NEW MEDIA COMMUNICATIONS (NMC)

NMC 100. *NEW MEDIA AND CULTURE. (3 Credits)
Provides students with the basic critical skills to analyze the cultural, social, and political impact of new media technologies, new media texts, and new media institutions. Students will be exposed to a variety of social scientific and humanistic conceptual approaches to analyzing new media and culture. Special emphasis will be placed on historical analyses of how new media have shaped culture, as well as how culture has shaped new media. (Bacc Core Course)
Attributes: CPSI – Core, Pers, Soc Proc & Inst

NMC 101. INTRODUCTION TO NEW MEDIA COMMUNICATIONS. (3 Credits)
Principles of new media communications. Perspectives on the communications media. How the communications media operate and how they interact with society.

NMC 183. INTRODUCTION TO MEDIA PRODUCTION. (3 Credits)
Provides core competency in media production: an introduction to audio and video production, and the elements of the media production and post-production processes.

NMC 199. SPECIAL TOPICS. (1-16 Credits)
This course is repeatable for 16 credits.

NMC 240. SURVEY OF SOCIAL MEDIA. (3 Credits)
Social media are curiously positioned as being both emergent media and convergent media—they function because of the coalescence of existing media forms and the creation of new ones. This class will use multiple perspectives to explore the past, present, and future of social media.
Prerequisites: NMC 101 with C- or better

NMC 241. APPLIED MEDIA AESTHETICS. (4 Credits)
Principles of visual composition, sequential imagery, interactive design, narrative structure, and cinematic language as they relate to digital communication arts and visualization. Provides core competencies in introductory digital communication arts tools.
Prerequisites: NMC 101 with C- or better

NMC 245. CULTURAL ANALYTICS AND DATA SCIENCE. (3 Credits)
Computational approaches to cultural research have changed what it means to work with media today. This course provides a foundation in data science tailored for work in social and cultural research including basic work in natural language processing, social network analysis, and information visualization.

NMC 255. INTRODUCTION TO SOUND DESIGN. (4 Credits)
The principals and practices of sound design for motion pictures, television and radio. Through reading, viewing, listening and discussion, students will learn the art and science of sound design. Topics include the soundtrack and film narrative—basic terms and concepts; narrative, psychological and emotive functions of sound design; components of the soundtrack—dialogue, music and sound effects; sound design process—recording, editing, mixing and exhibition.
Prerequisites: NMC 101 with C- or better

NMC 260. NEW MEDIA FUTURES. (3 Credits)
Historical context and current perspectives on the various aspects of new multimedia communications, including linear and nonlinear or time-based and interactive media. Primary topics include digital cinema (compositing and nonlinear access), visual music, information visualization, interactive narrative, and virtual space.
Prerequisites: NMC 101 with C- or better

NMC 279. MEDIA LITERACY. (3 Credits)
From the days of cave paintings to our current digital world, we have told stories and created mythologies that guided our collective, daily actions. Using a critical approach, we will analyze various different media to shed light on the underlying structure that shapes our understandings of gender, ethnicity, the self, and our everyday practices as citizens and media consumers.

NMC 280. GLOBAL MEDIA. (3 Credits)
Explores theoretical and practical concepts of global media. Both historical and contemporary perspectives on the topic are addressed, particularly as they relate to cultural autonomy, political rights, social justice, communication flow debates, media systems of different world regions, global representations in U.S. media, and developments in global technology and economic media developments.

NMC 299. SPECIAL TOPICS. (1-16 Credits)
This course is repeatable for 16 credits.

NMC 301. *WRITING FOR THE MEDIA PROFESSIONAL. (3 Credits)
Fundamentals of gathering information, evaluating information, writing information of the media and editing media content in written form.
(Writing Intensive Course)
Attributes: CWIC – Core, Skills, WIC
Recommended: NMC 101

NMC 302. REPORTING. (3 Credits)
An introduction to the practices, procedures, techniques, and organizational structures of basic news gathering and writing.
Recommended: WR 201

NMC 305. COPYEDITING. (3 Credits)
Copyreading, headline writing, newspaper layout and design.

NMC 306. ART AND CULTURE CONTENT CREATION. (3 Credits)
Explores various forms of the arts and culture using criticism/reviewing/feature writing’s forms, principles and ethics. Encourages students to be artful in response, given certain time and space boundaries, but also to discuss pushing the boundaries, exploding those boundaries and doing excellent, artful creation in response to the arts that affect our lives.

