital Photography | 3 |
| MDA-261 | Audio Production I | 3 |
| MDA-271 | Film and Video Production I | 3 |
| MDA-318 | Writing for the Media | 3 |
| MDA-380 | Internship | 4 |
| <i>One of the following:</i> | | 3 |
| COM-212 | Interpersonal Communication | |
| COM-321 | Group Communication | |
| Audio Required Courses | | |
| MDA-151 | Music Fundamentals for Audio Production | 3 |
| MDA-161 | Audio/Visual Technical Production | 3 |
| MDA-262 | Live Sound Production | 3 |
| MDA-272 | Deconstructing Popular Music Production | 3 |
| MDA-281 * | Audio Production II | 3 |
| MDA-363 | Audio for Post Production | 3 |
| MDA-381 | Mixing | 3 |
| MDA-383 | Mastering | 3 |
| MDA-484 | Music Producing | 3 |
| MDA-486 | Capstone Audio Project | 3 |
| Total | | .58 |

* Must achieve a grade of C- or greater to pass

AUDIO PRODUCTION MINOR (not an option for Digital Media majors)

| Required Courses | Credit Hours |
|--|--------------|
| MDA-161 Audio/Video Technical Production | 3 |
| MDA-261 Audio Production I | 3 |
| MDA-262 Live Sound Production | 3 |
| MDA-281 Audio Production II | 3 |
| MDA-363 Audio for Post Production | 3 |
| One of the following: | 3 |
| MDA-151 Music Fundamentals for Audio Production | |
| MDA-272 Deconstructing Popular Music Production | |
| Total | 18 |

COMMUNICATION STUDIES MAJOR (requires a minor)

| Required Courses | Credit Hours |
|---|--------------|
| COM-212 Interpersonal Communication | 3 |
| COM-311 Intercultural Communication | 3 |
| COM-312 Persuasion | 3 |
| COM-315 Communication Theory | 3 |
| COM-321 Group Communication | 3 |
| COM-322 Innovative Message Presentation | 3 |
| COM-339 Social Media | 3 |
| COM-369 Communication Research Methods | 3 |
| COM-380 Internship | 3 |
| COM-400 Capstone Seminar (exception for double majors - COM elective) | 3 |
| One of the following: | 3 |
| COM-433 Nonverbal Communication | |
| COM-435 The Aversive Side of Communication | |
| Total | 33 |

COMMUNICATION MAJOR BROADCAST COMMUNICATION CONCENTRATION (does not require a minor)

| Required Courses | Credit Hours |
|---|--------------|
| COM-201 Newswriting | 3 |
| COM-212 Interpersonal Communication | 3 |
| COM-241 Oral Interpretation | 3 |
| COM-311 Intercultural Communication | 3 |
| COM-315 Communication Theory | 3 |
| COM-321 Group Communication | 3 |
| COM-322 Innovative Message Presentation | 3 |
| COM-312 Persuasion | 3 |
| COM-339 Social Media | 3 |
| COM-354 Announcing and Reporting | 3 |
| COM-369 Communication Research Methods | 3 |
| COM-380 Internship | 3 |
| COM-400 Capstone Seminar (exception for double majors - COM elective) | 3 |
| MDA-318 Writing for the Media | 3 |
| MDA-271 Film and Video Production I | 3 |
| One of the following: | 3 |
| COM-433 Nonverbal Communication | |
| COM-435 The Aversive Side of Communication | |
| Six credits from the following: | 6 |
| BUS-236 ENACTUS | |
| COM-215 Public Relations | |
| COM-262 Advertising Principles | |
| COM-361 Advertising Practices | |
| COM-363 Media Relations | |
| COM-364 Special Events & Promotions | |
| MDA-236 Introduction to Digital Photography | |
| MDA-261 Audio Production | |
| MDA-282 Film and Video Production II | |
| MDA-319 Mass Media Literacy | |
| Total | 54 |

