



# CALIFORNIA STATE UNIVERSITY CHANNEL ISLANDS POLICY MANUAL

**Division of Academic Affairs**

**Approved By:** Academic Senate  
February 3, 2015

**Policy Number:** SP.14.07

**Effective Date:** August 19, 2015

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## Visual Media Communication Minor

### PROGRAM IDENTIFICATION

*NAME OF THE MINOR*

Visual Media Communication

*ACADEMIC PROGRAM PROPOSING THE MINOR*

Art & Communication

### PROGRAM DESCRIPTION

*DESCRIPTION OF THE MINOR AND STUDENT LEARNING OUTCOMES*

The new Minor in Visual Media Communication is a cohesive and organized course of study that harnesses a strategic sampling from the Art and Communication Programs. This minor fills a critical void on the CI campus, and at its core, provides an organized framework within which students will learn to analyze and produce communication-driven works in film, video, television, print, and other screen-based media. With a unique emphasis on critical awareness and technical know-how, the Minor in Visual Media Communication will help to provide additional structure and background for students ultimately seeking professional work in the media industry and a number of media/communication-related fields. The moderate number of units is designed to be sufficient for students to gain competency in a broad range of visual media, while also providing courses that explore the theoretical underpinnings of new communication technologies, mass media, and message transmission.

Across other campuses there are often strong connections between Art and Communication departments, and this will be the first opportunity to connect these programs in what will likely be a very popular and practical interdisciplinary minor. Although “Visual Communication” is not traditionally housed within a Communication Program, the interdisciplinary nature of CI and the close working relationship between the Art and Communication Programs will foster this unique opportunity for students.

The Visual Communication Minor strategically bundles courses that are currently offered at CI. This type of minor is especially important as it offers a formal and structured incentive for students to diversify and expand their education, providing added credentials as they enter the workforce.



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In accordance with CSU policy, at least nine of the units are at the upper division level (300 or above). Since at least twelve (12) distinctive units must be taken outside of courses counted towards a student's major, this minor challenges students to engage with ideas and methods from additional fields of study. Similarly, students will be encouraged to seek advising from an associated faculty member outside of their major field of study.

### Student Learning Outcomes

Upon successful completion of the Minor in Visual Media Communication a student will be able to:

- Design and create effective works of visual media and communication using the latest digital applications, technologies, and hardware/software platforms;
- Demonstrate an understanding of communication fundamentals through the development of a visually driven portfolio;
- Analyze the nature of contemporary communication practices and technologies in written, oral, and visual media formats;
- Articulate design concepts and creative ideas to diverse audiences.

### *HOW THE MINOR SUPPORTS THE UNIVERSITY'S MISSION AND STRATEGIC GOALS*

Combining the analytical perspective of the social sciences with the aesthetic and technical focus of the fine arts, the new Minor in Visual Media Communication will uphold the integrative and interdisciplinary approach to learning at CI. In truth, this is something that is long overdue, and bringing these diverse philosophical approaches together will expand opportunities for our students. While this minor does not extend as overtly into the other three mission pillars, it does encourage students to explore new courses, and specifically a grouping of Communication courses (COMM 225 and 325) that are oriented towards community engagement. Because this program strategically weaves together existing courses, it is accessible to students, and does not add costs to the Programs involved. In addition, this minor has been created in response to student and alumni feedback regarding the desire for more production experience to better prepare them for the workforce.

### *PROVIDE A CATALOG DESCRIPTION OF THE MINOR (include a program description, careers associated with the minor, and faculty names and titles)*

The Minor in Visual Media Communication consists of a dynamic array of courses intended to help prepare students for advanced careers in the media industry and a full range of media/communication-related fields. Students will develop a foundation in production using the



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latest technologies and digital media, while also learning about the role these technologies play in mediating language and human experience.

This minor will complement coursework taken in other programs and will provide students with tangible real-world skills in the production of video, television, print, and Internet- and screen-based works of communication.

Associated faculty:

Nancy Chen, PhD, Assistant Professor of Communication

Tracylee Clarke, PhD, Associate Professor of Communication

Liz King, MFA, Professor of Art

Jacob Jenkins, PhD, Assistant Professor of Communication

Luke Matjas, MFA, Associate Professor of Art

Christina Smith, PhD, Assistant Professor of Communication

### CURRICULUM

- (a) Lower and Upper Division Course Requirements (including pre- and co- requisites.)  
Identify required elective courses. Identify currently available course in the catalog, and separately identify newly developed courses.

