

**CATALOG ADDENDUM**

Effective August 1, 2020

**ONLINE DEGREE PROGRAMS**

**BACHELOR OF SCIENCE IN ENTERTAINMENT BUSINESS**

MONTH	COURSE CODE/TITLE	CREDITS
1	DGL 101 DIGITAL LITERACY	3
2	SBS 113 BEHAVIORAL SCIENCE	3
3	EBS 101 INTRODUCTION TO THE ENTERTAINMENT BUSINESS	3
4	ENG 101 CREATIVE WRITING	3
5	EBS 120 ENTERTAINMENT MARKETING	3
6	EBS 110 ENTERTAINMENT BUSINESS MANAGEMENT	3
7	EBS 230 ART OF THE PITCH	3
8	EBS 200 NEW MEDIA DISTRIBUTION	3
9	MPR 255 MUSIC BUSINESS MANAGEMENT	3
10	EBS 160 ENTERTAINMENT BUSINESS FINANCE	3
11	EBS 280 MEDIA COMMUNICATIONS AND PUBLIC RELATIONS	3
12	EBS 240 ENTERTAINMENT MARKET RESEARCH	3
13	SPC 214 CREATIVE PRESENTATION	3
14	EBS 290 BRAND DEVELOPMENT	3
15	EBS 141 DATA ANALYSIS AND REPORTING	3
16	EBS 270 PROFESSIONAL SELLING	3
	HUM 223 CULTURAL STUDIES	3
17	EBS 411 INTELLECTUAL PROPERTY	3
18	EBS 220 GLOBAL BUSINESS	3
19	EBS 303 ENTERTAINMENT BUSINESS ETHICS	3
20	MAT 121 COLLEGE MATHEMATICS	3
21	EBS 312 BUSINESS OF PLAY	3
22	GRD 440 CONCEPTS IN ADVERTISING	3
	HUM 240 CONTEMPORARY ART	3
23	EBS 410 ENTERTAINMENT BUSINESS LAW	3
24	EBS 330 INTERACTIVE MEDIA STRATEGIES	3
25	EBS 304 HUMAN RESOURCES MANAGEMENT	3
26	EBS 480 ENTERTAINMENT CONTRACTS AND LICENSING	3
27	EBS 425 CREATIVE ENTREPRENEURSHIP	3
	ENG 326 PROFESSIONAL WRITING	3
28	SBS 305 LEADERSHIP AND ORGANIZATIONAL BEHAVIOR	3
29	EBS 440 ARTIST MANAGEMENT	3
30	EBS 412 TELEVISION AND DIGITAL NETWORK MANAGEMENT	3
31	EBS 470 DIGITAL MARKETING AND SOCIAL MEDIA MANAGEMENT	3
32	EBS 416 STRATEGIC PLANNING	3
	HUM 430 INNOVATIVE AND IMMERSIVE ART	3
33	EBS 460 ENTERTAINMENT BUSINESS TECHNOLOGY	3
34	EBS 441 EVENT MANAGEMENT	3
35	EBS 302 BUSINESS ACCOUNTING	3
36	EBS 490 ENTERTAINMENT BUSINESS FINAL PROJECT	3