NMC 311. INTRODUCTION TO NONPROFIT MANAGEMENT. (3 Credits)
Introduction to the principles of effective nonprofit management and lays a foundation for future leaders and managers in the nonprofit sector. Focuses on historical perspectives, ethics, governance and leadership, legal structure and standards, financial management, strategic planning principles, fundraising principles, volunteer management, marketing and communications, and the future of the nonprofit sector.

NMC 320. HISTORY OF TELECOMMUNICATIONS. (3 Credits)
A historical overview of the telecommunications industry. The goal is to understand how the industry got where it is today and, by analyzing principles, events, and trends, suggest what directions it may take in the future. The emphasis is on constructing a causal chronology, interrelating developments in technology, organization, and structure of the industry. This course will focus on the technological developments in the industry.
Prerequisites: NMC 101 with C- or better and NMC 260 [C-]
Recommended: WR II completed with a passing grade.
NMC 321. HISTORY OF BROADCASTING. (3 Credits)
The technological, economic and corporate, legal and political, artistic, and social developments that shaped American broadcasting in the 20th century are examined. Implications for the future of broadcasting are addressed as well.
Prerequisites: NMC 260 with C- or better
Recommended: WR II completed with a passing grade.

NMC 322. LANDMARKS IN MEDIA CONTENT. (3 Credits)
Introduces students to media content that represents advances in the art and science of creative use of media technology. Some of these advances were recognized immediately; some only after time had passed.
Prerequisites: NMC 101 with C- or better and NMC 260 [C-]
Recommended: WR II completed with a passing grade.

NMC 330. THE MEANING OF VIDEO GAMES. (3 Credits)
Examines approaches to understanding the experience of playing video games, including the role of storytelling in diverse games, the relationship between the player and the game, the game as art, and intersections between games and real life.
Prerequisites: NMC 301 with C- or better
Recommended: NMC 101

NMC 340. SOCIAL MEDIA STRATEGY. (3 Credits)
Designing systems of interaction is important for understanding how people come to be a part of social networks. Students will participate in a series of simulation games that will explore the dimensions of the interaction between publics and social networks, culminating in an original research project.
Prerequisites: NMC 240 with C- or better and NMC 260 [C-]
Recommended: NMC 301

NMC 341. MEDIA SPIN AND DECEPTION DETECTION. (3 Credits)
Examines common ways media is used to deceive, and how media scholars and creators can avoid falling prey to spinners, platformed prevaricators, and purveyors of "fake news" using knowledge of production techniques, logic, and other skills.
Prerequisites: NMC 101 with C- or better and NMC 260 (may be taken concurrently) [C-]

NMC 349. VIDEO ART. (4 Credits)
Studio course in video art and time-based media projects. Emphasis on experimental approaches to video art in a contemporary art context, linear and non-linear video production and the projection and screening of video art projects. Introduction to the history of video art as an art form. Lec/studio. CROSSTINGED as ART 349.
Prerequisites: ART 222 with C- or better and ART 263 [C-]
Equivalent to: ART 349
This course is repeatable for 8 credits.

NMC 351. NEW MEDIA VISUALIZATION. (3 Credits)
Principles of visual composition, sequential imagery, interactive design, narrative structure, and cinematic language as they relate to new media communications.
Recommended: NMC 101

NMC 355. APPLIED SOUND DESIGN. (4 Credits)
Technical and theoretical application of placing sound in relation to moving image. Concepts and terminology will focus on the physical anatomy of sound and how manipulation changes the perception of sound. Topics include recording environments and monitoring sound; dialogue, voice over and ADR; sound effects and Foley art; and music underscoring.
Prerequisites: NMC 255 with C- or better and NMC 260 [C-]

NMC 380. PRE-PRODUCTION. (4 Credits)
Focuses on pre-production or the planning phase of multimedia production, which includes concept development, scriptwriting, storyboarding, budgeting, and talent/location scouting. Class projects emphasize brainstorming, story concept.structure, conceptual art, storyboards, animatics, and interactive design. Class examines narrative structure and the languages of graphic design, cinema, and interactive story. Lec/studio.
Prerequisites: NMC 260 with C- or better

