

Department of Communication

Director: Dr. Carmen Ana Miranda Rivera

HISTORY AND OBJECTIVES

The Department of Communication was founded in 1972. It offers a two-year academic program leading to an Associate Degree in Communication Technologies. The program was created as a response to the increasing development of educational technologies and to serve the demand for audiovisual technicians on the island.

The program was revised as result of the expansion and complexities of the world of information and digital technologies, as well as the computer in the areas of graphic arts, audio, television and photography. In August of 2003, a curricular revision was approved which confers an Associate Degree in Communication Technologies. This program is designed to prepare students with the knowledge, skills and the necessary attitudes required to meet the evolving world of technological and information innovations. The program trains personnel in communication technologies to serve the increasing demands of the Puerto Rican society in areas of education, public service, industry and commerce.

The Department also offers courses in Educational Technology as a requirement of the Bachelor's Degree Programs in English and Education.

The Department of Communication has the following facilities: two computer laboratories (Macintosh and PC) for multimedia productions; photo lab; television studio; audio studio; multiple stations for digital video editing; multiple stations for audio production and post-production; and a graphic design and printmaking shop.

ACADEMIC PROGRAMS

The Department of Communication offers a program that leads to the following academic degree:

Associate Degree in Communication Technologies. The program develops communicators with a technical and theoretical background, able to work responsibly and creatively in communication technologies. Students take theoretical and practical courses in the following areas: graphic arts, photography, film, audio, television, screen writing, educational technology, communication theories and computerized graphic arts.

ASSOCIATE DEGREE IN COMMUNICATION TECHNOLOGIES

Summary of Credits

General Education	27
Major Requirements	41
Total	68

**FIRST YEAR
First Semester**

CODE	COURSE	CREDITS
INGL-3101	Basic English I	3
ESPA-3101	Basic Spanish I	3
COMU-1105	Principles of Graphic Design	3
COMU-1006	Communication Theory	3
COMP-3005	Introduction to the Use of Computers	3
COMU-1107	Screen Writing	3
	Total	18

Second Semester

CODE	COURSE	CREDITS
INGL-3102	Basic English II	3
ESPA-3102	Basic Spanish II	3
COMU-2055	Computerized Graphic Design	3
COMU-1116	Basic Television Production	3
COMU-1108	Fundamentals of Audio	3
MATE-3001	Elementary Algebra	3
	Total	18

**SECOND YEAR
First Semester**

CODE	COURSE	CREDITS
HUMA 3021	Cultural Manifestations of Western Civilization I .	3
Or		
CISO-3121	Intro. to Social Sciences I	
COMU-2006	Principles of Photography	3
COMU-2008	Advanced TV and Audio	3
COMU-2056	Production of Graphic Materials	3
ADMI-3016	Theories in Management of Communication Media	3
COMU-2010	History of Film and Appreciation	3
	Total	18

Second Semester

CODE	COURSE	CREDITS
HUMA-3022	Cultural Manifestations of Western Civilization II	3
Or		
CISO-3122	Intro. to Social Sciences II	
COMU-2009	Internship	5
COMU-1020	Critical Analysis of Media	3
COMU-2007	Educational Technology	3
	Total	14

COURSE DESCRIPTIONS

ADMI 3016. THEORIES IN MANAGEMENT OF COMMUNICATION MEDIA. Three credits. Three lecture hours per week.

This course is directed to students who are interested in the organization and management of media, either to venture in self-owned business or to supervise existing firms. It is designed in a practical and theoretical way to expose students to real-life situations, fostering excellence in the management and supervision of personnel. The course presents the most relevant information in regard to productiveness, efficiency and efficacy of management functions and its applications in the areas of education and communication.

COMU-1006. COMMUNICATION THEORY. Three credits. Three lecture hours per week.

The history of human communication is studied. Concepts of persuasion, codification, meaning, rhetoric, propaganda, information and communication are analyzed and evaluated. The course includes the following: elements in the process of communication and

evaluation of various models of communication; the relationship between communication and language, technology, education, ideology, culture and society.

COMU-1017. EDUCATIONAL TECHNOLOGY AND LEARNING RESOURCES. Three credits. Three lecture hours per week.

This course familiarizes prospect teachers with the theoretical and conceptual aspects of educational technology. Attention is given to the use and operation of audiovisual equipment. Includes the production of visual materials and devices that contribute towards the improvement of the teaching and learning process, through the study of different curriculums, to produce pertinent and practical materials for each curricular area. In this manner, resources for learning will be used in a practical way

COMU-1020. CRITICAL ANALYSIS OF MEDIA. Three credits. Three lecture hours per week.

Students explore the influence of communication media in society and how communication media messages influence our individual and collective way of thinking and feeling. Regulations are identified, analyzed and applied to media messages, especially in advertising. Lastly, national and international trends of information are analyzed. This is one of four courses in the major requirements emphasizing development of writing skills.

