COMMUNICATION DESIGN MINOR REQUIREMENTS (24 UNITS)

The Communication Design minor is an interdisciplinary minor between the Roski School of Art and Design, the Marshall School of Business, and the Annenberg School for Communication & Journalism. In addition to courses in graphic design, visual literacy, and digital imaging, this minor includes optional courses in business, communication, advertising, journalism, and marketing, allowing students to translate their design foundation in ways that are directly relevant to their career paths.

16 units must be unique to the minor and outside of your home department.
Successful completion of the following courses with a minimum of straight “C.”

Students interested in this minor are required to:

1) Have a declared major, and complete a minimum of 32 units of college-level courses with an overall GPA of 2.75 or higher.
2) One course in progress or completed towards the minor prior to submitting application.
3) Submit an application to the Roski Student Affairs Office. Applications are available in HSH 101 or online at http://roski.usc.edu/undergrad/minors/info.html

Required Lower-Division Course:
FADN 102: Design Fundamentals (4 units)
An introduction to the basic elements and processes of visual communication. Coursework will explore design elements and vocabulary for critical purposes, through exercises that improve visual and manual dexterity.

One Lower-Division Course (4 units) chosen from the following:
*Please review the prerequisites of the upper-division coursework before selecting a course in this area. Coursework must be taken in sequence.

FACS 150: Visual Culture and Literacy I (4 units)
The course examines major developments in modern and postmodern visual culture. Beginning with the late 19th century, the course will look closely at different modes of cultural production — including art, film, and design.

FADN 202: Design II (4 units) Prerequisite: FADN 102; Co-requisite: FADN 203 * Required if student intends to enroll in FADN 302.
The course explores the most essential elements in the development of a designer and the ability to communicate through a wide variety of media. This course teaches core design competencies, which include three major topics: color theory, image-text integration, and design processes and decision-making.

FAIN 210: Introduction to Digital Photography (4 units) * Required if student intends to enroll in FAPH 309A.
This introductory class will acquaint students with the computer, the digital camera, Adobe Photoshop, and digital printing from a fine-art standpoint. Theoretical lessons will establish a strong platform for progress and experimentation.

FAIN 220: Introduction to Video and Time-Based Experimentation (4 units) * Required if student intends to enroll in FAIN 320.
This class will explore video-art by learning the digital video camera, Final Cut Pro, Compressor and DVD Studio Pro software, lighting and sound. Students will experiment with multiple modes of execution, presentation, and distribution.

Four Upper-Division Courses (16 units) chosen from the following:

ACCT 410X: Foundations of Accounting (4 units)
Non-technical presentation of accounting for users of accounting information; introduction to financial and managerial accounting.

BAEP 423: Management of Small Businesses (4 units)
Strategic, organizational and human issues facing the small business; influence of the founder's personality, managing growth, competitive strengths and weaknesses are covered.

BAEP 451: The Management of New Enterprises (4 units)
Development of analytical and conceptual skills in entrepreneurship and venture management.

BAEP 452: Feasibility Analysis (4 units) Prerequisite: BAEP 450X, BAEP 451, or BUAD 307
Students develop (including marketing, operating and financial consequences) analyze and validate entrepreneurial concepts using customer feedback and risk assessment to conclude worthiness to pursue.

BUAD 307: Marketing Fundamentals (4 units) * Required if student intends to enroll in MKT 405 or 406.
Develops a managerial viewpoint in planning and evaluating marketing decisions of the firm: products, pricing, channels, promotion, information processing, legal implications, and marketing in contemporary society. (Duplicates credit in MKT 385x.) OR MKT385x: Marketing of Creative Disruption and Innovation (4 units) * Required if student intends to enroll in MKT 405 or 406.
Learn to use fundamental principles of marketing, branding, and consumer behavior to successfully market disruptively innovative products including goods, services, and ideas. Not available for degree or major credit for business and accounting majors.

COMM 321: Communication in the Virtual Group (4 units)
Discuss Computer Mediated Communication as a point of nexus between technology, communication and culture.

COMM 339: Communication Technology and Culture (4 units)
This course examines philosophies and popular representations of technology from the origins of western culture to the present and identifies the complex attitudes toward technology.
COMM 340: The Culture of New Media (4 units) Recommended Preparation: COMM 239
Cultural implications of computer-mediated communication and related media. Ideological responses to media innovation; debates over artificial intelligence, virtual communities, and virtual reality.

