ADVERTISING, PUBLIC RELATIONS AND MEDIA DESIGN

The Department of Advertising, Public Relations and Media Design (APRD) strives to produce leaders in the area of strategic communication who have mastered a design-thinking process grounded in analytical and creative thought. We believe in amplifying our students’ curiosity, increasing their tolerance for risk and encouraging them to look at life and a career with an entrepreneur’s eye for opportunity. APRD is committed to providing students the necessary tools and techniques to think critically, adapt, create and above all lead in a rapidly changing media world.

Our goal is to help students acquire the kind of in-depth expertise in at least one area of strategic communication and design that will enable them to generate ideas and solve problems for a variety of organizations, including but not limited to ad agencies, PR firms, publishing and design firms, nonprofits, start-ups and personal ventures. We produce graduates who are forward-looking and have a deep interest in and knowledge of diverse cultures both within the United States and throughout the world.

The department actively encourages students to enroll in courses offered both within and outside CMCI. Similarly, many of our courses are open to students in other units on the grounds that the design-thinking process can be used to solve problems in a wide variety of disciplines.

Course code for this program is APRD.

Master’s Degree

- Strategic Communication Design - Master of Arts (MA) (catalog.colorado.edu/graduate/colleges-schools/media-communication-information/programs-study/advertising-public-relations-media-design/strategic-communication-design-master-arts-ma)

Doctoral Degree

- Media Research and Practice - Doctor of Philosophy (PhD) (catalog.colorado.edu/graduate/colleges-schools/media-communication-information/programs-study/media-studies/media-research-practice-doctor-philosophy-phd)

Faculty

While many faculty teach both undergraduate and graduate students, some instruct students at the undergraduate level only. For more information, contact the faculty member’s home department.

Arnett, Trina D. (https://experts.colorado.edu/display/fisid_158869) Instructor; BS, Massachusetts Institute of Technology

Cheval, Melinda Kiger (https://experts.colorado.edu/display/fisid_158869) Senior Instructor; BS, West Virginia University

Doty, Dawn (https://experts.colorado.edu/display/fisid_158312) Instructor; MA, Johns Hopkins University

Duncan, Thomas R. Professor Emeritus

Fisher, Jolene (https://experts.colorado.edu/display/fisid_158335) Assistant Professor; PhD, University of Oregon

Gangadharambhatla, Harsha (https://experts.colorado.edu/display/fisid_153279) Associate Professor; PhD, University of Texas at Austin

Griffin, Glenn (https://experts.colorado.edu/display/fisid_159490) Associate Professor; PhD, University of Texas at Austin

Hopp, Toby (https://experts.colorado.edu/display/fisid_157745) Assistant Professor; PhD, University of Oregon

Labrecque, Joseph (https://experts.colorado.edu/display/fisid_165806) Instructor; MA, University of Denver

Lee, Seow Ting (https://experts.colorado.edu/display/fisid_157994) Associate Professor; PhD, University of Missouri–Columbia

Ligon, Dan (https://experts.colorado.edu/display/fisid_158313) Instructor; MFA, Brown University

Logan, Kelty Irene (https://experts.colorado.edu/display/fisid_147340) Associate Professor; PhD, University of Texas at Austin

Moriarty, Sandra E. Professor Emerita

Robbs, Brett Professor Emeritus

Schauster, Erin E. (https://experts.colorado.edu/display/fisid_156310) Assistant Professor; PhD, University of Missouri–Columbia

Skewes, Elizabeth (https://experts.colorado.edu/display/fisid_122724) Chair; PhD, Syracuse University

Slayden, David Lee (https://experts.colorado.edu/display/fisid_113297) Associate Professor; PhD, Indiana University Bloomington

Sriramesh, Krishnamurthy (https://experts.colorado.edu/display/fisid_163947) Professor; PhD, University of Maryland College Park Campus

St. John, Burton (https://experts.colorado.edu/display/fisid_163948/#teaching) Professor; PhD, Saint Louis University

