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The knowledge and skills involving communication are among the most important and useful in modern society. The very nature of communication concerns social symbolic activity. Because of its use of symbols, communication is a uniquely human attribute.

The Communication Division examines the use of symbols in a variety of contexts. These contexts include mass mediated forms and social scientific notions of communication, as well as the more traditional speech/rhetoric area of communication. The mass mediated forms include: journalism, graphic arts (printing), and photographic communications. Social scientific approaches encompass interpersonal, small group and organizational communication. The more traditional speech areas concentrate on public speaking and persuasion.

The goal of course work within the division is to teach the skills necessary to be effective communicators and to be critical consumers of communication within these realms. This is done regardless of whether the student desires immediate employment or transfer to a four-year institution seeking a baccalaureate degree.

Associate of Arts Degree with specialization in

Graphics – Design
 Communication
 Journalism – Print
 Journalism – Web/Broadcasting

Associate of Science Degree with specialization in

Agriculture Communications

Associate of Applied Science Degree

Graphics – Prepress Production
 Graphics – Printing Production
 Graphics – Design
 Photographic Communications

Northwest College Skills Certificate Option

Basic Digital Imaging
 Basic Photographic Imaging
 Web Design and Application

Agriculture Communications

Career opportunities include work in agriculture-related publications, radio, and television. Transfer options are available regionally and nationally. In order to achieve an AS with a specialization in agriculture communications, students must successfully complete core courses with a “C-” or better to meet specialization requirements. Students who are planning to transfer to a four-year program may need to have additional hours beyond the specialization requirements at Northwest College in order to transfer in as a junior. These students should consult with their advisor and the appropriate four-year college catalog.

ASSOCIATE OF SCIENCE with specialization in AGRICULTURE COMMUNICATIONS

General Education Requirements

Number and Title	Credits
Students should refer to the Graduation Requirements on pages 26-32	31-37

Core Courses

Number and Title	Credits
AGRI 2385—Agriculture Communication/Leadership	2
ANSC 1022—Animal Science I	4
CO/M 2485—Sophomore Seminar: Communication (Capstone Course)	3
JOUR 1100—Newswriting and Reporting I	3
JOUR 1240—Agriculture Communications Practicum	2
JOUR 2000—Broadcast Production	3
or	
JOUR 2140—News Editing	3
TOTAL	17

Core Electives

Students must take seven credits from the following list of approved courses.

Number and Title	Credits
AECL 2010—Ecological Web: Soil	4
AGEC 2300—Agricultural Marketing	3
AGRI 2390—Agriculture Literacy/Leadership	2
CO/M 1010 Public Speaking	3
JOUR 1010—Publications Production	1-2
JOUR 2100—Newswriting and Reporting II	3
PHTO 1610—Introduction to Photography	3

Transfer and General Electives

The following courses are recommended as electives to support the specialization for General Education Requirements and Transfer programs.

Number and Title	Credits
AECL 1000—Agroecology	4
AECL 2020—Ecological Web: Agronomic and Horticultural Plant Biology	4
AGEC 1010—Agricultural Economics I	3
BIOL 2400—Ecology	3
JOUR 1000—Introduction to Mass Media	3
RGMG 1000—Introduction to Range Management	3
RGMG 2000—Principles of Range Management	3
BIOL 2450 Wildlife Management	3

MINIMUM CREDITS FOR DEGREE = 64

Communication

The communication area offers a variety of course work for students who plan to transfer to a four-year institution or better understand their communication patterns. Students planning to receive a bachelor of arts degree in this area need to review carefully the degree requirements of the college or university to which they plan to transfer. Speech communication courses are available to students under any degree or certificate plan as either fulfilling Humanities Requirements or as electives.

Northwest has a nationally recognized forensics squad which represents the college at tournaments throughout the western United States. Forensics is a form of rhetorical scholarship which involves various dimensions: debate, public address, and the interpretation of literature. Forensics serves as a curricular and co-curricular laboratory for improving students’ abilities in research, analysis, and oral communication. Typically, forensics activities are conducted in a competitive environment to motivate students and accelerate the learning process. In addition to the competitive speaking program, the Northwest forensics squad performs on campus as well as in the community and works with high school programs throughout the state.

**ASSOCIATE OF ARTS
with specialization in
COMMUNICATION**

This specialization allows students to explore the field of communication as the basis for their associate of arts degree. The core provides students the basic course work in the field while allowing them the flexibility to tailor their program to their individual needs. Students must successfully complete core courses with a "C-" or better to meet specialization requirements. Students who are planning to transfer to a four-year program may need to have additional hours beyond the specialization requirements at Northwest College in order to transfer in as a junior. These students should consult with their advisor and the appropriate four-year college catalog.

