

COMMUNICATION

The goal of this department is to equip students to be reflective, ethical communicators who handle messages, channels, and contexts for communication skillfully and responsibly. Students who pursue a communication major will study a variety of theories about how humans communicate and what factors can prevent successful communication. They will learn how to develop their own hypotheses about contemporary communication and then put their hypotheses to the test by designing and conducting surveys, interviews, focus groups, and experiments. Communication majors will also focus on developing their skills in written, oral, and visual communication.

Majors

- Communication Major

Minors

- Communication Minor: Students may earn a minor in communication by completing 24 hours with the COM prefix.

Courses

COM 112 Speech - 3 Hours

Principles of effective oral communication. Experience in preparation and delivery of several original addresses. Delivery mode: Deerfield traditional undergraduate and Florida undergraduate.

COM 120 Introduction to Communication - 3 Hours

An introduction to the field of communication ranging from small levels, such as interpersonal interaction, to large levels, such as mass communication. Relevant communication theories in each major area of communication will be examined. Delivery mode: Deerfield traditional undergraduate.

COM 140 Introduction to Public Relations - 3 Hours

An analysis of public relations theory and practice, focusing on public relations environments, audiences, and message strategies. Delivery mode: Deerfield traditional undergraduate.

COM 204 Mass Communication - 3 Hours

An analysis of the nature and effects of mass media in modern society. Includes topics such as advertising, news management, violence in the media, impact of the mass media on politics, and the role of mass media in the formation and change of attitudes. Offered spring semester for Deerfield traditional undergraduate. Delivery mode: Deerfield traditional undergraduate.

COM 210X Business Communication - 3 Hours

This course covers the fundamentals of both written and oral communication in the contemporary marketplace. It includes theory while emphasizing practical and varied applications simulating a broad range of professional and organizational situations. Particular attention is given to persuasive writing, oral presentations, collaboration, and the appropriate use of technology. Prerequisite: ENG 111 or equivalent. Cross-listed with ENG 210X. Delivery mode: Deerfield traditional undergraduate, online, and Florida undergraduate.

COM 255 Writing for Publication - 3 Hours

Introduction to writing for publication. Topics include newswriting, blogs, and feature writing. Students will contribute two an online student publication. Prerequisite: ENG 111. Delivery mode: Deerfield traditional undergraduate.

COM 260 Student Publication I - 3 Hours

Practical experience with an online student publication. Prerequisite: COM 250 or consent of instructor. Delivery mode: Deerfield traditional undergraduate.

COM 281 Social and Interactive Media Strategies - 3 Hours

An analysis of audience research strategies, conceptualization of message contexts, message design, and content marketing. Brand development and maintenance across various communication channels will be examined. Delivery mode: Deerfield traditional undergraduate.

COM 290 Communication Project - 1-2 Hours

Participation in a supervised project involving print, electronic, and/or visual communication. May be repeated for credit. Permission of instructor required. Delivery mode: Deerfield traditional undergraduate.

COM 330 Intercultural Communication - 3 Hours

Cultural-based differences regarding communication styles, lifestyles, and ideology are explored, as well as the history and current experiences of some ethnic groups represented in the United States. Emphasis is given to overcoming cultural barriers and enhancing intercultural communication. Offered each year for Deerfield traditional undergraduate. Delivery mode: Deerfield traditional undergraduate.

COM 332 Interpersonal Communication - 3 Hours

An examination of interpersonal communication theories and the application of those theories to specific interpersonal dyads, such as colleagues, friends, and spouses. Original research in the area of interpersonal communication will be conducted. Delivery mode: Deerfield traditional undergraduate, online.

COM 334 Group and Organizational Communication - 3 Hours

A study of communication in the context of informal and formal groups, as well as organizations of various sizes and different degrees of complexity. The course will include research about communication in nonprofit and for-profit settings. Delivery mode: Deerfield traditional undergraduate.

COM 335 Intercultural Communication in a Global Context - 3 Hours

Culture-based differences regarding communication, values, lifestyles, and leadership are explored. Emphasis is given to overcoming barriers and embracing intercultural communication. Special attention is paid to the global nature of organizations and the impact of culture in the work environment. Delivery mode: Florida undergraduate.

COM 338 Gender and Family Communication - 3 Hours

An examination of theories about phenomena that shape people's conception of gender and family in a variety of contexts. Students will also study various communication processes related to the expression of gender and the functioning of family relationships. Delivery mode: Deerfield traditional undergraduate.