**BACHELOR OF SCIENCE IN ENTERTAINMENT BUSINESS  
MUSIC BUSINESS CONCENTRATION**

MONTH	COURSE CODE/TITLE	CREDITS
1	DGL 101 DIGITAL LITERACY	3
2	SBS 113 BEHAVIORAL SCIENCE	3
3	EBS 101 INTRODUCTION TO THE ENTERTAINMENT BUSINESS	3
4	ENG 101 CREATIVE WRITING	3
5	EBS 120 ENTERTAINMENT MARKETING	3
6	EBS 110 ENTERTAINMENT BUSINESS MANAGEMENT	3
7	EBS 230 ART OF THE PITCH	3
8	EBS 200 NEW MEDIA DISTRIBUTION	3
9	MPR 255 MUSIC BUSINESS MANAGEMENT	3
10	EBS 160 ENTERTAINMENT BUSINESS FINANCE	3
11	EBS 280 MEDIA COMMUNICATIONS AND PUBLIC RELATIONS	3
12	EBS 240 ENTERTAINMENT MARKET RESEARCH	3
13	SPC 214 CREATIVE PRESENTATION	3
14	MPR 250 MUSIC COPYRIGHT AND BUSINESS	3
15	EBS 141 DATA ANALYSIS AND REPORTING	3
16	EBS 270 PROFESSIONAL SELLING	3
	HUM 223 CULTURAL STUDIES	3
17	EBS 290 BRAND DEVELOPMENT	3
18	EBS 220 GLOBAL BUSINESS	3
19	EBS 303 ENTERTAINMENT BUSINESS ETHICS	3
20	MAT 121 COLLEGE MATHEMATICS	3
21	MBS 310 MUSIC INDUSTRY MARKETING	3
22	GRD 440 CONCEPTS IN ADVERTISING	3
	HUM 240 CONTEMPORARY ART	3
23	EBS 410 ENTERTAINMENT BUSINESS LAW	3
24	EBS 330 INTERACTIVE MEDIA ENTERTAINMENT	3
25	MBS 320 MUSIC EVALUATION FOR A&R	3
26	EBS 480 ENTERTAINMENT CONTRACTS AND LICENSING	3
27	EBS 425 CREATIVE ENTREPRENEURSHIP	3
	ENG 326 PROFESSIONAL WRITING	3
28	SBS 305 LEADERSHIP AND ORGANIZATIONAL BEHAVIOR	3
29	EBS 440 ARTIST MANAGEMENT	3
30	MBS 330 MUSIC SUPERVISION	3
31	EBS 470 DIGITAL MARKETING AND SOCIAL MEDIA MANAGEMENT	3
32	EBS 416 STRATEGIC PLANNING	3
	HUM 430 INNOVATIVE AND IMMERSIVE ART	3
33	EBS 441 EVENT MANAGEMENT	3
34	MBS 440 CONCERT AND TOUR MANAGEMENT	3
35	EBS 302 BUSINESS ACCOUNTING	3
36	MBS 490 MUSIC INDUSTRY FINAL PROJECT	3

**BACHELOR OF SCIENCE IN GRAPHIC DESIGN**

MONTH	COURSE CODE/TITLE	CREDITS
1	DGL 101 DIGITAL LITERACY	3
2	SBS 113 BEHAVIORAL SCIENCE	3
3	GRD 100 OVERVIEW OF THE GRAPHIC DESIGN INDUSTRY	3
4	GRD 130 DIGITAL IMAGE MAKING	3
5	ENG 101 CREATIVE WRITING	3
6	GRD 110 DESIGN FUNDAMENTALS	3
7	GRD 140 DIGITAL COLOR THEORY	3
8	HUM 240 CONTEMPORARY ART	3
9	GRD 120 DRAWING FOR DESIGNERS	3
10	GRD 200 INTRODUCTION TO PHOTOGRAPHY	3
11	GRD 270 PHOTOGRAPHY IN DESIGN	3
12	MAT 121 COLLEGE MATHEMATICS	3
13	GRD 210 TYPE AND LAYOUT I	3
14	GRD 220 TYPE AND LAYOUT II	3
15	EBS 290 BRAND DEVELOPMENT	3
	HUM 223 CULTURAL STUDIES	3
16	GRD 240 PRINT AND DIGITAL PRODUCTION	3
17	GRD 260 LOGOS AND SYMBOLS	3
18	GRD 330 PACKAGE DESIGN	3
19	GRD 350 PORTFOLIO I	3
20	ENG 326 PROFESSIONAL WRITING	3
	SPC 214 CREATIVE PRESENTATION	3
21	GRD 230 MOTION DESIGN I	3
22	GRD 370 MOTION DESIGN II	3
23	GRD 380 MOTION DESIGN III	3
24	GRD 360 STORYTELLING AND VIDEO	3
25	SBS 305 LEADERSHIP AND ORGANIZATIONAL BEHAVIOR	3
	EBS 470 DIGITAL MARKETING AND SOCIAL MEDIA	3
26	GRD 440 CONCEPTS IN ADVERTISING	3
27	GRD 320 CONCEPT DESIGN I	3
28	GRD 325 CONCEPT DESIGN II	3
29	GRD 340 DESIGN STRATEGY	3
30	GRD 450 CLIENT COMMUNICATIONS	3
	HUM 430 INNOVATIVE AND IMMERSIVE ART	3
31	GRD 430 CORPORATE IDENTITY	3
32	GRD 460 EXPERIENTIAL DESIGN	3
33	GRD 470 UX/UI I	3
34	GRD 475 UX/UI II	3
35	GRD 480 PROFESSIONAL PRACTICES IN GRAPHIC DESIGN	3
36	GRD 490 PORTFOLIO II	3