COMMUNICATION MAJOR STRATEGIC COMMUNICATION CONCENTRATION *(does not require a minor)*

| Required Courses | Credit Hours | |
|--|--|-----------|
| COM-212 | Interpersonal Communication | 3 |
| COM-215 | Public Relations | 3 |
| COM-262 | Advertising Principles | 3 |
| COM-311 | Intercultural Communication | 3 |
| COM-312 | Persuasion | 3 |
| COM-315 | Communication Theory | 3 |
| COM-321 | Group Communication | 3 |
| COM-322 | Innovative Message Presentation | 3 |
| COM-339 | Social Media | 3 |
| COM-364 | Special Events & Promotions | 3 |
| COM-369 | Communication Research Methods | 3 |
| COM-380 | Internship | 3 |
| COM-400 | Capstone Seminar <i>(exception for double majors - COM elective)</i> | 3 |
| <i>One of the following:</i> | | 3 |
| COM-433 | Nonverbal Communication | |
| COM-435 | The Aversive Side of Communication | |
| <i>Six credits from the following:</i> | | 6 |
| BUS-236 | ENACTUS | |
| COM-319 | Grant Writing | |
| COM-361 | Advertising Practices | |
| COM-363 | Media Relations | |
| MDA-213 | Graphic Design I: Introduction to Graphic Design | |
| MDA-236 | Introduction to Digital Photography | |
| MDA-261 | Audio Production | |
| MDA-271 | Film and Video Production I | |
| MDA-318 | Writing for the Media | |
| MKT-251 | Principles of Marketing | |
| Total | | 48 |

COMMUNICATION STUDIES MINOR

| Required Courses | Credit Hours | |
|-------------------------|---|-----------|
| COM-112 | Communication in Culture | 3 |
| COM-212 | Interpersonal Communication | 3 |
| COM-311 | Intercultural Communication | 3 |
| COM-315 | Communication Theory | 3 |
| COM-321 | Group Communication | 3 |
| COM-322 | Innovative Message Presentation | 3 |
| Total | | 18 |

DIGITAL MEDIA MAJOR *(does not require a minor)*

| Media Core Required Courses | Credit Hours | |
|---|---|-----------|
| COM-400 | Capstone Seminar | 3 |
| MDA-111 | Introduction to Story | 3 |
| MDA-213 | Graphic Design I: Introduction to Graphic Design | 3 |
| MDA-236 | Introduction to Digital Photography | 3 |
| MDA-261 | Audio Production I | 3 |
| MDA-271 | Film and Video Production I | 3 |
| MDA-318 | Writing for the Media | 3 |
| MDA-380 | Internship | 4 |
| <i>Choose one of the following:</i> | | 3 |
| COM-212 | Interpersonal Communication | |
| COM-321 | Group Communication | |
| Digital Media Required Courses | | |
| COM-339 | Social Media | 3 |
| MDA-161 | Audio/Video Technical Production | 3 |
| MDA-225 | Graphic Design II: Graphic Design for Print and Media | 3 |
| MDA-262 | Live Production | 3 |
| MDA-281 | Audio Production II | 3 |
| MDA-282 | Film and Video Production II | 3 |
| Upper Level Electives in Media | | 6 |
| Total | | 52 |

DIGITAL MEDIA MINOR *(only for non-media majors)*

| Required Courses | | Credit Hours |
|-------------------------|---|---------------------|
| MDA-111 | Introduction to Story..... | 3 |
| MDA-213 | Graphic Design I: Introduction to Graphic Design..... | 3 |
| MDA-236 | Introduction to Digital Photography..... | 3 |
| MDA-261 | Audio Production I..... | 3 |
| MDA-271 | Film and Video Production I..... | 3 |
| MDA-318 | Writing for the Media..... | 3 |
| Total | | 18 |