NMC 382. STUDIO AND MULTICAMERA PRODUCTION. (4 Credits)
Proficiency in organizing, producing, directing, and evaluating television programs using multicamera studio techniques, including graphics, set design, audio for television and digital video production, and lighting. Emphasis on bringing ideas from conception to realization in a studio setting. Lec/lab.
Recommended: NMC 101

NMC 383. FIELD PRODUCTION. (4 Credits)
Development of the technical abilities and conceptual approaches to audio, film, video and multimedia production. Emphasis on single-camera production techniques and concepts. Students will begin the study of post-production process. Students will also begin to study lighting and audio as they relate to single-camera field production.
Prerequisites: NMC 380 with C- or better
Recommended: NMC 351

NMC 385. 2D MOTION DESIGN. (4 Credits)
Theoretical and practical investigation of 2D animation related to contemporary visualization and digital storytelling practices. Principles of motion design, visual development, animation timing, narrative, motion infographics, kinetic typography and compositing.
Prerequisites: ART 121 with C- or better and NMC 260 [C-]

NMC 388. SOCIAL MEDIA AND INTERPERSONAL RELATIONSHIPS. (3 Credits)
Examines how individuals build and maintain close relationships through new media and social networks. Currently, scholars are seeing a shift in how individuals self-report building close relationships, as people use elements of new media more and more frequently. This course is designed to look into the similarities and differences of these relationships as compared to face-to-face relationships. CROSSTINGED as COMM 388.
Equivalent to: COMM 388

NMC 392. WEB DESIGN AND PROGRAMMING. (3 Credits)
Web apps are applications that are loaded as web pages. They can store data locally and continue to function while offline. In this hands-on class, students will create web apps that run on smart phones. No prior programming skills are required. Programming concepts that are required to create interactive web apps will be covered in this class.
Prerequisites: NMC 260 with C- or better

NMC 393. SERVER SIDE PROGRAMMING. (0-3 Credits)
Create websites that focus on the server side. Server side website can store or retrieve data from users. In this hands-on class, students will create server side websites. No prior programming skills are required. Programming concepts that are required to create interactive server side websites will be covered in this class.
Prerequisites: NMC 260 with C- or better
This course is repeatable for 3 credits.
Recommended: NMC 392

NMC 399. SPECIAL TOPICS. (1-16 Credits)
This course is repeatable for 16 credits.
NMC 401. RESEARCH AND SCHOLARSHIP. (1-16 Credits)
This course is repeatable for 16 credits.

NMC 402. INDEPENDENT STUDY. (1-16 Credits)
This course is repeatable for 16 credits.

NMC 403. THESIS/DISSERTATION. (1-16 Credits)
This course is repeatable for 16 credits.

NMC 404. WRITING AND CONFERENCE. (1-16 Credits)
This course is repeatable for 16 credits.

NMC 405. READING AND CONFERENCE. (1-16 Credits)
This course is repeatable for 16 credits.

NMC 406. PROJECTS. (1-16 Credits)
This course is repeatable for 16 credits.

NMC 407. SEMINAR. (1-16 Credits)
This course is repeatable for 16 credits.

NMC 408. WORKSHOP. (1-16 Credits)
This course is repeatable for 16 credits.

NMC 409. PRACTICUM. (1-16 Credits)
Equivalent to: ART 409
This course is repeatable for 16 credits.

NMC 410. INTERNSHIP. (1-16 Credits)
This course is repeatable for 16 credits.

NMC 418. VIRAL CONTENT. (3 Credits)
Online media is often filled with memes, likes, shares, tweets and even hilarious cat videos. Companies like Buzzfeed exist to create, maintain and drive traffic to content. In 2015, collectively the top 10 YouTube content creators made 70.5 million dollars. So, what's the secret to going viral? This class is designed to look at this question by examining the culture of viral content, the social and psychological influences that shape online behavior and the business of creating and spreading viral content. Throughout the term, students will apply these principle concepts in an attempt to make their own viral content.

NMC 419. REEFER MADNESS IN THE MEDIA. (3 Credits)
Critically examines the history of hemp and marijuana prohibition, issues of propaganda and the media's role during the transition between prohibition and the current state of reform. The purpose of this course is to better understand the role media plays in shaping our political, cultural and personal experiences. For students, this knowledge is invaluable for analysis, evaluation and critical thinking skills. The framework of this class is based on four modules: "History of Marijuana Prohibition", "Marijuana, Media and Culture", "Medicinal Marijuana Movement" and "Legalizing Marijuana Campaigns".

