

# GRAPHIC COMMUNICATIONS (GCOM1-GC)

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## **GCOM1-GC 1030 Technologies (3 Credits)**

*Typically offered occasionally*

The course surveys the principal technologies for creating and distributing text and images in printed and digital form. Areas of study include e-paper and e-ink; e-reading devices; mobile marketing; QR codes; near field communications (NFC); blogging; social media; augmented reality; and conventional, digital, and 3D printing. Examined in detail are the applications of these technologies to personalized, 1-to-1 marketing; book, magazine, and newspaper publishing; branding and brand management; and branded packaging.

**Grading:** GC SCPS Graded

**Repeatable for additional credit:** No

## **GCOM1-GC 1900 Capstone Project (1-3 Credits)**

*Typically offered occasionally*

The Culminating Experience project provides an opportunity for students to apply their knowledge and skills (gained in the program and through work experience) under faculty guidance and within an approved framework. The culminating experience project is the final advanced project of the master's degree program, which allows intensive exploration of an area within graphic communications media.

**Grading:** GC SCPS Graded

**Repeatable for additional credit:** No

## **GCOM1-GC 1905 Research Methods (3 Credits)**

*Typically offered occasionally*

Learn research methods and applications specific to graphic communications and integrated media, to prepare for the Capstone Project (Culminating Experience), graduate coursework and industry research opportunities.

**Grading:** GC SCPS Graded

**Repeatable for additional credit:** No

## **GCOM1-GC 3900 Independent Study (1-4 Credits)**

*Typically offered occasionally*

Independent Study requires a minimum of 45 hours of work per credit. Independent Study provides the opportunity for specialized and individualized activities that augment a student's program of study. Students may choose to do academic research or may choose to do an internship. Internships require a minimum of 45 hours of work per credit. Students will seek internship opportunities in the dynamic field of graphic communications. Internships provide the opportunity for specialized and individualized activities that augment a student's program of study. The independent study experience may provide domestic as well as international opportunities for students.

**Grading:** GC SCPS Graded

**Repeatable for additional credit:** Yes

## **GCOM1-GC 3905 Emerging Topics: (3 Credits)**

*Typically offered occasionally*

This seminar will enhance curriculum by identification, analysis and application of advanced emerging topics pertinent to this degree. The specific titles and content of each seminar will change to reflect the emerging topic areas of interest which can only be determined at the time of offering.

**Grading:** GC SCPS Graded

**Repeatable for additional credit:** Yes