COMM 375: Business and Professional Communication (4 units) Recommended Preparation: COMM 204
Oral and written communication skills demanded in the workplace including informative and persuasive speeches; interviewing; team communication; and training material preparation.

FADN 302: Design III (4 units) Prerequisites: FADN 202
Advanced exploration of typography and image-text integration, including collaborative projects, pre-press and proofing techniques, narrative concepts and information architecture.

FADN 303L: Web Design (2 units) Prerequisite: ACAD 177 or FADN 203
A workshop-based course that focuses on software applications in design and web design.

FADN 323: Design Theory (4 units)
A comprehensive study of visual communication focusing on graphic design. An introduction to design thinking, language and principles.

FADN 332ab: Typography (2 units each) Note: Typography 4 must be taken before 6.
The study of visual communication through the use of letterforms from historical tradition to contemporary experimental rebellion.

FADN 333: New York Design Study Tour (2 units) Application and Admission Required; Offered in Spring Semester.
Historical and contemporary aspects of the New York Design world, including a one-week trip to New York City to visit design firms, studios and museums. Airfare and accommodations may cost $3000 or more, in addition to course tuition.

FADN 402: Advanced Design Projects (4, max 12 units) Prerequisite: FADN 302 * May take it up to 3 times for credit – 12 units total.
Advanced information design within a flexible curriculum. Emphasis on team-oriented projects.

FADN 432: Special Projects in Design (2, max 6 units) Prerequisite: FADN 402. * By invitation only. Contact Haven Lin-Kirk for more info (linkirk@usc.edu). May take it up to 3 times for credit – 6 units total.
Projects for outside clients; instruction in professional practices, advanced design techniques, and sophisticated technology.

FAIN 315: Internet – Online Experimentation and Expression (4 units)
A technically and conceptually intensive studio exploring contemporary processes and practices of internet art and online expression.

FAIN 320: Video Studio (4 units) Prerequisite: FAIN 220
An intensive video studio in the understanding and method of time-based, narrative and non-narrative art.

FAIN 330: Ideas in Intermedia (4, max 8 units) * May take it up to 2 times for credit – 8 units total.
An examination of the impact of digital media on contemporary culture, with attention to a particular, changing topic each semester.

FAPH 309a: Intermediate Photography (4 units) Prerequisite: FAPH 209 or FAIN 210
This course is a continued examination of the aesthetic, conceptual, technical, and historical tools necessary for a well-informed, deliberate art practice. The emphasis of this course is on the history and contemporary use of color photography using medium-format cameras.

JOUR 340: Introduction to Advertising (4 units) * Required if student intends to enroll in JOUR 342.
History and development of advertising; basic advertising campaigns showing relationships of marketing, creative, print and media.

JOUR 342: Advertising Media and Analysis (4 units) Prerequisite: JOUR 340
Selling, planning, buying for the media; advertising’s relationship to society and business; media choice.

MKT 405: Advertising and Promotion Management (4 units) Prerequisite: BUAD 307, COMM 200, COMM 302, JOUR 340, or MKT 385.
Role of advertising in the marketing mix: determining objectives, strategies, and plans from situation analysis through research and creative processes, media selection, and sales promotion.

MKT 406: Practicum in Advertising and Promotion Design (4 units) Prerequisite: MKT 405 or JOUR 340
Provides real-life marketing experience as a member of a student managed advertising and promotions agency. Requires market research, creative design, implementation planning, and client presentation.

MKT 450: Consumer Behavior and Marketing (4 units)
Examines the relationship of consumer behavior to acquisition, usage, and disposition of products and the psychological, social and cultural influences that affect these decisions.

Communication Design Minor Sample Course Sequence
* This is one way to fit all the requirements into three semesters.

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<th>Fall</th>
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<td>FAIN 330: Ideas in</td>
<td>FAIN 315: Internet Studio–</td>
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<td>Design</td>
<td>Intermedia (4 units)</td>
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<td>Fundamentals (4 units)</td>
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<td>FADS 130:</td>
<td>FADN 332a: Typography</td>
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