General Education Requirements

Number and Title	Credits
Students should refer to the Graduation Requirements on pages 26-32	36-42

Six hours of Humanities and three hours of Visual and Performing Arts requirements may be fulfilled by taking Core Courses and Electives.

Core Courses

Number and Title	Credits
CO/M 1010—Public Speaking	3
CO/M 1030—Interpersonal Communication ..	3
CO/M 2485—Sophomore Seminar: Communication (Capstone Course)	3
TOTAL 9	

Core Electives

Students must take three courses (9 hours) from the following list of approved courses. Two of the three courses must have a CO/M designator.

Number and Title	Credits
CO/M 1040—Introduction to Human Communication	3
CO/M 2090—Introduction to Persuasion	3
CO/M 2110—Nonverbal Communication	3
CO/M 2120—Small Group Communication ..	3
CO/M 2125—Family Communication	3
CO/M 2150—Argumentation	3
JOUR 1000—Introduction to Mass Media	3
PHIL 2420—Logic I: Critical Thinking	3
THEA 2120—Oral Interpretation	3

General Electives in consultation with advisor

MINIMUM CREDITS FOR DEGREE = 64

Graphics

The graphics options have been developed at Northwest College to provide students with broad career preparation in the related fields of prepress production, printing production and graphic design. Varied combinations of course work in these fields can lead to employment opportunities in the Rocky Mountain region and across the nation. The associate of applied science degree prepares students for entry-level positions in the graphic arts industry. The associate of arts option is a transfer-oriented degree designed for students intending to continue at a four-year institution. The following list of core courses is required of all graphics students, regardless of the degree.

Graphics Core Courses

Number and Title	Credits
ART 1110—Design: 2-D	3
ART 2100—Computer Graphics I	3
GRAR 1510—Introduction to Graphic Arts ..	3
GRAR 1800—Introduction to Macintosh	3
GRAR 1810—Electronic Publishing: PageMaker (fall only) or GRAR 1820—Electronic Publishing: QuarkXPress (spring only)	3
TOTAL 15	

**ASSOCIATE OF ARTS
with specialization in
GRAPHICS - DESIGN**

Graphic design involves the study of communications through image and/or type. Its purpose is to persuade, promote, or inform a selected audience as the result of a carefully orchestrated visual message. For more information see page 68.

**ASSOCIATE OF APPLIED SCIENCE
GRAPHICS
DESIGN OPTION**

Graphic design involves the study of communications through image and/or type. Its purpose is to persuade, promote, or inform a selected audience as the result of a carefully orchestrated visual message. This degree prepares students for entry positions in the design industry. For more information see page 68.

**ASSOCIATE OF APPLIED SCIENCE
GRAPHICS
PREPRESS PRODUCTION OPTION**

Prepress Production involves the overlooked but ever-so-important area of prepress. This is a profession that most often works between the graphic design and the

printing departments. Prepress professionals must have a good sense of graphic design but also know how to prepare a printed piece to ensure the highest quality of reproduction while keeping production costs to a minimum. Members of the prepress community are often requested to repair and "tweak" files from designers that might otherwise result in an inferior product once on the printing press. This task is often referred to as "preflight". As a result, the prepress professional is expected to have a full understanding of the printing process while knowing all the major graphics software packages used in the graphic design and publishing professions.

General Education Requirements

Number and Title	Credits
Students should refer to the Graduation Requirements on pages 26-32	20-23

Three hours of General Education may be fulfilled by taking Core Courses.

Graphics Core

Number and Title	Credits
ART 1110—Design: 2-D	3
ART 2100—Computer Graphics I	3
GRAR 1510—Introduction to Graphic Arts ..	3
GRAR 1800—Introduction to Macintosh	3
GRAR 1810—Electronic Publishing: PageMaker (fall only) or GRAR 1820—Electronic Publishing: QuarkXPress (spring only)	3
TOTAL 15	

Core Courses

Number and Title	Credits
ART 1130—Design: Color	3
ART 2120—Graphic Design I	3
ART 2465—Art Portfolio	2
GRAR 1610—Offset Production I	3
GRAR 1620—Offset Production II	3
GRAR 1720—Imaging for Printing Reproduction	3
GRAR 1950—Preflighting/Image Assembly ..	3
PHTO 1600—Survey of Photography	3
or PHTO 1610—Introduction to Photography ...	4
or PHTO 2650—Digital Imaging	3

One course from the following list of approved capstone courses:

ART 2479—Special Projects: Graphic Design (Capstone Course)	3
or GRAR 2750—Magazine Editing and Management (Capstone Course)	3
TOTAL 26-27	

MINIMUM CREDITS FOR DEGREE = 64

**ASSOCIATE OF APPLIED SCIENCE
GRAPHICS
PRINTING PRODUCTION OPTION**

Printing Production is designed to prepare students to enter the graphic arts/printing profession as offset printing press operators. Some might think of it as boot camp for printers. Included with the thorough study and hands-on experience of the printing press., printing production students will also be exposed to the fundamentals of graphic design allowing them a better understanding of the discipline that generates the work that is targeted for the printing press. These students will also get a basic background in prepress which will assist them in their communications with the area that works in concert with printing. This degree also provides the groundwork for print management training. A second two-year business degree or transfer to a 4-year school to study business is recommended for those seeking a career in the administrative area of the printing industry.