FILM AND VIDEO PRODUCTION MAJOR *(does not require a minor)*

| Media Core Required Courses | | Credit Hours |
|---|---|---------------------|
| COM-400 | Capstone Seminar..... | 3 |
| MDA-111 | Introduction to Story..... | 3 |
| MDA-213 | Graphic Design I: Introduction to Graphic Design..... | 3 |
| MDA-236 | Introduction to Digital Photography..... | 3 |
| MDA-261 | Audio Production I..... | 3 |
| MDA-271 | Film and Video Production I..... | 3 |
| MDA-318 | Writing for the Media..... | 3 |
| MDA-380 | Internship..... | 4 |
| <i>Choose one of the following:</i> | | 3 |
| COM-212 | Interpersonal Communication | |
| COM-321 | Group Communication | |
| Film and Video Required Courses | | |
| MDA-282 | Film and Video Production II..... | 3 |
| MDA-321 | Spirituality and Film History..... | 3 |
| MDA-341 | Advanced Production I..... | 3 |
| MDA-342 | Advanced Production II..... | 3 |
| MDA-365 | Film and Video Production Labs..... | 3 |
| MDA-441 | Advanced Production III..... | 3 |
| MDA-442 | Advanced Production IV..... | 3 |
| <i>Choose one of the following:</i> | | 3 |
| COM-322 | Innovative Message Presentation | |
| COM-339 | Social Media | |
| COM-354 | Announcing and Reporting | |
| COM-262 | Advertising Principles | |
| ECN-360 | Entertainment Industries Economics | |
| ENG-316 | Fiction Writing | |
| IDS-202 | Creativity in the Conceptual Age | |
| MDA-225 | Graphic Design II: Graphic Design for Print and Media | |
| MDA-250 | Writing for Film | |
| MGT-337 | Entrepreneurship | |
| Upper Level MDA course | | |
| Total | | 52 |

* Must achieve a grade of C- or better to pass

FILM AND VIDEO PRODUCTION MINOR

| Required Courses | | Credit Hours |
|------------------|--------------------------------|--------------|
| MDA-111 | Introduction to Story | .3 |
| MDA-236 | Intro to Digital Photography | .3 |
| MDA-261 | Audio Production | .3 |
| MDA-271 | Film and Video Production I | .3 |
| MDA-282 | Film and Video Production II | .3 |
| MDA-365 | Film and Video Production Labs | .3 |
| Total | | .18 |

GRAPHIC DESIGN MAJOR *(does not require a minor)*

| Media Core Required Courses | | Credit Hours |
|-------------------------------------|---|--------------|
| COM-400 | Capstone Seminar | .3 |
| MDA-111 | Introduction to Story | .3 |
| MDA-213 | Graphic Design I: Introduction to Graphic Design | .3 |
| MDA-236 | Introduction to Digital Photography | .3 |
| MDA-261 | Audio Production I | .3 |
| MDA-271 | Film and Video Production I | .3 |
| MDA-318 | Writing for the Media | .3 |
| MDA-380 | Internship | .4 |
| <i>Choose one of the following:</i> | | .3 |
| COM-212 | Interpersonal Communication | |
| COM-321 | Group Communication | |
| Graphic Design Required Courses | | |
| MDA-112 | Drawing I: Drawing for New Media | .3 |
| MDA-212 | Drawing II: Drawing for Creating Graphics | .3 |
| MDA-225 | Graphic Design II: Graphic Design for Print and Media | .3 |
| MDA-326 | Graphic Design III: Graphic Design for Web and Devices | .3 |
| MDA-327 | User Interface Design | .3 |
| MDA-426 | Graphic Design IV: Comprehensive Concentrations of Design | .3 |
| <i>Choose one of the following:</i> | | .3 |
| COM-322 | Innovative Message Presentation | |
| COM-339 | Social Media | |
| Total | | .49 |

GRAPHIC DESIGN MINOR *(not an option for digital media majors)*

| Required Courses | | Credit Hours |
|------------------|--|--------------|
| MDA-112 | Drawing I: Drawing for New Media | .3 |
| MDA-212 | Drawing II: Drawing for Creating Graphics | .3 |
| MDA-213 | Graphic Design I: Introduction to Graphic Design | .3 |
| MDA-225 | Graphic Design II: Graphic Design for Print and Media | .3 |
| MDA-236 | Introduction to Digital Photography | .3 |
| MDA-326 | Graphic Design III: Graphic Design for Web and Devices | .3 |
| Total | | .18 |

