

# Communications Technology (CTEC)

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## COURSES

### **CTEC 2350. WEB COMMUNICATION DESIGN AND DEVELOPMENT 1. 3 Hours.**

Overview of theoretical principles of communication, organization, human-computer interaction, and user experience research for effective communication over the Internet. This course provides an introduction to essential elements of Web design and development, including using markup and style sheet languages, developing information architecture, and assessing usability.

### **CTEC 3320. MULTIMODAL COMMUNICATION AND DESIGN. 3 Hours.**

Application of contemporary communication theories to examine how meaning is constructed, interpreted and produced through multiple communication modalities. Students are expected to complete a theoretically informed, personal portfolio and accumulate skills in digital workflows, graphic creation and manipulation, audio-video editing, storyboarding, and compositing. Prerequisite: COMM 3303.

### **CTEC 3350. WEB COMMUNICATION DESIGN AND DEVELOPMENT 2. 3 Hours.**

A continuation of CTEC 2350. This course provides in-depth examination of usability, accessibility, online rhetoric, and branding. Content also includes current Web communication technology including markup language, scripting and style sheet, for effective communication on the Web across multiple technological platforms. Prerequisite: CTEC 2350 with a grade of C (2.0/4.0 scale) or better, and 3 hours of Math.

### **CTEC 4309. INTERNET MARKETING COMMUNICATION. 3 Hours.**

Course examines best practices in marketing communication; considers electronic commerce conducted via current communication and information technology. Discussion of theories, research strategies, usage trends, and current development. Prerequisite: COMM 3300, COMM 3315, a grade of C (2.0/4.0) or better in COMM 2311, and one of the following: ADVT 4300, CTEC 3350, PREL 3355, or COMM 4318.

### **CTEC 4321. DIGITAL COMMUNICATION MANAGEMENT. 3 Hours.**

Study of corporate and organizational communication theories through a user-centered approach. Students will design, analyze, and evaluate the organization and structure of digital communication via the development of Web-based, database-supported interactive applications. Prerequisite: COMM 3315, a grade of C or better (2.0/4.0) in the following: COMM 2311, CTEC 2350, and CTEC 3350.

### **CTEC 4323. USER EXPERIENCE RESEARCH AND DESIGN. 3 Hours.**

Study of contemporary theories of user experience research including human-computer interaction, interaction design, multimodal communication, and industrial design. Prerequisites: COMM 3315 and a grade of C or better (2.0/4.0) in the following: COMM 2311, CTEC 2350, CTEC 3320, CTEC 3350, or, for non-CTEC majors, permission of the department.

### **CTEC 4350. WEB COMMUNICATION DESIGN AND DEVELOPMENT 3. 3 Hours.**

This capstone course of the CTEC sequence reviews and applies theoretical principles of communication, human-computer interaction, user experience research, and information architecture for effective communication over the Internet. The course includes web design, implementation, development and project management. Prerequisites: A grade of C (2.0/4.0) or better in the following courses: CTEC 2350, CTEC 3320, CTEC 3350, CTEC 4309, and either CTEC 4321 or CTEC 4323.

### **CTEC 4391. CONFERENCE COURSE. 3 Hours.**

Topic assigned on an individual basis, covering individual research or study in the designated areas. May be repeated when topic changes, for a maximum of six credit hours. Prerequisite: 60 or more hours earned and permission of the department.

### **CTEC 4393. SPECIAL TOPICS. 3 Hours.**

Special studies in communication technology. Topic varies from semester to semester. May be repeated when topic changes, for a maximum of six credit hours. Prerequisite: 60 or more hours earned and permission.

### **CTEC 4395. PROFESSIONAL INTERNSHIP. 3 Hours.**

Individual research while working with business and industry. Individual conference to be arranged. Prerequisite: 60 or more hours earned and permission.