

Bachelor of Arts in Emerging Media and Communication

Core Curriculum Requirements (42 hours)

- **Communication (6 hrs.)**
 - 3 hrs. Communication (RHET 1302)
- **3 hrs. Communication Requirement (COMM 3300)**
- COMM 3300 Reading Media Critically (3 semester hours) – *Addresses the process of reading and interpretation in the larger context of communication theory. Focuses on the interpretation of communication created for and disseminated through mass media. Course fulfills the Advanced Writing Requirement for the EMAC major. Prerequisite: RHET 1302. (3-0) Y*
- **Social and Behavioral Sciences (15 hrs.)**
 - 6 hrs. Government (GOVT 2301 and 2302)
 - 6 hrs. American History
 - 3 hrs. Social and Behavioral Science Elective (recommended for EMAC – PSY 2301)
- **Humanities and Fine Arts (6 hrs.)**
 - 3 hrs. Fine Arts (FILM 2332)
 - 3 hrs. Humanities (HUMA 1301)
- **Mathematics and Quantitative Reasoning (6 hrs.)**
 - 3 hrs. College Math (MATH 1314 is recommended)
 - 3 hrs. Quantitative Mathematics (PSY 2317 is recommended)
- **Science (9 hrs.)**
 - 9 hrs. Science Courses (including at least one course with a substantial laboratory component)

Major Requirements: Lower Division – 15 hrs.

- EMAC 2321 (ATEC 2321) Writing and Research for New Media (3 semester hours) This writing-intensive course focuses on writing for new and emergent media environments. The course will introduce digital and electronically augmented information-gathering techniques for use in emerging media and communications. Prerequisite: RHET 1302 or permission of instructor. (3-0) Y
- EMAC 2322 (ATEC 2322) Introduction to Electronic and Digital Communications (3 semester hours) The course will examine the history of electronic communications with a critical view of their effects on society. The focus will be on the role of the Internet in contemporary life, the commodification of news and information, and will introduce electronic and digital research methods for emerging media and communications. Prerequisite: RHET 1302 or permission of instructor. (3-0) Y
- ATEC 2382 Computer Imaging (3 semester hours) Introduction to digital image-making and manipulation using contemporary software applications. Graphic and photographic methods are presented and applied to art and design problems. Computer images are prepared for multiple delivery environments, including the Internet, games, animation, and print. (0-3) S
- ATEC 2384 Basic Design Principles and Practices (3 semester hours) Foundational overview of design principles and practices common to all design professions, including general rules, laws, and guidelines of commercial design. Students will be introduced to the language of design, sources and resources of design practice, and design specializations and their integration with various relevant technical disciplines. (0-3) S
- ATEC 2385 Sound Design (3 semester hours) Introduction to sound design whose main goal is to show and explain the role of sound in single or multiple aspects of the field, including multimedia productions, animation, video games, movies, and live performances. (0-3) S

Major Requirements, Upper Division – 27 hrs.

- EMAC 3326 (ATEC 3326) Emergent Media and Mass Communications (3 semester hours) This course will introduce emerging practices in new media, such as mobile, distributed, time-shifted, and personal media. It will blend theoretical studies and project-intensive practice in leading-edge applications of digital media, interactive media, and Internet communications. Prerequisite: EMAC 2321 or EMAC 2322 or permission of instructor. (3-0) Y

- EMAC 3361 (ATEC 3361) Internet Studio (3 semester hours) Introduction to researching, designing, producing, and distributing Internet content. Through readings, class discussions, and class projects, this class focuses on the various means and techniques for publishing networked digital material. The course will help students develop the ability to create and present a networked portfolio of their digital work. Prerequisite: ATEC 2382. (0-3) Y
- EMAC 4326 (ATEC 4326) Emergent Media Production (3 semester hours) The course explores production studio and field practices in the development of emerging forms of digital media and communications. Students will work individually and in teams to produce new media projects using a variety of different methods and technologies. Areas of investigation may include weblogs, video blogs, podcasts, mobile media, and social media projects. Prerequisite: EMAC 3326 or permission of instructor. (3-0) Y
- EMAC 4325 – Digital Writing (3 credit hours) This class will introduce the forms and strategies of digital composition. Through this writing-intensive course students will learn to write in and about digital networked spaces, focusing on changes that the switch from analog to digital has brought to representation. This course will explore writing in the digital age across a range of technologies, environments, and spaces. Prerequisite: RHET 1302. (3-0) Y
- EMAC 4380 (ATEC 4380) Capstone Project (3 semester hours) Culminating course in Emerging Media and Communication. Students will engage in the creation of an advanced creative and/or research project exploring emerging media and communication. Restricted to students majoring in Emerging Media and Communication who are within one semester of graduation. Prerequisite: Permission of Instructor. (0-3) Y
- COMM 4314 Persuasion (3 semester hours) An introduction to the study and practice of persuasive discourse using both the rhetorical and behavioral science traditions. Focuses on factors that influence beliefs, attitudes, and behavior as they relate to digital media. (3-0) Y
- COMM 3342 Issues in Communication (3 semester hours) Focuses on major issues in communication with an emphasis on the social and cultural implications of mass and interactive media. May be repeated for credit as topics vary. Prerequisite: Upper-division standing. (3-0) Y
- PSY 3350 Psychology of Communication (3 semester hours) A survey of psychological theories, concepts and principles that bear on processes of human communication ranging from intrapersonal to interpersonal, group, organizational, intercultural, international and mass communication.
- PSY 3351 Mass Communication and Behavior (3 semester hours) Examines the role mass communication plays in creating, maintaining, and changing human behavior. Topics include the psychological processes through which media effect social, religious, political and consumer behavior.