Coursework is designed to offer a structured interdisciplinary understanding of technical and theoretical communication fundamentals, but students will also have the option of an additional elective, depending upon where they might like to focus.

A total of twenty-four (24) units shall be taken to complete the Minor in Visual Media Communication, of which twelve (12) of these units shall be taken at the upper division level. No more than twelve (12) units taken within a student's major field of study may be counted for the minor (not including cross-listed courses); these twelve (12) units may be double-counted for the major and the minor. Transfer students may petition the Art or Communication advisor for minor credit for courses without articulation at CSUCI.

Lower Division Requirements (12 Units):

ART 108: Visual Technologies

ART 204: Graphic Design

COMM 225: Professional Communication



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ART 212: Video Production

Upper Division Requirements (9 Units):

COMM 325: Media Campaigns

ART 324: Communication Design Technology: Web Design

ART/COMM 382: Art for Social Media

Upper Division Electives (3 Units),

*Please choose from the following options. (\*Note, the elective you choose *must* be in a different field than your major field of study).*

ART 312: Digital Media Art: Time-Based Imaging

ART 313: Communication Design Technology: Graphic Design for Print Media

ART 314: Digital Media Art: Photography

ART 325: Digital Filmmaking

COMM/ART 331: Art, Society and Mass Media

COMM 320: Persuasion and Argumentation

COMM/COMP/SOC 342: Internet-Based Social Networks

ANTH 353: Visual Anthropology

(b) Total number of units in the Minor (including pre- and co-requisites)

24 units

### ACADEMIC STRUCTURE AND ENROLLMENT

(a) Identify the program area and persons responsible for program management and oversight.

The Communication Program will be responsible for program management and oversight.

(b) Estimate number of students enrolling in the minor in the initial year, and after three (3) and five (5) years.



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	Number of Students in the Minor
<b>Initiation Year:</b>	10
<b>Third Year:</b>	20
<b>Fifth Year:</b>	35

### FACULTY AND STAFF RESOURCES

- (a) Existing faculty and staff qualified to each in and support the minor, including the percent of their work assignment contributing to the minor

Nancy Chen, PhD, Assistant Professor of Communication  
Tracylee Clarke, PhD, Associate Professor of Communication  
Liz King, MFA, Professor of Art  
Jacob Jenkins, PhD, Assistant Professor of Communication  
Luke Matjas, MFA, Associate Professor of Art  
Christina Smith, PhD, Assistant Professor of Communication  
Carmen Delgado Krebs, Communication Program Analyst (2%)  
Hilda Ocampo, Art Program Analyst (1%)

Faculty members listed here are regularly involved in teaching these courses, and likewise, these courses are consistently offered. This minor is developed from classes that are part of each Program's typical course offerings.

- (b) Additional faculty and staff needed for the minor and the areas of expertise needed.

At this stage, no new faculty would be needed to facilitate this program. This minor is an interdisciplinary program arranged from pre-existing coursework. Because of the likely popularity of this minor, it is possible that additional faculty could be recruited at a later date. Presumably, additional faculty would be located inside of specific programs and would be part of overall program growth, including program growth spurred by the minor.



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### FACILITIES, EQUIPMENT, FINANCIAL AND INFORMATION RESOURCES

- (a) Existing facilities, equipment, and information resources available to support the minor.

The Art Program currently runs several state-of-the-art digital media spaces, including two classrooms, a digital editing “mini” lab, an animation lab, a print studio, a recording lab, as well as the newly developed Mike Curb Studio. All spaces are equipped with the latest industry-standard software, and are accessible to students at regular intervals. In addition, Art has a large number of digital SLR cameras, lighting equipment, HD video cameras, tri-pods, headsets, microphones, and other sound recording equipment. The program is outfitted for precisely this type of production, and is well-equipped for a large population of students.

- (b) External funding already in progress or anticipated

None

- (c) Facilities, Equipment, and Information Resources Needed to Support the Minor

Because the coursework and infrastructure are already in place, there would not be an immediate need for additional facilities, equipment, or resources. As the minor continues to grow in popularity, it is likely that new computers, cameras, and other equipment would need to be purchased and/or repaired. Because these courses are already connected with the Art and Communication Major, it is likely these expenses could be covered by regular increases in the operating budget.