COM 344 Topics in Communication - 1-4 Hours

Selected topics as announced. Course may be repeated with different topic. Offered on demand for Deerfield traditional undergraduate. Delivery mode: Deerfield traditional undergraduate.

COM 441 Publication Practicum - 1-2 Hours

Leadership experience with an online student publication. May be repeated once for credit. Prerequisite: Consent of instructor. Offered each semester for Deerfield traditional undergraduate. Delivery mode: Deerfield traditional undergraduate.

COM 445 Internship - 3 Hours

Practical off-campus field experience of at least 135 hours of supervised work in a communication-related position approved by the department. Satisfies the professional experience requirement for Communication majors. Prerequisites: COM 240X, 340X, and at least one pre-practicum. Offered each semester for Deerfield traditional undergraduate. Delivery mode: Deerfield traditional undergraduate.

COM 450 Independent Study - 1-4 Hours

Research and specialized studies to meet the needs of individual students. Prerequisite: consent of the instructor. Offered on demand for Deerfield traditional undergraduate. Delivery mode: Deerfield traditional undergraduate.

COM 490 Communication Capstone - 3 Hours

An examination of contemporary interpersonal and organizational communication practices in relation to communication theory, ethics, and biblical principles. Students will create a portfolio of print and electronic documents that demonstrate their skills in written and visual communication. This course fulfills the IDS 499X Integrative Thought Capstone requirement for students in the Communication major. Delivery mode: Deerfield traditional undergraduate.

GPH 105 Foundational Design Software - 3 Hours

An introduction to current industry standard design software, such as the Adobe Creative Cloud, with a focus on desktop publishing and layout using Adobe InDesign as well as image-making and photo manipulation using Adobe Photoshop. Computer laboratory fee. Offered every fall semester for Deerfield traditional undergraduate. Delivery mode: Deerfield traditional undergraduate.

GPH 110 Design Foundations - 3 Hours

An introduction to core principles in design and visual thinking including foundational themes such as color, form, material and composition. Computer laboratory fee. Delivery mode: Deerfield traditional undergraduate.

GPH 140 Drawing for Design - 3 Hours

A study of drawing fundamentals and the use of drawing as a tool for visual communication. Beginning with technical instruction on rendering techniques that cover the basics of form, scale, perspective, and representation, the course introduces projects that require students to explore the use of drawing as a method of presenting ideas visually and crafting finished works of design. Supply fee. Offered spring of even years for Deerfield traditional undergraduate. Delivery mode: Deerfield traditional undergraduate.

GPH 150 Topics in Graphic Design - 1-3 Hours

Selected topics of general interest in the area of graphic design. May be repeated with a different topic. Computer laboratory fee. Offered on demand for Deerfield traditional undergraduate. Delivery mode: Deerfield traditional undergraduate.

GPH 160 Design and Society - 3 Hours

Focusing on the role of designers in larger society, this course includes discussions of theory, history, research and social design practices. Design and Society is a combination of both conceptual and project-driven learning, including research and written responses. Delivery mode: Deerfield traditional undergraduate.

GPH 205 Intermediate Design Software - 3 Hours

Intermediate use of software including InDesign and Photoshop. Introduction and intermediate use of Adobe Illustrator in the creation of digital design and vector art. Prerequisite: GPH 105. Computer laboratory fee. Offered every spring for Deerfield traditional undergraduate. Delivery mode: Deerfield traditional undergraduate.

GPH 210 Tangible Design - 3 Hours

A continuation of the study of foundations of design with particular focus on designing for print media. Students will examine how audiences are identified and then targeted with visual communication in outlets such as brochures, posters, and magazines. Computer laboratory fee. Prerequisite: GPH 105 and GPH 110. Delivery mode: Deerfield traditional undergraduate.

GPH 230 Introduction to Photography - 3 Hours

An introduction to historical, technical and conceptual aspects of photography. Emphasis is placed on concept, personal artistic development, exposure, composition, color and light, digital editing and workflow, and considerations for output in digital and print media. Students must have access to a digital SLR camera. Computer laboratory fee. Delivery mode: Deerfield traditional undergraduate.

GPH 240 Calligraphy and Lettering - 3 Hours

Covers practical and creative uses of calligraphy, lettering principles, techniques, and functions. Focus is placed on the development of the Roman alphabet, historic approaches to both flat pen and pointed pen calligraphy and modern applications of lettering. Supply fee. Offered spring of odd years. Delivery mode: Deerfield traditional undergraduate.

