

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

Available via Ecampus

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.

Attributes: CPSI – Core, Pers, Soc Proc & Inst

Equivalent to: NMC 101H

Available via Ecampus

NMC 101H, *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.

Attributes: CPSI – Core, Pers, Soc Proc & Inst; HNRS – Honors Course Designator

Equivalent to: NMC 101

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.

Prerequisite: NMC 101 with C- or better

Available via Ecampus

NMC 241, APPLIED MEDIA AESTHETICS, 4 Credits

Foundational elements and principles of art and design in relation to visual media production and the communicative arts. Topics include composition, layout, color theory, typography, image manipulation, graphics creation and design in visual media. Provides core competencies digital visual communication arts tools.

Recommended: NMC 101

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, APPLIED SOUND DESIGN, 4 Credits

Foundational elements and principles of sound design in relation to audio production and the communicative arts. Topics include elements of sound, technical terminology, types of equipment and digital audio workflows. Provides core competencies in audio recording, editing and manipulation in sound media.

Recommended: NMC 101

NMC 260, NEW MEDIA FUTURES, 3 Credits

Covers 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.

Available via Ecampus

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.

Available via Ecampus

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

Available via Ecampus

NMC 302, REPORTING, 3 Credits

An introduction to the practices, procedures, techniques, and organizational structures of basic news gathering and writing.

Equivalent to: WR 301

Recommended: WR 201

Available via Ecampus

NMC 305, COPYEDITING, 3 Credits

Copyreading, headline writing, newspaper layout and design.

Equivalent to: WR 305

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.

Available via Ecampus

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.

Available via Ecampus

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.

Prerequisite: 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.

Prerequisite: 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.

Prerequisite: NMC 101 with C- or better and NMC 260 [C-]

Recommended: WR II completed with a passing grade.

Available via Ecampus

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.

Prerequisite: 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.

Prerequisite: 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.

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. CROSSLISTED as ART 349/NMC 349.

Prerequisite: 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, 4 Credits

Principles of spatial design, interactive design and immersive storytelling as they relate to Virtual, Augmented and Mixed Reality (collectively referred to as Extended or X-Reality). Additional topics include the history and current applications of X-Reality technology.

Prerequisite: NMC 101 with C- or better

NMC 355, SOUND DESIGN FOR VISUAL MEDIA, 4 Credits

Explores creative application of sound design for linear narrative, interactive and experimental visual media. Topics include evolving sound aesthetics for visual media in a historical and technological context. Emphasis on post-production synchronization, sound effect creation and manipulation, music underscoring and expressive experimentation in the audio visual story.

Prerequisite: NMC 101 with C- or better and NMC 255 [C-]

NMC 356, PODCAST PRODUCTION, 3 Credits

An intermediate-level production class in which we will develop, launch, distribute, and maintain professional-quality podcasts and use podcasting tools and resources for other storytelling enterprises.

Prerequisite: NMC 255 with C- or better

NMC 380, PRE-PRODUCTION, 4 Credits

Focuses on pre-production or the planning phase of various audio/visual storytelling media. Explores creative application of visualizing a text narrative into a audio/visual media production. Topics include story structure, concept development, visual research, cinematic language, shot composition, storyboarding, animatics and editing.

Prerequisite: NMC 101 with C- or better

Recommended: NMC 241

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.

Prerequisite: NMC 380 with C- or better

Recommended: NMC 351

NMC 385, MOTION DESIGN FOUNDATIONS, 4 Credits

Explores foundational elements and principles of animation for motion design. Topics include introductory animation techniques, history of motion graphics, the production process and workflows. Concept development, visual research, asset creation will be exercised through the creative development and execution of motion design projects.

Prerequisite: NMC 101 with C- or better

Recommended: NMC 241

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. Designed to look into the similarities and differences of these relationships as compared to face-to-face relationships. **CROSSLISTED as COMM 388/NMC 388.**

Equivalent to: COMM 388

Available via Ecampus

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.

Prerequisite: NMC 260 with C- or better

NMC 393, SERVER SIDE PROGRAMMING, 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.

Prerequisite: NMC 260 with C- or better

This course is repeatable for 3 credits.

Recommended: NMC 392

NMC 394, INTERACTIVE DESIGN AND USER EXPERIENCE, 3 Credits

Explores core skills of interactive design within media communications and systems, including conceptualizing interactive systems, prototyping, iterating, and managing interactive design workflow processes. Primarily examines interactivity through the lens of app design, while considering how these principles apply to other domains such as web interactivity, digital applications, tangible products, and mixed reality. Expands interactive formats and user experiences through visual consideration. Emphasizes hands-on aspect for artists to re/create interactive designs and focuses on the practical facet of the design.