HEALTH COMMUNICATION MAJOR *(does not require a minor)*

| Required Courses | | Credit Hours |
|------------------|----------------------------------|--------------|
| BIO-161 | Human Biology | .4 |
| CHL-111 | Introduction to Community Health | .3 |
| CHL-121 | Global Health | .3 |
| COM-112 | Communication in Culture | .3 |
| COM-212 | Interpersonal Communication | .3 |
| COM-214 | Health Communication | .3 |
| COM-215 | Public Relations | .3 |
| COM-262 | Advertising Principles | .3 |
| COM-319 | Grant Writing | .3 |
| COM-315 | Communication Theory | .3 |
| COM-322 | Innovative Message Presentation | .3 |
| COM-339 | Social Media | .3 |
| COM-380 | Internship | .3 |
| COM-400 | Capstone Seminar | .3 |
| COM-432 | Health Communication Campaigns | .3 |
| MDA-318 | Writing for the Electronic Media | .3 |
| SOC-111 | Introduction to Sociology | .3 |

Choose one of the following groups: 6

Group One:

- BUS-211 Business Statistics
- COM-369 Communication Research Methods

Group Two:

- PSY-355 Integrated Stats/Research I
- PSY-356 Integrated Stats/Research II

One of the following: 2-3

- BIO-347 Nutrition
- CHL/SOC-252 Social Determinants of Health
- COM-201 Newswriting
- COM-321 Group Communication
- COM-361 Advertising Practices
- COM-363 Media Relations
- COM-364 Special Events and Promotions
- SCI-242 Medical Terminology

Total **50-51**

LANGUAGE ARTS GROUP MAJOR FOR ELEMENTARY TEACHERS *(requires a minor)*

Required Courses **Credit Hours**

- COM-201 Newswriting 3
- COM-212 Interpersonal Communication 3
- COM-315 Communication Theory 3
- EDU-321 Children’s Literature 3
- ENG-212 Writing in Culture 3
- ENG-223 Introduction to Literature 3
- ENG-226 Introduction to Creative Writing 3
- MDA-319 Mass Media Literacy 3

Two of the following: 6

- COM-241 Introduction to Oral Interpretation
- COM-311 Intercultural Communication
- COM-321 Group Communication

One of the following: 3

- ENG-324 Literary Modernisms
- ENG-326 Contemporary Literature
- ENG-328 Selected Authors and Eras
- ENG-334 American Renaissance in the 19th Century
- ENG-344 British Literature to 1700
- ENG-353 Linguistic History of English

Total **33**

LANGUAGE ARTS GROUP MINOR FOR ELEMENTARY TEACHERS

Required Courses **Credit Hours**

- COM-212 Interpersonal Communication 3
- COM-311 Intercultural Communication 3
- ENG-223 Introduction to Literature 3
- ENG-226 Introduction to Creative Writing 3
- EDU-321 Children’s Literature 3
- MDA-319 Mass Media Literacy 3

Choose one of the following: 3

- ENG-324 Literary Modernisms
- ENG-326 Contemporary Literature
- ENG-328 Selected Authors and Eras
- ENG-334 American Renaissance in the 19th Century
- ENG-344 British Literature to 1700
- ENG-353 Linguistic History of English

Total **21**

COURSE DESCRIPTIONS

DEPARTMENT AND LEVEL/COURSE NAME

CREDITS/FREQUENCY
(See page 59 for codes)

