Communication & Media

B.S. in Communication, Media, & Design

Major, Dual Major, or Minor in CMD

The 40-credit hour B.S. degree in Communication, Media, and Design (CMD) prepares students to communicate in diverse multimedia and multicultural contexts. The core of CMD focuses on strategic and creative communication, graphic design, critical media analysis, and multimodal design. CMD connects theory with practice to produce versatile, professional, and creative communicators with multiple media literacies that are valued across a wide range of careers.

The new B.S. in CMD is not only a destination major but is also meant to be flexible enough to benefit students in other majors. Now, more than ever, expertise in communication and design thinking are fundamental to any career, whether you are pursuing a future in business management, the creative arts, computer science, engineering, information science, engineering, math, video game development, or academia.

From content creation to data visualization, from motion graphic animation to mixed-reality design, the new B.S. degree prepares students for a broad range of communication and research practices in an ever-changing global landscape. In a networked society, the ability to clearly communicate ideas can foster the kinds of innovation and collaboration that can change the world.

About Communication and Media

The Department of Communication and Media (C&M) offers a variety of exciting, interdisciplinary courses that prepare students to communicate strategically in professional, academic, and artistic contexts. With access to cutting-edge technologies and institute-wide facilities, C&M’s new B.S. in Communication, Media, and Design offers advantages not found in other, similar programs. CMD’s integration of these three disciplines in one program is what sets us apart.

Courses in CMD include:

- Advertising and Culture
- 2D Animation and Motion Graphics
- Brand Identity Design
- Chinese Language and Culture
- Communication Theory and Practice
- Contemporary Literature
- Creative Writing
- Cultural Anthropology
- Documentary Film
- Games Narrative
- Graphic Design
- History of Design
- Interactive Data Visualization
- Interactive Narrative
- Introduction to Graphic Design
- Language and Culture
- Language in Real Time
- Literature and Media
- Media and Society
- Perspectives on Photography
- Reality TV and Post-Factual Media
- Religion in the Media
- Science and Fiction
- Strategic Writing
- Typography
- Visual Design
- Visual Poetics and Narrative
- Women Writers
- Writing for Games
- Writing for the Screen
- and more!