**BACHELOR OF SCIENCE IN WRITING FOR FILM AND TELEVISION**

MONTH	COURSE CODE/TITLE	CREDITS
1	DGL 101 DIGITAL LITERACY	3
2	SBS 113 BEHAVIORAL SCIENCE	3
3	WFT 100 PITCHING I	4
4	WFT 110 STORY ANALYSIS - FILM	4
5	WFT 120 STORY STRUCTURE	4
6	WFT 125 WRITING AN OUTLINE - FILM	3
7	ENG 101 CREATIVE WRITING	3
8	WFT 130 STORY ANALYSIS - TV	4
9	WFT 140 WRITING AN OUTLINE - TV	3
10	MAT 121 COLLEGE MATHEMATICS	3
11	WFT 150 CHARACTER CREATION	3
12	WFT 200 DIALOGUE WRITING	3
13	WFT 210 ACTION LINE WRITING	3
14	WFT 220 WRITING ACT I	4
15	WFT 225 WRITING ACT II	3
16	WFT 230 WRITING ACT III	3
17	HUM 223 CULTURAL STUDIES	3
18	SPC 214 CREATIVE PRESENTATION	3
19	WFT 300 IMMERSIVE STORYTELLING	4
20	HUM 240 CONTEMPORARY ART	3
21	HUM 330 TRANSMEDIA STORYTELLING	3
22	WFT 310 PITCHING II	3
23	WFT 320 A DRAFT IN 30 DAYS	4
24	WFT 330 A RE-WRITE AND POLISH IN 30 DAYS	3
25	WFT 340 THE FINAL DRAFT	4
26	SBS 305 LEADERSHIP AND ORGANIZATIONAL BEHAVIOR	3
27	WFT 350 ADAPTATION - SHORT FORM	4
28	WFT 351 ADAPTATION - LONG FORM I	4
29	WFT 352 ADAPTATION - LONG FORM II	3
30	WFT 400 THE PUNCH UP DRAFT	4
31	WFT 410 WRITING FOR PRODUCTION	4
32	ENG 326 PROFESSIONAL WRITING	3
33	WFT 430 THE BUSINESS OF WRITING	3
34	WFT 480 FINAL PROJECT I	3
35	WFT 485 FINAL PROJECT II	3
36	WFT 490 PROFESSIONAL BRANDING AND CAREER PREP	3

GRD 230 Motion Design I (3 credits)

In this course, students learn the basics of motion graphics using industry-standard software. The course focuses on the process for creating powerful motion graphics that integrate imagery, sound, and video. Students develop a motion graphic using a step-by-step process from the developmental phase to final rendering.

GRD 370 Motion Design II (3 credits)

In this course, students gain more hands-on experience with the industry-standard motion graphics software utilized by design and animation companies worldwide. Students learn the processes for designing, compositing, and creating visual effects to produce motion graphics for web, film, gaming, and animation.

GRD 380 Motion Design III (3 credits)

In this course, students learn how to apply design, motion, and video used in opening titles, captions, and credits for film, TV, games, web, and other media. Students demonstrate knowledge of kinetic typography, graphics, motion graphics, and video for animated segments.

GRD 320 Concept Design I (3 credits)

In this course, students will learn about the various types of conceptual advertising, the roles of creative practitioners, and the creative process used to craft a concept-based ad. Students will create a design solution for a brand product/service, with a strong emphasis on developing a unique conceptual idea and creative message that effectively communicates to a given target audience. Focus is on using creative problem-solving methods such as research and brainstorming to develop effective ad concepts, as well as on methods for presenting those concepts in visual form for professional presentation.

GRD 325 Concept Design II (3 credits)

In this course, students will continue to develop their understanding of conceptual advertising. The focus will be on developing more sophisticated and comprehensive advertising campaigns. Students will create a fully integrated campaign for a brand product/service across multiple media outlets (print and digital). Focus will be on using multiple outlets to reach a target audience, including social media and digital platforms. Students will also work on writing more effective advertising copy.

GRD 460 Experiential Design (3 credits)

In this course, students will be introduced to the fundamental elements, processes, and methods for designing products, services, or environments focusing on the user experience. They will develop a design goal and tailor their experiential design project to a specific target audience. Students will work in a cross-discipline perspective to market a product or service in ways to persuade, inform, or entertain by creating a content strategy that includes video, interactive media, augmented reality, virtual reality (VR), and/or holographs.

GRD 470 UX/UI Design I (3 credits)

In this course, students will continue to build upon their knowledge of user experience from the Experiential Design course. The course will focus on methods to create a positive user experience, including research, creating personas, and conducting user testing for an application or responsive website.

GRD 475 UX/UI Design II (3 credits)

In this course, students will build a user interface application or responsive website design prototype. Topics covered will include best UI practices (UI patterns); terminology used in UI; creating icons and graphics; and the effective use of layout, design, and font choices to improve the user experience. By the end of this course, students will be able to describe and apply current best practices and conventions in UX design, and employ the fundamental principles of how UX design functions to shape an audience's experience. Students will design and model interfaces and then evaluate the design to ensure that the user's goals are met.