COMMUNICATION STUDIES

- COM-112 Communication In Culture 3/1**
An introduction to the purposes, theory and practice of human communication. Students will develop knowledge, skills and attitudes needed to communicate confidently, effectively and charitably as wise citizens in interpersonal, small group, public speaking and mediated contexts. *Prerequisite or corequisite for all COM and some MDA courses. Requires grade of C- or higher.*
- COM-201 Newswriting 3/2**
Practice in information gathering, interviewing, developing news judgment and writing news, sports and feature stories for various platforms. Prepares students for many jobs that require credible journalistic writing, including print, broadcast, public relations and publishing.
- COM-212 Interpersonal Communication 3/1**
Study of the theory and practice of interpersonal communication. This course emphasizes the cultural, social, psychological, semantic, developmental and practical variables which influence communication in significant relationships. Students develop competence through a variety of learning experiences. *Prerequisite: COM-112*
- COM-214 Health Communication 3/6**
This course explores the field of health communication. It focuses on the research-based theories and practices that inform health communication, health-related decision-making, health promotion, risk and crisis communication at interpersonal, organizational, and community levels. *Prerequisite: COM-112, SOC-111*
- COM-215 Public Relations 3/2**
A study of the major theories, concepts and principles of public relations. Covered topics include the functions of public relations, the impact of contextual influences and the major skills and activities associated with its practice. Students will develop skills in public relations planning, research, writing and campaigns. *Prerequisite: COM-112*
- COM-241 Introduction to Oral Interpretation 3/4**
Exposure to and experience with the art of bringing literature to life for an audience. The course will explore the methods of analyzing narrative prose, drama, and poetry for performance. An emphasis will be placed on learning techniques to effectively communicate the meaning and feeling in each selection. *Prerequisite: COM-112*
- COM-262 Advertising Principles (MKT-353 Marketing Communications) 3/2**
An introduction to the strategy and methods of advertising campaigns, including a study of how advertising works on individuals and society. This course provides "hands on" practice in developing advertising campaigns in a variety of print and electronic media formats, with emphasis on message elements, the role of research in developing message strategies, the creative process, pitching ideas, and clear, effective and persuasive copywriting. *Prerequisite: COM-112*
- COM-311 Intercultural Communication 3/1**
An investigation into the many variables extant among people and groups with different cultural backgrounds, including the study of similarities and differences across cultures. *Prerequisite: COM-112, Junior status*
- COM-312 Persuasion 3/2**
A study of the major theories, principles and strategies associated with persuasion and social influence. The course examines how a variety of factors impact attitudes, beliefs and behaviors, with a focus on applying the understanding of those factors to the design of persuasive messages. *Prerequisite: COM-112*
- COM-315 Communication Theory 3/2**
Examination and evaluation of general, thematic, and contextual theories of communication. The course includes philosophical assumptions that impact the theoretical development of a Christian perspective for communication studies. *Prerequisite: COM-112*
- COM-319 Grant Writing 3/6**
This course orients students to the essential elements of the grant writing process and provides practical experience in writing grant proposals. *Prerequisite: COM-112, ENG-212*
- COM-321 Group Communication 3/1**
The study of general and specific group communication theories and their relationship to communication in a variety of group settings. Topics include group formation, cohesiveness, groupthink, norms, leadership, decision-making and conflict. Students become better leaders and participants through a variety of experiential learning opportunities. *Prerequisite: COM-112*
- COM-322 Innovative Message Presentation 3/2**
Advanced training in the effective and appropriate design and oral presentation of ideas. While the course focuses on oral presentation, its emphasis on innovative message design extends to many communication contexts. *Prerequisite: COM-112, Junior status*
- COM-339 Social Media 3/2**
The course aims to provide students majoring in communication and other fields with knowledge about finding and distributing information in conversations over social media. Students will be introduced to common platforms, techniques and ethical considerations.