Elective Requirements – 36 hrs.

Prescribed Electives – 15 hrs.

Any five of the following:

- ARTS 4308 Image/Text (3 semester hours) An exploration of the visual possibilities inherent in the art of the text. Topics may include an investigation of techniques derived from bookmaking, printmaking, photography, computer imaging, or related media that foster the transformation and combination of words and images. The problem of creating text for presentation in a visual environment will be examined. May be repeated for credit as topics vary (6 hours maximum). Prerequisite: A 3000-level studio art course in an appropriate medium or permission of the instructor. (0-3) T
- EMAC 4346 (ATEC 4346) Story-Telling for New Media (3 semester hours) Theory, principles and practice of narratives created for distribution via digital media. Includes study of the creation of both linear and nonlinear digital content for Internet distribution. Prerequisite: EMAC 3361. (0-3) Y
- EMAC 4347 (ATEC 4347) Advanced Design (3 semester hours) Explores advanced concepts and techniques in design including the use of computer-assisted creation of images. May be repeated for credit as topics vary (9 hours maximum). Prerequisite: EMAC 3361 or EMAC 3363. (0-3) Y
- EMAC 3363 (ATEC 3363) Basic Interaction Design (3 semester hours) Study of human-machine interaction for art and design applications. Students explore existing models for interaction as used

- in web-based publishing, game development, entertainment and artistic performances. The creation of new models of interaction using multi-modal devices (haptic devices) is pursued. Prerequisite: ATEC 2382. (0-3) Y
- EMAC 4372 (ATEC 4372) Topics in Emerging Media and Communications (3 semester hours) The course studies fundamental principles and basic techniques of emerging media and communications. Sections may be devoted exclusively to a single aspect of emerging media and communications or to a multiplicity of subjects related to the field. May be repeated for credit as topics vary (12 hours maximum). Prerequisite: Upper division standing. (3-0) R
 - COMM 3342 Issues in Communication (3 semester hours) Focuses on major issues in communication with an emphasis on the social and cultural implications of mass and interactive media. (3-0) T
 - PSY 3355 Psychology of Creativity (3 semester hours) Examines psychological theories and research focusing on creative thinking and accomplishment. Students also to develop techniques and skills for innovation and effective problem solving applied to real life issues. As the world changes in complexity, creativity becomes increasingly one of the most important personal and business strategies for survival and success.
 - CGS 4352 Human Computer Interactions I (3 semester hours) Methods and principles of human-computer interaction (HCI), user-centered design (UCD), and usability evaluation. Provides broad overview of HCI and how HCI informs UCD processes throughout product development lifecycle. (Same as CS 4352) (3-0) T
 - CGS 4353 Human Computer Interactions II (3 semester hours) Detailed exploration of human-computer interaction (HCI) through readings in journal articles and research reports. Practical experience in methodology typically used in the design of usable systems. Prerequisite: CGS 4352 or consent of the instructor. (Same as CS 4353) (3-0) T
 - CRWT 3308 Creating Nonfictions (3 semester hours) A creative workshop built around the aesthetic techniques and aesthetic processes used to create essays, biographies, and autobiographies as works of art. Topics will vary and often will include work by visual artists, filmmakers, composers, or other writers. May be repeated for credit as topics vary (9 hours maximum.) Prerequisite: CRWT 2301 or permission of instructor. (3-0) T

Advanced Electives – 6 hrs.

- Students are required to take at least six hours of advanced electives outside their major field of study. These must be either upper-division classes or lower-division courses that have prerequisites.

Free Electives – 15 hrs.

- Both upper- and lower-division courses may be used as electives, but students must complete at least 51 hours of upper-division credit to qualify for graduation.

This page last updated: May 28, 2009

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