General Education Requirements

Number and Title	Credits
Students should refer to the Graduation Requirements on pages 26-32	20-23

Three hours of Humanities/Social Science/Visual & Performing Arts/Science may be fulfilled by taking Core Courses.

Graphics Core

Number and Title	Credits
ART 1110—Design: 2-D	3
ART 2100—Computer Graphics I	3
GRAR 1510—Introduction to Graphic Arts ..	3
GRAR 1800—Introduction to Macintosh	3
GRAR 1810—Electronic Publishing: PageMaker (fall only).....	3
or	
GRAR 1820—Electronic Publishing: QuarkXPress (spring only).....	3
TOTAL 15	

Core Courses

Number and Title	Credits
ART 1130—Design: Color	3
ART 2120—Graphic Design I (fall only)	3
ART 2465—Art Portfolio (fall only)	2
GRAR 1610—Offset Production I.....	3
GRAR 1620—Offset Production II	3
GRAR 1720—Imaging for Printing Reproduction	3
GRAR 1950—Preflighting/Image Assembly ..	3
GRAR 2710—Estimating (spring only)	3
GRAR 2810—Advanced Press	3
PHTO 1600—Survey of Photography	3
or	

PHTO 1610—Introduction to Photography ...	4
or	
PHTO 2650—Digital Imaging	3

One course from the following list of approved capstone courses:

ART 2479—Special Projects: Graphic Design (Capstone Course)	3
or	
GRAR 2750—Magazine Editing and Management (Capstone Course).....	3
TOTAL 32-33	

MINIMUM CREDITS FOR DEGREE = 64

**NORTHWEST COLLEGE SKILLS
CERTIFICATE**

WEB DESIGN AND APPLICATION

This certificate is designed for those students wishing to develop the skills necessary to design and manage a basic Web site.

Number and Title	Credits
ART/PHTO 2490—Web Page Design II.....	3
CMAP 2585—Web Applications	3
JOUR 1020—Webcasting Practicum I.....	1-2
JOUR 2020—Webcasting Practicum II	1-2
PHTO 2650—Digital Imaging	3
PHTO 2660—Web Page Design I.....	3
TOTAL 14-16	

TOTAL CREDITS FOR CERTIFICATE = 14-16

Journalism

The Journalism Program at Northwest College offers introductory courses for students who plan to transfer to a four-year institution in pursuit of a bachelor's degree. Students may choose from print or web/broadcast specializations. Print-related courses prepare students for careers in newspapers and magazines, including reporting and writing, photojournalism, editing, page layout and design. Web/broadcast courses provide training for careers in television, radio and the Internet, such as reporting, video camera operation, editing, announcing and web-delivered content including audio, video and streaming media.

**ASSOCIATE OF ARTS
with specialization in
JOURNALISM PRINT**

This specialization allows students to explore journalistic print media for their associate of arts degree. The core provides students the basic course work in the field while allowing them the flexibility to tailor

their program to their individual needs. Students must successfully complete core courses with a "C-" or better to meet specialization requirements. Students who are planning to transfer to a four-year program may need to have additional hours beyond the specialization requirements at Northwest College in order to transfer in as a junior. These students should consult with their advisor and the appropriate four-year college catalog.

General Education Requirements

Number and Title	Credits
Students should refer to the Graduation Requirements on pages 26-32	36-42

Six hours of Humanities will be fulfilled by taking Core Courses.

Core Courses

Number and Title	Credits
JOUR 1000—Introduction to Mass Media	3
JOUR 1010—Publications Production I	1-2
JOUR 1100—Reporting and Newswriting I..	3
JOUR 2100—Reporting and Newswriting II.	3
JOUR 2010—Publications Production II.....	1-2
JOUR 2140—News Editing	3
CO/M 2485—Sophomore Seminar:	
Communication (Capstone Course).....	2
TOTAL 16-18	

General Electives selected in consultation with advisor

MINIMUM CREDITS FOR DEGREE = 64

**ASSOCIATE OF ARTS
with specialization in
JOURNALISM WEB/
BROADCASTING**

This specialization allows students to explore journalistic Web/broadcasting for their associate of arts degree. The core provides students the basic course work in the field while allowing them the flexibility to tailor their program to their individual needs. Students must successfully complete core courses with a "C-" or better to meet specialization requirements. Students who are planning to transfer to a four-year program may need to have additional hours beyond the specialization requirements at Northwest College in order to transfer in as a junior. These students should consult with their advisor and the appropriate four-year college catalog.