- COM-354 Announcing and Reporting 3/4**
Advanced training in voice and on-camera performance for commercials, news and voice-over narration. Students report on sports, news, and feature story topics that specifically interest them. This course is designed to polish and prepare students going into broadcast communication. *Prerequisite: COM-112, MDA-271*
- COM-361 Advertising Practices 3/4**
An extension of the principles learned in COM-262 to give students a variety of experiential opportunities with the conceptual thinking, creative campaign planning, audience analysis, budgeting, writing commercials, pitching presentations and measurement methods involved in advertising. Through interplay with experts from various advertising agencies, students will learn first-hand what's involved in an advertising career, as well as how to integrate a working knowledge of advertising into a variety of communications or business career options. *Prerequisite: COM-262 or MKT-353.*
- COM-363 Media Relations 3/4**
A "hands-on" course on working effectively in public relations with the news media, developing relationships with journalists, and representing businesses and ministries effectively as a media spokesperson. Students will be given a variety of opportunities in planning and practicing on-mic and on-camera interviews, as well as experience with live press conferences. *Prerequisite: COM-215*
- COM-364 Special Events and Promotions 3/4**
Examines the elements of the event planning process, creative brainstorming, budgeting, overcoming obstacles, attracting sponsorships, soliciting volunteers, and evaluating success. Practical field experiences include meeting professional meeting planners, visiting venues and assisting with real events. *Prerequisite: COM-215*
- COM-369 Communication Research Methods 3/2**
Students learn qualitative and quantitative approaches in conducting and analyzing research in communication. Students gain "hands-on" research experience and analytical, scientific writing, and oral presentation skills. They become familiar with public opinion polling, survey techniques, focus groups, external research services and consultants, media and clipping analysis, and other research methods, including the ethical considerations in conducting research with human subjects. Course focuses are results-based decision making, measuring program effectiveness, measuring staff and counselor performance, and evaluation and reporting on results. This course will prepare students for graduate work as well as many job options in communication and business involving research, analysis, and documentation. *Prerequisites: COM-112, COM-315, Junior status*
- COM-380 Internship 1 - 6/1**
Practical work experience using communication theory and skills in an appropriate setting relevant to the student's area of emphasis. *Prerequisites: Institutional requirements; COM-112*
- COM-400 Capstone Seminar: Communication Studies 3/1**
Examines, from a Christian worldview, the ethical and vocational issues associated with the study of human symbolic interaction. The interactions between philosophy, theory and practice will be analyzed. *Prerequisite: Senior status*
- COM-432 Health Communication Campaigns 3/6**
This course focuses on the design, implementation, and evaluation of health communication campaigns. It applies theory and research in communication, behavior change, social marketing, public relations, and consumer behavior to the effective design of mediated health promotion and disease prevention messages. *Prerequisite: COM-214, CHL-111, Junior status*
- COM-433 Nonverbal Communication 3/2**
This course is taught as a seminar focusing on the cultural, social, psychological and practical variables relating to nonverbal communication. Students will become familiar with the classic and contemporary research and scholarship of nonverbal communication. In addition, students will understand the impact of nonverbal behavior in professional and personal contexts and will develop their own nonverbal competence through a variety of practical learning experiences. *Prerequisite: COM-112, Junior status*
- COM-435 The Aversive Side of Communication 3/2**
A study of the research and theories on various negative, destructive and harmful aspects of communication. Topics such as aggression, coercion, revenge and transgressions are discussed in a seminar format. *Prerequisite: COM-112, Junior status*
- COM-463 Secondary Language Arts Methods (ENG-463) 3/2**
Focuses on the content-specific pedagogy for teaching the language arts curriculum in public or private secondary schools. *Prerequisite: Admission to and good standing in the Teacher Education program*
- COM-490 Independent Study 3 - 6/1**
An independent project-related course. Students work closely with a professor in the choosing of a topic, its design, and in the developing of a plan for its completion. *Prerequisite: Approval of the division chair*

MEDIA

- MDA-111 Introduction to Story 3/2**
This course explores the means by which meaning and value are constructed in narratives through the critical analysis of stories told from a variety of mediums. Students will develop knowledge of story structure and its application to form and aesthetic choices made in the construction of media productions. An emphasis will be placed on understanding how an artist's "voice" is developed and communicated through storytelling.