NMC 421. DIFFUSION OF INNOVATIONS. (3 Credits)
An introduction to old and emerging theories that explain the spread of innovative ideas and technologies among members of a society, emphasizing the role of communication processes and the special problems for diffusion in communication technology.
Prerequisites: NMC 301 with C- or better
Recommended: NMC 101

NMC 425. LATINOS IN THE MEDIA. (3 Credits)
Examines the sociohistorical context for the underrepresentation of Latinos in mainstream media, the narrow roles and issues ascribed to Latinos and the ways in which media moguls attempt to attract Latino consumers. Focus on Latino filmmakers, actors, and writers as they rewrite traditional scripts to create a vibrant, multifaceted picture of Latinos in the U.S. today.
Prerequisites: NMC 101 with D- or better

NMC 427. *DIGITAL PORNOGRAPHY. (3 Credits)
Exploration of the prominent role pornography plays in digital communication innovation globally including the examination of social consequences; diffusion of technology, business models and economic impact; legal, ethical, and moral issues; and community health and well-being. (Bacc Core Course)
Attributes: CSST – Core, Synthesis, Science/Technology/Society

NMC 430. MEDIA THEORY. (3 Credits)
Specifies the concepts, hypotheses, and theoretical paradigms that have characterized the study of media since the early 20th century. The evolution of theory as new media has changed the media economy is emphasized, as well as the need for new concepts to describe phenomena unique to the Internet era (concepts such as .
Prerequisites: NMC 301 with C- or better
Recommended: NMC 101

NMC 433. NEW MEDIA STORY TELLING. (3 Credits)
Students will study and develop storytelling methods using new media communications technology. Storytelling will focus on telling stories using non-linear, interactive, multidimensional, multi-sensory, multimedia techniques.
Recommended: NMC 101

NMC 435. MEDIA EFFECTS. (3 Credits)
Reviews the potential for media technology and media content to influence the beliefs and behaviors of individuals. The media's ability to bring about specific changes in people's attitudes, values, political agendas, purchasing habits, and jury decisions are discussed. The impact of new media's interactive technology and content on people's beliefs and behaviors is emphasized.
Prerequisites: NMC 301 with C- or better

NMC 437. NEW MEDIA AND SOCIETY. (3 Credits)
Traces the impact of new media—from the telegraph to the Internet—on American society. Emphasizes the way that existing social institutions (e.g., schools and churches) and opinion leaders (e.g., presidents and scholars) greeted the arrival of new media with an increasingly predictable mixture of fear and euphoria. Social changes such as the westward expansion of the U.S. in the 19th century, the arrival of immigrants in the late 19th and early 20th centuries, and the rise of youth culture in the mid-20th century are discussed in terms of their connection to developments in the technology and structure of media. The integration of Internet-based services into contemporary American society is the focus of one-half of the course.
Prerequisites: NMC 301 with C- or better
Recommended: NMC 101

NMC 440. MEDIA MANAGEMENT. (3 Credits)
Principles of management and their application to new media. The practice of new media management including personnel, programming, sales and promotions. Students will gain an understanding of the business side of the media industries. Students will also develop the analytical methods and problem solving techniques used in the management decision-making process as they relate to the mass media. Students will study the media of radio, broadcast television, cable television, DBS, MMDS, SMATV, satellite, telephony, Internet, film, the recording industry, advertising and public relations, as well as emerging media businesses.
Prerequisites: NMC 301 with C- or better
**NMC 441. MEDIA ENTREPRENEURSHIP. (3 Credits)**
Studies the entrepreneurial process as it relates uniquely to the arts and sciences of new media. Students will study the basic entrepreneurial processes of law, finance, accounting, organizational structure, budgeting, business plans, market analyses, taxes, licensing, and insurance as they relate to new media enterprises. Students will also study the sales/revenue generation side of new media ventures.
**Prerequisites:** NMC 301 with C- or better

**NMC 461. TRANS-MEDIA PUBLISHING I: CREATING IP. (4 Credits)**
Students develop an exploitable intellectual-property storyworld suitable for trans-media franchise development, and anchor it with a genre-fiction novelette of at least 10,000 words.
**Prerequisites:** NMC 260 with C- or better and NMC 301 (C-