COMU-1105. PRINCIPLES OF GRAPHIC DESIGN. Three credits. Two lecture hours per week. Three hours of laboratory work per week.

The theoretical and practical fundamentals of graphic design are studied, as well as in the application of the fundamental esthetic rules. Analysis of the elements of graphic design and the general rules for its application are also studied. Importance is placed on color as a graphic resource and students are taught to apply it in different graphic communication media. Emphasis is placed on the practical phase, critical studies and simple media for graphic communication. Skills are taught to facilitate and expedite the process of graphic composition.

COMU-1107. SCREEN WRITING. Three credits. Three lecture hours per week. One hour of laboratory work per week.

Different techniques of screen writing are discussed and applied for media. The quality, characteristics and formats of mass media are analyzed. Content of various radio and television programs are discussed in order to point out ethic, moral and legal considerations when writing for media. Through the course students are motivated to be more responsible with the written, auditive and visual language and at the same time, training is given to make proper use of the language.

COMU-1108. FUNDAMENTALS OF AUDIO. Three credits. Two lecture hours per week. Three hours of laboratory work per week. Pre-requisite: COMU-1107

This course is geared towards the study of the basic concepts of sound and acoustics. Theory and practice of techniques related to analog and digital recording and editing, amplifying, reproduction, production and post-production for audio studios or radio stations are studied. As an integral part of every production for radio, television, film and multimedia productions, knowledge of all the characteristics of sound, recording management and reproduction are indispensable for all communication students.

COMU-1116. BASIC PRODUCTION FOR TV. Three credits. Two lecture hours per week. Three hours of laboratory per week. Pre-requisite: COMU-1107.

Introduction to the process of television production and its theoretical aspects. Analysis of the elements of production and its application in the creation of videos in its various formats. Theory and practice in TV production, operation of video, audio and lighting equipment are studied.

COMU-2006. PRINCIPLES OF PHOTOGRAPHY. Three credits. Two lecture hours per week. Three hours of laboratory work per week.

Introduction to photography, which includes the use of the camera, lab techniques, esthetic appreciation and the use of professional photographic equipment.

COMU-2007. EDUCATIONAL TECHNOLOGY. Three credits. Two lecture hours per week. Three hours of laboratory work per week. Prerequisite: COMU-1006.

The course analyzes the role of educational technology in contemporary education. Familiarizes the student with the concept of educational systems, diverse technological materials and equipment, their characteristics, benefits and limitations. Discusses their role in the teaching-learning process and in communication.

COMU-2008. ADVANCED TELEVISION AND AUDIO. Three credits. Two lecture hours per week. Three hours of laboratory work per week. Prerequisite: COMU-1108 and COMU-1116.

Creative production of audio and television projects. Evaluation and analysis of audio and television programs.

COMU-2009. INTERNSHIP. Five credits. One lecture hour per week. Nine hours of laboratory work per week. Prerequisites: COMU-2006, COMU-2008 and COMU-2056.

Supervised practice in an organized program in educational technology, industry, advertizing agencies, mass media production centers, radio stations and television stations.

COMU-2010. HISTORY AND APPRECIATION OF FILM. Three credits. Three lecture hours per week.

Students explore diverse perspectives and the history of film. Perspectives in film are: film as reality; film as an articulation of reality and fiction. History of film: film as a technological medium; film as art; film as business; film as culture and entertainment; and film as history. Students also explore the evolution of film genre and the relationship of film with other art forms, particularly literature. Students will appreciate a sample of world films, with an emphasis in Puerto Rican and Latin American film.

COMU-2019. EVALUATION, SELECTION AND USE OF TECHNOLOGICAL RESOURCES. Three credits. Three lecture hours per week.

This course is designed to train students in the application of accepted methods and criteria used to evaluate and select technological resources, and to state their importance in the teaching and learning process.

COMU-2055. COMPUTERIZED GRAPHIC DESIGN. Three credits. Three lecture hours per week. Prerequisites: COMU-1105 and COMP-3005

Introduction to computer technology for graphic design. Analysis and comprehension of the medium is reached through readings that are assigned. Students use the computer to solve basic problems in graphic design exploring and discovering concepts, ideas and techniques. Various computer programs and applications are used.

COMU-2056. GRAPHIC PRODUCTION. Three credits. Three lecture hours per week. Three hours of laboratory work per week. Prerequisite: COMU-2055.

Development of skills in the production of graphic materials. Theory and lab practice in the design and preparation of graphic materials that contain processes related to the creation of flow charts are studied. The process of planning, design and the production of graphic materials through the use of new technologies for the graphic arts are analyzed. Emphasis is given to production techniques in photography, xerography, and presentation programs.

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