- MDA-112 Drawing I: Drawing for New Media 3/2**
 This course focuses on the fundamentals of creating drawings and sketches for new media applications such as those utilized by designers, Ads, and creative professionals working in the contemporary design field. Examples of things to be illustrated are vehicles, people, hands/faces, products, user interfaces, etc. The basic idea of this course is to move away from the more traditional drawing courses offered at surrounding institutions, which focus on traditional fine art approaches to drawing, and instead teach students how to draw and sketch for the purpose of workflows that are germane to the design industry.
 Tools: Rather than teaching the utilization of traditional tools, such as brushes, inks, charcoal and color media, this course should teach students how to draw and sketch with a limited/relevant tool set that lends itself to the graphical production workflow. Specific tools to be used should be pencil, mechanical pencil, proismacolor markers and fine-point black ink pens (Micron). While there is plenty of focus on form and volume and line quality for the drawings created in a course like this, the emphasis moves away from extensive study of value and rendering techniques (as in fine arts) and instead focuses on creating clean line art, with limited/necessary values, which is more feasible for scanning and utilizing as storyboard or graphical template purposes. Rather than drawing all kinds of media -and always drawing from still life, students are taught to draw relevant topics and to study book-based resources (vehicles, proportions of anatomy, contemporary stylings) and glean additional techniques from resources such as online tutorials.
- MDA-151 Music Fundamentals for Audio Production 3/4**
 This course is designed for the audio professional that has little or no musical background. This course will be an introduction to the fundamentals and analysis of both written music and the aural perception of music and notes. The goal of this class is familiarize the student with the basic knowledge of music, and how to follow a score in a studio setting. This is skill that will be fundamental in the process of completing the course work of the degree.
- MDA-161 Audio/Video Technical Production 3/4**
 Coverage of the basics of being an A/V Technician. The course covers cabling and component interconnect as well as system design. This class will also teach the student how to provide the basic audio visual technical support needed in a typical environment.
- MDA-212 Drawing II: Drawing for Creating Graphics 3/2**
 This course focuses on teaching students how to create drawings which are specifically suited for utilization as templates for the creation of vector graphics and graphical UI elements. The ability of graphic designers to work in a program such as Adobe Illustrator to create custom graphics and icons for design workflows is a very relevant skill in contemporary design fields, where UI and UX design positions are an ever-emerging (and prosperous) position. Young designers will want to position themselves for the emerging “always-on” digital society they will be working in by learning about graphical creation for devices and media. This course will teach fundamentals of creating drawings for generating icons, graphics, UI elements, graphical suites, web-based graphics and more, suitable for a wide variety of emerging tech industries.
 Tools: The core tools of a class such as this are paper, sketchbooks, pencils and mechanical pencils, and various ink pens. Tracing paper is also helpful. Scanning devices should be utilized as well. Digital design tablets are not needed. *Prerequisite: MDA-112*
- MDA-213 Graphic Design I: Introduction to Graphic Design 3/1**
 This course teaches an overview of the graphic design field and industry, introducing students to the preferred software, concepts and workflows of this industry. Specifically, students are given an introduction to design concepts such as balance, contrast, scale, proportion, typography, and composition. Software introduced are the Adobe Creative Suite (CC). Specifically Illustrator, Photoshop and InDesign. Students are given collaborative design projects to work on which introduce and reinforce the taught principles of design. Students participate in interactive lectures, group conversations, online research and study, and more. Students are taught simplified workflows for software, such as vector graphics creation, Photoshop compositing and image enhancement, page layout techniques and file export preferences.
- MDA-225 Graphic Design II: Graphic Design for Print and Media 3/2**
 This course teaches students design principles, with corresponding software skills and workflows, for print and digital media. Students will learn how to use industry-standard design software, such as Adobe InDesign and Photoshop, to create layouts and design files for print and digital. Concept development is also taught as a core component of this course. On a per-project basis, students will begin with pencil and ink wire frame drawings and compositional sketches, before moving on to digital workflows, thus becoming experienced with a mature, healthy creative workflow that exists partly outside of the spectrum of digital software (where ideation and design strategy is key). Students will specifically learn how to create projects intended for high-end industry print output (on four-color press), as well as digital workflows intended for digital distribution or collaborative creative processes. In InDesign, students will learn about inks, resolution, graphical outputs and compositing. In Photoshop, students will learn about photographic manipulation and retouching techniques, along with compositing, masking, layer effects, and more. *Prerequisite: MDA 213*
- MDA-236 Introduction to Digital Photography 3/1**
 A beginning course in still/digital photography. Instruction covers basic photographic concepts, camera handling and the aesthetics of photography.
- MDA-250 Writing for Film 3/6**
 Survey of a variety of genres developed by writers in the scripting of a film production. Emphases include both theoretical and practical concerns of this contemporary art form. *Prerequisite: ENG-114*
- MDA-261 Audio Production I 3/2**
 An overview of basic audio engineering, covering topics pertaining to collection and arrangement of sound within the recorded environment and basic auditory skills as they apply to the recording engineer. Must achieve a grade of C- or greater to pass.