NMC 395, VIRTUAL REALITY PROGRAMMING, 3 Credits

Teaches the fundamental programming skills to create virtual reality experiences using the Unity game engine and C# programming language.

NMC 397, INTRODUCTION TO INFORMATION VISUALIZATION, 3 Credits

Applies visualization and interaction techniques to help people analyze and understand the sources of data.

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 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.

Available via Ecampus

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".

Available via Ecampus

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.

Prerequisite: 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.

Prerequisite: 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
Available via Ecampus

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

Prerequisite: NMC 301 with C- or better

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.

Prerequisite: 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.

Prerequisite: NMC 301 with C- or better

Recommended: NMC 101

NMC 440, MEDIA MANAGEMENT, 3 Credits

Changes in technology and in the media's role in converging technologies require creative, innovative organizational structure and strategic management and leadership techniques. Identify basic roles, principles and concepts as related to media management. Through group work, role-plays, and projects, investigate the creative and practical aspects of managing diverse teams and interpersonal dialogue, while becoming more culturally competent.

Prerequisite: 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.

Prerequisite: NMC 301 with C- or better

Available via Ecampus

NMC 461, TRANS-MEDIA CREATION IN SCI-FI & FANTASY, 3 Credits

Develops an exploitable sci-fi/fantasy storyworld suitable for trans-media franchise development, anchors it with a novelette-length work of fiction writing, and makes preparations to utilize it as the hub of a trans-media storytelling franchise. Although a tremendous amount of writing happens in this class as part of the story-creation process, writing is used simply as a capture tool. This is not a writing class.

NMC 462, TRANS-MEDIA PUBLISHING IN SCI-FI & FANTASY, 3 Credits

Simulates a trans-media story shop. A franchise canon is selected (usually from the public domain) and student teams work on specific trans-media assets for the franchise, bringing their existing skill sets to the table and learning new ones from their peers in a collaborative setting. Examples of such assets include webcomics, short video productions, virtual-reality experiences, video games, tabletop games, interactive novels, alternate-reality games, podcasts, radio dramas, e-books, YouTube channels.

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.

Prerequisite: NMC 301 with C- or better

Available via Ecampus

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.

Prerequisite: NMC 301 with C- or better

NMC 481, COMPOSITING AND DIGITAL EFFECTS, 4 Credits

Explores compositing and digital effects as production techniques in digital storytelling. This course explores several compositing techniques and workflow options for digital manipulation of moving image content. Topics include green screen extraction, motion and camera tracking, rotoscoping, and 2D/3D workflows.

Prerequisite: NMC 101 with C- or better and NMC 241 [C-] and NMC 260 [C-] and NMC 380 [C-]

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.

Prerequisite: 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.

Equivalent to: NMC 485

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 WORLDS, 4 Credits

Explores design of virtual space from theoretical, historical and practical perspectives. Compares and contrasts real world physical space with virtual space. Examines narrative back story, style, form, color, light, motion and sound in video games. Develops detailed cultural and environmental back stories for virtual worlds based on research. Plans and maps layout of interactive virtual worlds that encourage exploration. Researches and applies principles of color, light, form, motion, sound and spatial narrative design. Builds interactive virtual spaces using 3D modeling and game development software. Creates cinematic trailers of virtual worlds, including complex camera moves and soundtracks. Designs logos for virtual worlds based on principles of design, and research of brand identities.

Prerequisite: (NMC 100 with C or better or NMC 101 with C or better or NMC 260 with C or better) and NMC 351 [C]

NMC 488, SENSOR TECHNOLOGIES AND THE ARTS, 2 Credits

Create interactive arts, design, or communication projects using sensor technologies in combination with sound, video, lights, video games, and generative digital art. Translate gestures of the physical world into interactive control using plug and play wireless sensors. Apply the iterative design process to ideate, prototype, implement, reflect and then re-imagine the sensor technologies project. Explore the breadth and range of interactive art from a historical and contemporary art practice. **CROSSLISTED** as ART 488/GD 488/MUS 488/NMC 488/TA 488 and ART 588/MUS 588.

Equivalent to: ART 488, GD 488, MUS 488, TA 488

This course is repeatable for 16 credits.

Recommended: MUS 111 or ART 121

NMC 490, MEDIA ETHICS, 3 Credits

Exploration of the ethical issues surrounding new media communications. 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.

Prerequisite: NMC 301 with C- or better

Recommended: NMC 101

NMC 493, *MEDIA AND POWER, 3 Credits

Analyzes the relationship between media and power. Media technologies like television, film, the smartphone, and GPS have been central to the analysis, governance, and control of populations. Emphasizes how media technologies have allowed for the exertion, extension, and resistance of power in the United States. (Bacc Core Course)

Attributes: CPDP – Core, Perspective, Difference/Power/Discrimination

Available via Ecampus

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.

Prerequisite: 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.