GPH 250 Studio Topics in Graphic Design - 3 Hours

Thematic studio projects in the area of graphic design with a specialized approach not offered elsewhere in the graphic design curriculum. May be repeated with a different topic. Supply fee. Offered on demand for Deerfield traditional undergraduate. Delivery mode: Deerfield traditional undergraduate.

GPH 260 Typography - 3 Hours

An introduction to typography including type history, typefaces, type selection, layout, the use of type in effective designs, and creative approaches to using type. Computer laboratory fee. Prerequisite: GPH 105. Delivery mode: Deerfield traditional undergraduate.

GPH 271 Introduction to Web Design - 3 Hours

An introduction to the basics of website design including HTML, CSS, and web design standards. Students will engage in hand-coding while exploring site design models and creating web pages. Computer laboratory fee. Offered every other spring for Deerfield traditional undergraduate. Prerequisite: GPH 105 and 205. Delivery mode: Deerfield traditional undergraduate.

GPH 305 Advanced Design Software - 3 Hours

Advanced topics in InDesign, Photoshop, and Illustrator. Introduction to Adobe Acrobat, AfterEffects, and other industry-standard software. Specific software focus will vary. Course can be retaken for up to 6 hours with a different software emphasis. Open only to Graphic Design majors and minors as well as Communication majors in the Contemporary Media emphasis. Prerequisite: GPH 105 and GPH 205. Computer laboratory fee. Offered spring of even years for Deerfield traditional undergraduate. Delivery mode: Deerfield traditional undergraduate.

GPH 310 Interaction Design - 3 Hours

This course builds on design concepts and skills from previous courses with an emphasis on interactive media. Topics include navigation, information architecture, development of effective interfaces and kinetic typography. Computer laboratory fee. Prerequisite: GPH 210. Delivery mode: Deerfield traditional undergraduate.

GPH 320 Design Studio I/Digital and Physical Projects - 3 Hours

Applied design projects that allow for exploration of approaches to design across a variety of self-selected media. Students in this course are encouraged to develop a personal approach to design through a process of research, making, evaluating, presenting, and reflecting on their work. Creative strategy, content, technique, media, and subject matter will vary based on the semester and the students. Prerequisite: GPH 210 and GPH 260. Computer laboratory fee. Offered spring of odd years. Delivery mode: Deerfield traditional undergraduate.

GPH 360 Design History - 3 Hours

This survey course examines the beginnings of graphic design, how graphic design has changed over time and how graphic design intersects with other areas of the visual arts. Topics include examinations of significant designers as well as important historical and technical developments. Delivery mode: Deerfield traditional undergraduate.

GPH 385 Digital Storytelling - 3 Hours

An examination of how stories are told in Internet contexts using a combination of tools such as writing, photography, video, and design. Computer laboratory fee. Delivery mode: Deerfield traditional undergraduate.

GPH 390 Graphic Design Project - 1-2 Hours

Participation in an instructor-approved, supervised graphic design project either on or off campus. Student must produce a final project in print or interactive media. Prerequisite: GPH 210. May be repeated for up to six hours of credit. Delivery mode: Deerfield traditional undergraduate.

GPH 410 Design Systems - 3 Hours

This course focuses on advanced visual thinking and systematic approaches to graphic design with an emphasis on branding, identity systems and generative participation. Computer laboratory fee. Prerequisite: GPH 310. Delivery mode: Deerfield traditional undergraduate.

GPH 440 Portfolio - 3 Hours

Students will develop professional portfolios using previous projects or creating new ones. Portfolio presentation techniques and critiques of both portfolio content and presentation will be included. Computer laboratory fee. Prerequisite: GPH 310 and GPH 271. Delivery mode: Deerfield traditional undergraduate.

GPH 445 Internship - 3 Hours

Participation in an internship, preferably outside the college community, that involves 45 hours of supervised work in the graphic design field for every credit hour. Satisfies the professional experience requirement for the graphic design major. Prerequisite: GPH 210. May be repeated for up to six hours of credit. Delivery mode: Deerfield traditional undergraduate.

GPH 450 Independent Study - 1-4 Hours

Research and specialized study to meet the needs of individual students. Prerequisite: consent of the instructor. Offered on demand for Deerfield traditional undergraduate. Delivery mode: Deerfield traditional undergraduate.

GPH 490 Capstone and Exhibition - 3 Hours

Students will propose and execute an original project, culminating in a final exhibition and portfolio presentation. Project will be accompanied by a written component. GPH 440 should be taken prior to or concurrently with GPH 490. This course fulfills the IDS 499X Integrative Thought Capstone requirement for students in the Graphic Design major. Computer laboratory fee. Delivery mode: Deerfield traditional undergraduate.