

# VISUAL COMMUNICATION, MINOR

Saint Louis University's visual communication interdisciplinary minor provides the theoretical framework and the technical facility for students to understand and manipulate visual elements effectively in various communication modes, such as graphic design, media design, radio, video and animation.

## Curriculum Overview

The contributing departments for this program are the Department of Communication (<https://www.slu.edu/arts-and-sciences/communication/>), the Department of Visual and Performing Arts (<https://www.slu.edu/arts-and-sciences/visual-and-performing-arts/>) studio art program (<https://www.slu.edu/arts-and-sciences/visual-and-performing-arts/studio-art/>) and the Department of English (<https://www.slu.edu/arts-and-sciences/english/>). The interdisciplinary minor is designed to provide students with the tools, skills and theory to create and evaluate visual communication in various media as preparation for professional and academic opportunities. Students are encouraged to complete an internship as part of the minor.

## Requirements

Students must complete a minimum total of **18 credits** for the minor.

### Communication Majors

A minimum of 12 credits must be selected from designated studio art courses. No one course can fulfill more than one requirement in the minor.

Code	Title	Credits
<b>Required Courses</b>		
ART 2500	Computer Art I	3
ART 2700	Graphic Design I	3
ART 3700	Graphic Design II	3
<b>Elective Courses</b>		
Select three of the following:		9
CMM 1220	Visual Rhetoric	
CMM 1500	Introduction to Digital Media Production	
CMM 2510	Video Production and Design	
CMM 2550	Photojournalism	
CMM 3120	Media Scriptwriting	
CMM 3510	Studio Production	
CMM 3530	Documentary Production	
CMM 3560	Publication Design	
CMM 3710	Copywriting	
CMM 4100	Multiplatform Journalism	
CMM 4500	Digital Portfolios and Professional Practice	
CMM 4810	Digital Storytelling	
CMM 4910	Internship	
ART 2500	Computer Art I	
ART 3500	Computer Art II	
ART 3700	Graphic Design II	
ART 4500	Computer Art Studio	

ART 4700	Graphic Design Studio	
ENGL 4010	New Media Writing	
<b>Total Credits</b>		<b>18</b>

### Studio Art Majors

A minimum of 12 credits must be selected from designated communication courses. No one course can fulfill more than one requirement in the minor.

Code	Title	Credits
<b>Required Courses</b>		
ART 2700	Graphic Design I	3
CMM 2510	Video Production and Design	3
1 additional course with the 'CMM Production Course Req' attribute (p. 2)		3
<b>Elective Courses</b>		
Select three of the following:		9
CMM 1220	Visual Rhetoric	
CMM 1500	Introduction to Digital Media Production	
CMM 2510	Video Production and Design	
CMM 2550	Photojournalism	
CMM 3120	Media Scriptwriting	
CMM 3510	Studio Production	
CMM 3530	Documentary Production	
CMM 3560	Publication Design	
CMM 3710	Copywriting	
CMM 4100	Multiplatform Journalism	
CMM 4500	Digital Portfolios and Professional Practice	
CMM 4810	Digital Storytelling	
CMM 4910	Internship	
ART 2500	Computer Art I	
ART 3500	Computer Art II	
ART 3700	Graphic Design II	
ART 4500	Computer Art Studio	
ART 4700	Graphic Design Studio	
ENGL 4010	New Media Writing	
<b>Total Credits</b>		<b>18</b>

### Other Majors

A distribution of no less than six credits from designated communication and studio art courses must be taken. No one course can fulfill more than one requirement in the minor.

Code	Title	Credits
<b>Required Courses</b>		
ART 2700	Graphic Design I	3
ART 3700	Graphic Design II	3
CMM 2510	Video Production and Design	3
<b>Elective Courses</b>		
Select three of the following:		9
CMM 1220	Visual Rhetoric	
CMM 1500	Introduction to Digital Media Production	
CMM 2550	Photojournalism	
CMM 3120	Media Scriptwriting	

CMM 3510	Studio Production
CMM 3530	Documentary Production
CMM 3560	Publication Design
CMM 3710	Copywriting
CMM 4100	Multiplatform Journalism
CMM 4500	Digital Portfolios and Professional Practice
CMM 4810	Digital Storytelling
CMM 4910	Internship
ART 2500	Computer Art I
ART 3500	Computer Art II
ART 3700	Graphic Design II
ART 4500	Computer Art Studio
ART 4700	Graphic Design Studio
ENGL 4010	New Media Writing
<b>Total Credits</b>	<b>18</b>

### Continuation Standards

A student must maintain a GPA in coursework for the minor in visual communication of at least 2.00.

### CMM Production Course Requirement attributed courses

Code	Title	Credits
CMM 1500	Introduction to Digital Media Production	3
CMM 2550	Photojournalism	3
CMM 3120	Media Scriptwriting	3
CMM 3510	Studio Production	3
CMM 3530	Documentary Production	3
CMM 3560	Publication Design	3
CMM 4100	Multiplatform Journalism	3
CMM 4500	Digital Portfolios and Professional Practice	3
CMM 4810	Digital Storytelling	3

### Contact Us

For additional information about this program, please contact [arts@slu.edu](mailto:arts@slu.edu) or call 314-977-2410.