General Education Requirements

Number and Title	Credits
Students should refer to the Graduation Requirements on pages 26-32.....	36-42

Six hours of Humanities will be fulfilled by taking Core Courses.

Core Courses

Number and Title	Credits
JOUR 1000—Introduction to Mass Media	3
JOUR 1020—Webcasting Practicum I.....	1-2
JOUR 1100—Reporting and Newswriting I..	3
JOUR 2100—Reporting and Newswriting II..	3
JOUR 2020—Webcasting Practicum II	1-2
JOUR 2000—Broadcast Production	3
CO/M 2485—Sophomore Seminar: Communication (Capstone Course).....	2
TOTAL 16-18	
General Electives selected in consultation with advisor.....	
	4-12

MINIMUM CREDITS FOR DEGREE = 64

Photographic Communications

The Photographic Communications program prepares students for a career in professional photography. Areas of commercial photography emphasis include studio illustration, portraiture, new digital media, and photojournalism.

With the latest in multimedia and digital technologies combined with traditional and historical processes, this all-encompassing program provides students with a wide array of skills as they develop a personal photographic vision.

From academic to professional endeavors, our full-time faculty bring into the classroom their expertise in this fast-paced, ever-changing industry. Then through project-based assignments and a hands-on approach, students learn real world visual problem solving.

The framework of the program also incorporates courses in business and general education to better prepare the student for a successful career in photography. For the applied science degree in photographic communications, students must complete both the General Education Requirements and the Core Courses.

**ASSOCIATE OF APPLIED SCIENCE
PHOTOGRAPHIC COMMUNICATIONS**

General Education Requirements

Number and Title	Credits
ART—Any ART course meeting the Visual & Performing Arts requirement	3
BADM 1005—Business Mathematics	3
or	
MATH—Any College-Level Mathematics ..	3-4
BADM 1020—Business Communications	3
CO/M 1030—Interpersonal Communication..	3
or	
JOUR 1000—Introduction to Mass Media	3
ENGL 1010—English I: Introduction to Composition	3
POLS 1000—American and Wyoming Government.....	3
or	
HIST 1210—United States History I	3
and	
HIST 1250—History of Wyoming	3
Wellness Education	2
TOTAL 20-24	

Core Courses

Number and Title	Credits
PHTO 1600—Survey of Photography	3
PHTO 1610—Introduction to Photography ...	4
PHTO 1630—View Camera/Basic Lighting..	4
PHTO 2350—Media Photography.....	3
PHTO 2510—Studio Illustration I.....	3
PHTO 2520—Studio Illustration II.....	3
PHTO 2610—Commercial Portrait I	3
PHTO 2620—Commercial Portrait II.....	3
PHTO 2650—Digital Imaging I.....	3
PHTO 2660—Web Page Design	3
PHTO 2710—Professional Portfolio I.....	4
PHTO 2720—Professional Portfolio II (Capstone Course).....	4
PHTO 2740—Digital Color Photography....	3
PHTO 2760—Introduction to Digital Multimedia	3
TOTAL 46	

Electives

Number and Title	Credits
ART 1110—Design 2-D	3
GRAR 1510—Introduction to Graphic Arts ..	3
JOUR 1100—Reporting and Newswriting I..	3
PHTO 1550—Outdoor Photography Seminar	2
PHTO 2385—Photography Theme House.....	2
PHTO 2960—Photography Field Studies.....	2

TOTAL CREDITS FOR DEGREE = 66

**NORTHWEST COLLEGE SKILLS
CERTIFICATE**

BASIC DIGITAL IMAGING

This certificate is designed for those students wishing to develop skills necessary to use Adobe Photoshop and Adobe Go Live in the production of digital images.

Number and Title	Credits
PHTO—2650 Digital Imaging.....	3
PHTO—2660 Web Design.....	3
TOTAL 6	

TOTAL CREDITS FOR CERTIFICATE = 6

**NORTHWEST COLLEGE SKILLS
CERTIFICATE**

BASIC PHOTOGRAPHIC IMAGING

This certificate is designed for those students wishing to develop skills necessary to use basic lighting and photographic technique in the production of digital images.

Number and Title	Credits
PHTO—1610 Introduction to Photography.....	4
PHTO—1630 View Camera & Basic Lighting.....	4
TOTAL 8	

TOTAL CREDITS FOR CERTIFICATE = 8