**NMC 462. TRANS-MEDIA PUBLISHING II: EXPLOITING IP. (3 Credits)**
Students exploit intellectual-property story franchises (usually developed in NMC 461) into trans-media suites of storytelling assets, choosing from among various media such as video, e-book, audiobook, podcasting, boardgames, iOS apps.
**Prerequisites:** NMC 260 with C- or better and NMC 301 (C-

**NMC 470. MEDIA LAW. (3 Credits)**
The relevant laws and regulations that govern the mass media; the participants in the law making process; the analytical methods and problem solving techniques used in the law making process; the laws and policies affecting journalists. Issues such as libel, privacy, obscenity, indecency, fair trial/free press and copyright are covered.
**Prerequisites:** NMC 301 with C- or better

**NMC 471. TELECOMMUNICATIONS POLICY. (3 Credits)**
Covers past and present telecommunications policy. Examines the agencies that govern the telecommunications industry, including the Federal Communications Commission. Studies the differences and similarities between the regulations associated with public and private telecommunications systems and services. Students will gain knowledge of telecommunications industry ownership regulations, including antitrust regulation of the telecommunications industry.
**Prerequisites:** NMC 301 with C- or better

**NMC 481. POST PRODUCTION. (4 Credits)**
Advanced film and video production with emphasis on techniques, equipment, and theories involved in editing film and video. Emphasis on the use of computer-based nonlinear editing systems. Students will also study the use of special effects in visual production.
**Prerequisites:** NMC 383 with C- or better
**Recommended:** NMC 101 and NMC 351 and NMC 380

**NMC 482. DOCUMENTARY. (4 Credits)**
Theory and production of the documentary genre. The class covers all stages of producing a documentary film from the idea through development, marketing, planning, shooting, editing, and post-production. Lec/lab.
**Prerequisites:** NMC 383 with C- or better
**Recommended:** NMC 351 and NMC 380

**NMC 483. NEW MEDIA 3-D. (4 Credits)**
Hands-on introduction to the world of 3-D computer modeling and animation, including investigations of light, texture, form, spatial design and motion. Course includes discussions of professional and artistic practice and critique of student and professional work. Lec/lab.

**NMC 484. NEW MEDIA ANIMATION. (4 Credits)**
An in-depth theoretical and hands-on investigation of advanced animation tools and techniques used for educational, scientific, entertainment, and expressive communication projects. Tools and techniques covered include motion capture (full body, face, hand), automated lip-sync dialogue processing, dynamic simulation, particle motion, and other simulation or performance-based animation approaches. Students will work individually and in teams to explore the communicative and creative possibilities of the described technologies.
**Recommended:** NMC 101

**NMC 487. VIRTUAL MEDIA. (4 Credits)**
Explores the topics of interactivity in virtual space from conceptual, historical, theoretical, and practical perspectives. The course will compare and contrast real world physical space with virtual space in an attempt to create a virtual world designed with an audience in mind. Color, light, form, motion, and sound will all be examined and applied throughout this course. Lec/lab.
**Prerequisites:** NMC 101 with C or better and NMC 483 (may be taken concurrently) [C]

**NMC 490. MEDIA ETHICS. (3 Credits)**
Exploration of the ethical issues surrounding new media. Topics include professionalism in journalism, new media visual production, new media management, advertising, film, and public relations. Topics also include new media’s relationship with society, violence in the media, and sex in the media.
**Prerequisites:** NMC 301 with C- or better
**Recommended:** NMC 101

**NMC 493. MEDIA AND POWER. (3 Credits)**
Exposes students to the relationship between media and power. From papyrus and the pencil to the printing press, the telegraph, and GPS, media technologies have been central to the analysis and governance of populations. Special attention will be paid to how media technologies have allowed for the exertion, extension, and resistance of power.
**Prerequisites:** NMC 301 with C or better

**NMC 498. ADVANCED COLLABORATIVE EXPERIENCE. (3-4 Credits)**
Senior-level course designed to integrate the skills and knowledge obtained through NMC course work into a group research, group project, and/or group production that will be useful to students for their professional portfolio or serve as the basis for academic publication. Topic changes per term.
**Prerequisites:** NMC 101 with C- or better and NMC 301 [C-]
*This course is repeatable for 4 credits.*

**NMC 499. SPECIAL TOPICS. (1-16 Credits)**
*This course is repeatable for 16 credits.*