

Web Communications Minor

The Web Communications Minor requires 30 semester hours within Art and Art History, Information Systems, Technical Writing, and Marketing.

The Web Communications Minor offers an interdisciplinary plan of study in web development with an emphasis on web design, user experience/UX, and web management. This program combines courses in graphic design (ARS), programming (CS), information systems (IS), marketing (MKT), and technical writing (EH) to prepare students for work in the growing field of web-based communication. When combined with an appropriate major, the program prepares students for work in a number of increasingly web-reliant fields, including marketing, public relations, journalism, graphic design, user experience/UX, technical communication, corporate communication, and publishing.

The number of courses required for the minor is moderate at 30 semester hours; however, students may complete minor courses as part of their major. Students majoring in art studio, information systems, communication arts, and marketing are particularly well positioned to complete minor courses in their major degree programs with fewer semester hours of minor courses outside of the major. Students with other majors should contact the Program Director to determine the number of semester hours they can complete outside the minor. A certificate in Web Communications will be awarded to students who complete their coursework and maintain a minimum 2.5 grade point average in the minor.

Students lacking computer skills in Windows© and Macintosh© operating systems, word processing, and database applications are encouraged to take IS 146 prior to taking any of the technical courses in the minor. Familiarity with the Macintosh© operating system (OS) is useful for students entering ARS 230 and upper-level ARS courses in the minor. The Director of the Web Communications minor (256.824.6114) can advise students on the level of skill required for various courses.

- 25% of the minor must be earned at UAH
- A minimum GPA of 2.0 is required in the minor

Code	Title	Semester Hours
Courses in Graphic Design		
ARS 230	GRAPHIC DESIGN: INTRODUCTION	3
ARS 332	GRAPHIC DESIGN: WEB DESIGN	3
ARS 334	GRAPH DES: WEB USER EXPER I	3
ARS 432	GRAPH DES: SENIOR PROJ MGMT	3
Interdisciplinary Experience		
CS 103	INTRO PROGRAMMING USING JAVA	3
EH 301	TECHNICAL WRITING	3
MKT 301	PRINCIPLES OF MARKETING	3
Elective Courses		
Pick three from any group or pick three in an area of focus from the courses listed below:		9
Group A. User Experience (UX)		
ARS 434	GRAPH DES: WEB USER EXPER II	
CM 435	SOCIAL MEDIA	
EH 442	USABILITY STUDIES	
Group B. Web Writing and Social Media		
TH 210	WRITING FOR VISUAL MEDIA	
CM 313	BUSINESS & PROFESSIONAL COMM	
CM 435	SOCIAL MEDIA	
CM 444	ADVERTISING	
Group C. Web and Marketing		
MKT 315	SALES MGT/PROF SELLING	
MKT 332	BUYER BEHAVIOR	
MKT 343	MARKET RESEARCH DESIGN	
Group D. Information Systems		
IS 210	INTRO COMP PROG IN BUS	
IS 310	ADVANCED PROGRAMMING	
IS 340	DATABASE MANAGEMENT	
Group E. Internship		

ARS 492

ART INTERNSHIP

Total Semester Hours

30