

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.

| 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 |