

Major in Communication

Department of
Communication and Media
Russell Sage Laboratory
Rensselaer
110 8th Street
Troy, NY 12180-3590

Phone: (518) 276-8121

cm.rpi.edu

For additional information,
contact Tamar Gordon, Acting
Head at gordot@rpi.edu.

**Career options may include, but
are not limited to:**

- Corporate and Strategic Communication
- Technical Communication
- Human-Computer Interaction and Usability Design
- Multimedia Production
- Branding Advertising
- Internet Technology
- Technical Writing and Editing
- Graphic and Interaction Design

The Communication and Media (C&M) curriculum provides an interdisciplinary approach to the study of communication in today's "information society." The B.S. in Communication provides both a theoretical foundation in basic communication principles, and a hands-on education in applying those principles to communicating in a world driven by technology and new media.

Degree Requirements

4 core (required) courses (16 credit hours)

28 additional elective credit hours in C&M courses

44 credit hours total are required for the B.S. degree in general Communication

Core (Required) Courses

- Introduction to Communication Theory COMM-1510 (4 credit hours)
- Introduction to Visual Communication COMM-2610 (4 credit hours)
- Rhetoric and Writing WRIT-2110 (4 credit hours)
- Any Literature course (4 credit hours)

Communication and Media offers students different tracks of study that target areas of expertise within the department and provide coherent sets of courses to give students breadth and depth within a subject area. Tracks are recommendations for elective courses that fit together well; they are not requirements. The only requirements are the 4 Core Courses and 28 credits of electives within the department (Communication & Media courses prefixed with COMM, WRIT, LITR).

The department also offers more specialized programs of study within the general COMM degree, and they have more extensive and specific requirements. Students can take a general BS COMM degree with a Concentration in Graphic Design: Theory, Research, Practice; and they can obtain a Certificate in Communication Design. Students can also take a dual major. Dual major programs are described in separate information sheets.

Tracks of Study for a B.S. in COMM (General)

All tracks of the B.S. in COMM [General] require the 4 Core [required] courses (Intro. to Communication Theory, Intro. to Visual Communication, Rhetoric and Writing, and Literature) plus 28 credit hours of electives as recommended, below:

Media and Culture Track

For the student who wants to understand how film, television, video, photography, print and new media shape our global culture.

4 Core Courses plus 28 credits chosen from:

Advertising and Culture
Cross-Cultural Media
Visual Design
Film Theory
Religion & Media

Interactive Narrative
Visual Literacy
Perspectives on Photography
Documentary Film

Human-Computer Interaction (HCI) Track

For the student who is interested in designing and developing computer systems that are effective and easy for people to use. Emphasis is on principles of usability, user-centered design, prototyping, and evaluation of products and product interfaces.

4 Core Courses plus 28 credits chosen from:

Introduction to HCI (ITEC)	Communication Design for the WWW
Foundations of HCI Usability	Studio Design in HCI
Interactive Narrative	Interactive Technology
free department electives	Interface Design [or] Games Elective ¹

Professional Writing and Presentation Track

For the student who is interested in developing the ability to write professionally and to create effective multimedia presentations in any chosen field.

4 Core Courses plus 28 credits chosen from:

Writing About Science	Writing for Promotion and Marketing
Speech Communication	Proposing and Persuading
Research Writing	Writing for Classroom & Career
Writing in Organizations	

Any Creative Writing course [or] any Literature course
Typography [or] Interactive Narrative [or] Information Design
free department elective

Literature and Expression Track

For the student interested in the study and appreciation of literature.

4 Core Courses plus 28 credits chosen from:

Film Theory	Science and Fiction
Contemporary Literature	Creative Writing: Nonfiction
Women Writers	Creative Writing: Poetry
Utopian Literature	Free department electives

Design Studio Track

For the student who is interested in acquiring the practical skills and theoretical foundation necessary for employment in graphic design and other professional communication fields.

4 Core Courses plus 28 credits chosen from:

Visual Design	Typography
Interface Design	Information Design
Cross-Cultural Media	Graphic Design for Corporate Identity
Visual Literacy	Interactive Narrative

HCI Implementation: Flash [or] a design-related course
free department elective

¹ e.g., Designing Interactive Characters for Computer Games