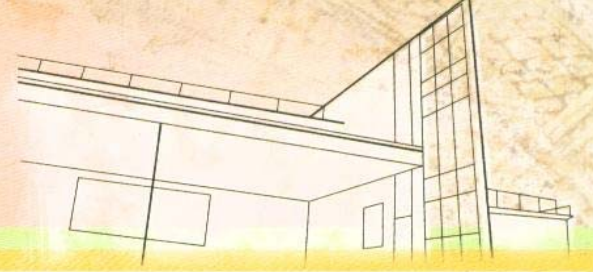


# SCHOOL OF CREATIVE ARTS



## BACHELOR OF ARTS IN COMMUNICATION

### University Profile

The University of Saint Francis was founded in 1890 and has a rich heritage of offering quality education. Rooted in the Catholic and Franciscan traditions of Faith and Reason, the University of Saint Francis engages a diverse community in learning, leadership and service.

Personal attention to students is what makes a USF education so meaningful and enriching to its approximately 2,100 students.

The campus has 108 acres of rolling lawns and trees with 19 buildings and four residence halls that surround beautiful Mirror Lake.

### The School of Creative Arts

The School of Creative Arts at the University of Saint Francis is a creative, collaborative learning environment providing a personalized education for emerging artists, communicators and scholars.

You will study with distinguished faculty who are also award winning, published and exhibited artists, communicators and scholars.

We invite you to join an academic program that is recognized and accredited by the National Association of Schools of Art and Design (NASAD). USF is one of the 260 art schools accredited in the United States and one of only seven in the state of Indiana.

The School of Creative Arts at the University of Saint Francis provides students with a solid education in the arts which encompasses both traditionally and technologically advanced methods of art education. It facilitates learning and professional development for a diverse student body.

Franciscan values are promoted in the coursework and learning experience to provide for the personal growth of each student. The Associate Degree in Communication Arts and Graphic Design provides students with working knowledge in a specific concentration. The various Bachelor of Art degrees complement the liberal arts tradition of the university and educate students in programs which specifically promote the areas of studio art, communication arts and graphic design, computer art, art education, communication, and music technology. The School of Creative Arts offers coursework in music, dance and theater.

The Master of Art program builds upon a baccalaureate foundation to provide a student with expertise in a specific major and minor; a graduate certificate in arts administration is also offered.

The School of Creative Arts is known for graduating exceptionally talented students. Students work closely with faculty in small classes, resulting in tremendous artistic growth. The department has a student/faculty ratio of 15 to 1, which allows students to express themselves and reach their full potential. The faculty are dedicated, practicing professionals in their fields.

### Major in Communication

The Bachelor of Arts in Communication prepares students for the various fields in the communications industry. A degree in Communication creates opportunities for a student in a wide variety of employment fields. Students enrolled in the Communication Program at the University of Saint Francis earn a Bachelor's degree in Communication with a concentration in Public Relations, Film/Video/Media Production or Organizational Communication. All

students participate in two internship opportunities to help develop their skills and to learn about the professional workplace.

Skills developed in communication such as research, problem solving, effective writing and speaking, production visualization, and teamwork give students a competitive edge when entering the job market. This allows for an even greater number of employment opportunities to consider. The School of Creative Arts helps its students and graduates plan and implement sound decisions for their futures. There are considerably more options for employment in the communication field than most people know.

### Communication Core Curriculum

All students in the Communication Program take the following courses:

Introduction to Mass Communication  
Writing for the Media  
Interpersonal Communication  
Group Communication  
Introduction to Video/Audio Production  
Communication Apprenticeship  
Mass Media and Multimedia Law  
Communication Internship

### Concentrations

Choose one of the following:

**ORGANIZATIONAL COMMUNICATION**  
Prepares graduates to work in corporate communications, human resources, marketing, and promotions and sales.

**Courses in the Concentration:**  
Advanced Presentational Speaking  
Topics in Debate and Discussion  
Intercultural Communication  
Public Relations

Business Communication  
Principles of Management  
Introduction to Marketing  
Fundamentals of  
International Business

#### PUBLIC RELATIONS

Prepares graduates to work in this growing industry, which includes the areas of media relations, community relations, employee relations, development/fundraising, special event planning, and marketing communications.

#### Courses in the Concentration:

Advanced Presentation Speaking  
Public Relations  
Public Relations Case Studies  
in Practice  
Business Communication  
Principles of Management  
Introduction to Marketing  
Fundamentals of  
International Business

#### FILM/VIDEO/MEDIA PRODUCTIONS AUDIO

Prepares graduates to work as video equipment technicians, camera operators, film and video editors, production assistants, directors, and producers.

#### Courses in the Concentration:

Introduction to Sound Design  
Advanced Video/Audio Production  
Editing Theory and Processes  
Film as Art and Communication  
2/D Composition  
Computer Graphics  
Digital Imaging  
Short Form Compositing or  
Interactive Multimedia  
Presentations

### Opportunities for Communication Students

In addition to the challenging classes in the School of Creative Arts, students are able to take advantage of opportunities that promote and support leadership skills, organizational skills and service, including:

- Hands-on training using cutting-edge technology
- Sophomore and Senior reviews with Communication faculty
- Internship opportunities
- Assignments and projects that develop a useful writing portfolio/demo reel
- Access to studios and editing facilities
- Strong relationships with area businesses, TV stations and non-profit organizations
- Lecture programs and the USF Film Festival
- Travel abroad opportunities with the Global classroom
- Opportunities with the campus newspaper *Paw Print*

Students have the opportunity to experience internships, global classes, exhibitions, on-campus employment, and opportunities that will benefit them in the following ways:

- Become more knowledgeable and gain insight into the profession
- Obtain hands-on experience within the field of study
- Test out the job market, environment and industry
- Gain confidence
- Acquire or develop new or existing skills, such as teamwork, public speaking, all forms of media writing, and event planning
- Learn leadership (tactics for leading groups or projects) administration, IT skills
- Develop networking contacts
- Create an effective résumé

### Financial Aid

Financial aid is available in the form of scholarships, grants, loans, and work study.

Competitive scholarships are open to any high school senior or junior or transfer student seeking admission to the School of Creative Arts. The scholarships are awarded to those who have applied for admission, are accepted as students, and comply with all guidelines. A High School

Workshop and a Talent Day are held in the fall and spring of each year. Any student attending may present a portfolio for review and be considered for a scholarship or try out for Choir, Pep Band or Jazz Ensemble. Scholarships for Music Technology are also available. Students may contact the School of Creative Arts and make portfolio appointments at alternative times if necessary.

More than 95 percent of undergraduate students receive some form of financial assistance; most receive more than one type of aid. Early estimated packages are available online at [www.sf.edu](http://www.sf.edu) for any student who has been admitted to the university for fall admission.

All students are encouraged to complete the Free Application for Federal Student Aid (FAFSA). Priority deadline is no later than March 10.

### For More Information

Call the Office of Admissions at 260-399-8000 or 1-800-729-4732, or visit our website at [www.sf.edu](http://www.sf.edu).