- MDA-262 Live Sound Production 3/2**
 Extension of theories and techniques used in MDA-261 and application to a live sound reinforcement context. Other topics include signal flow, speaker coverage, feedback control, equipment management, amplification wattage and basic troubleshooting. Students will complete a lab component mixing live sound for Cornerstone events. *Prerequisite: MDA-261 or MUS-171*
- MDA-271 Film and Video Production I 3/2**
 An exploration of the elements of video production from a theoretical and practical perspective through the three phases of production. Students will gain an understanding of the fundamental process and technology of video production through the “hands-on” application of exercises and projects.
- MDA-272 Deconstructing Popular Music Production 3/4**
 Coverage of the basic production methodology of musical genres from the conception of rock and roll in the 1950s through to current musical trends. Particular attention will be given to the development of contemporary Christian music.
- MDA-281 Audio Production II 3/2**
 An extension of the skills and concepts introduced in Audio Production I, as students refine and learn to apply their knowledge of audio collection, arrangement, coloring, and sweetening in a variety of production types. Both group and individual productions and the opportunity for professional critiques by Cornerstone University Radio personnel will be given. Must achieve a grade of C- or greater to pass. *Prerequisite: MDA-261 or MUS-171 for music majors*
- MDA-282 Film and Video Production II 3/2**
 Students apply the principles and skills of camera, lighting, sound, directing, producing, editing, etc. for a variety of non-fiction production environments and purposes. Students will work on both group and individual productions to benefit the community and communicate with their publics. *Prerequisite: MDA-271*
- MDA-318 Writing for the Media 3/2**
 A “hands-on” class where students learn the basics of many genres of media writing in one semester – news writing, advertising, documentaries, and dramatic script writing. Students are able to explore where their interests and skills lie and grow in learning to express themselves in all these different forms of media writing. *Prerequisites: MDA-111 and ENG-212*
- MDA-319 Mass Media Literacy 3/2**
 Focus on the integration of a critical media skills program into an elementary or secondary school curriculum. A study of the various methods for analyzing, evaluating, and controlling the impact of the mass media in our personal lives and in society as a whole. *Prerequisite: COM-112*
- MDA-321 Spirituality and Film History 3/4**
 The examination and analysis of the intersection between faith and cinema. Students in the course will study, deconstruct, research, and critique films for their meanings and messages while appraising their own personally held beliefs and understandings. Heavy emphasis will be placed on communicating individual perspectives in written form and group discussion.
- MDA-326 Graphic Design III: Graphic Design for Web and Devices 3/2**
 This course is a partner course to Graphic Design II and teaches very similar competencies as they pertain to creative workflows and design strategies for designers that wish to develop toward web-based products and device-centric products (web sites and handheld/mobile applications). The same competencies are taught as in graphic Design II, but geared specifically toward the digital handheld spectrum. Thus, heavy emphasis will be placed on understanding design principles for digital handheld devices. Whereas Graphic Design II teaches print and digital layout, this course teaches UI and X development, an understanding of responsive design principles, graphical creation for navigation elements and iconography, and more. A similar emphasis is placed on non- digital concept creation and ideation via sketching and pen and ink drawings for concept generation. *Prerequisite: MDA 213*
- MDA-327 User Interface Design 3/2**
 This course teaches students the concepts, mechanics and methods for designing user interfaces for mobile devices, applications and web applications. Students will utilize sketching, illustration, concept iteration and contemporary design software to design user interface elements and UI layouts.
- MDA-341/342 Advanced Production I and II 3/2**
 These topic classes allow students to explore their selected genre through readings, viewings and practical assessment items. Topics include music videos, corporate videos, experimental film, multi-cam, documentary and fictional dramatic productions. The mid-semester productions assessment will be a generalist film project where students demonstrate proficiency in all the roles. Depending on the scope, the final assessment film will be group oriented with students demonstrating excellence in more specialist roles. *Prerequisite: MDA-282*
- MDA-363 Audio for Post-Production 3/4**
 Examination of the fundamentals of sound for motion pictures covering the evolution of sound technology through to advanced surround sound editing and foley construction. *Prerequisite: MDA-261*
- MDA-365 Film and Video Production Labs 3/2**
 This course develops student’s applied knowledge and skills in the areas of preproduction, production and post-production. Topics will include the abilities required to become a well rounded video production professional such as scheduling, budgeting, project development, preparation for principal photography, advanced cinematography, camera operation, lighting, editing, post-production workflows and sound design. Emphasis will be placed on each student’s technical and professional proficiency in these topics. *Prerequisite: MDA-282*