Vargo, Christopher (https://experts.colorado.edu/display/fisid_158320) Assistant Professor; PhD, University of North Carolina

Willis, Erin (https://experts.colorado.edu/display/fisid_156068) Assistant Professor; PhD, University of Missouri–Columbia
Courses

**APRD 5001 (3) Brand Design Studio 1**
Focuses on the challenges of designing brands targeted to customer needs and desires. The course is structured around the process of identifying brand opportunities, idea generation, design, testing, and launch opportunities. Through a series of projects, students address aspects of practice and theory, from brand adaptation of cultural values to maintenance of brand integrity and global design strategies. Where applicable, case studies will supplement studio execution.

**Grading Basis:** Letter Grade

**APRD 5002 (3) Experiential Design Studio 1**
Provides a comprehensive understanding of design thinking and its processes to design innovative branded experiences and exchanges in a variety of strategic communication contexts. Students learn design methods applications that can be applied not only to experiential design, but to a problem where design thinking is meaningful to branded experiences. They learn standard and currently practiced design methods and, through repeated application, internalize them into a personal design aesthetic.

**APRD 5003 (3) Brand Design Studio 2**
Builds on and extends concepts and executions covered in Brand Design 1. While BD Studio 1 grounds the students in core branding concepts and applications, BDS 2 expands both executional skillsets and conceptual frameworks through the development of a unified theory of branding that transforms objects into meaning bearers. Through research, strategic definition, identity, expression, communications and behavior study, students will learn how to create opportunities for complex, meaning centered relationships between people and things.

**APRD 5004 (3) Experiential Design Studio 2**
Builds on and extends concepts and applications introduced in Experiential Design Studio 1 with a concerted focus on prototyping quickly and often the best way to both communicate and improve one's design. Integrates prototyping activities, along with research and testing techniques, into every stage of the design process. Students will learn how to choose the appropriate method to suit different dimensions of a design problem at different stages in the process and the pitfalls of each approach.

**APRD 5005 (3) Critical Making Studio 1**
Introduces students to the communication design possibilities of critical making by exploring the conceptual process, research and key questions framed through an iterative approach to problem solving. The learning experience includes hands-on, embodied approaches to problems that generate innovative solutions by crossing the divide between thinking and making and between the screen and physical environments.

**APRD 5006 (3) RE: Studio 1**
Brings students’ attention to design as a form of social innovation and develops awareness of the social, political and economic contexts of design. They become literate in the often implicit narratives embedded in design products and services, then use scenarios and storytelling to generate new strategies, build and test prototypes and write a case study detailing what was learned.

**Grading Basis:** Letter Grade

**APRD 5007 (3) Critical Making Studio 2**
Turns from software to a focus on hardware and physical computing by literally and figuratively disassembling objects: using prototyping, reverse engineering, hardware hacking and circuit bending, design fiction and electronics fabrication (i.e., Arduino, raspberry pi and more). All of this takes place in a shared, open learning environment where students and faculty critically engage with a range of digital production tools and integrates them into ordinary life.

**Grading Basis:** Letter Grade

**APRD 5008 (3) RE: Studio 2**
Develops awareness of and access to necessary tools, smart objects for example, that can enable complex dynamics among people, objects and information via a combination of physical and digital design methods, all with an eye to design driven innovation for social change. This course shifts the usual strategic communication design point of view from the typical perspective of “trend noise” and market driven models to identifying actual problems and providing possible design solutions to those problems.

**Grading Basis:** Letter Grade

**APRD 5010 (3) Design Sprint**
Executes a five-day, immersive process for answering critical business questions through design, prototyping and testing ideas with sponsoring industry partners. The outcome is a fully functional prototype that is demoed and evaluated on the final day of the sprint. This project based studio is team taught and process based. The tangible outcomes from the project, along with documentation of the process, will go into the students’ professional portfolios.

**APRD 5011 (1-6) Book Lab**
Dedicated to building out an industry ready professional portfolio, this immersive studio consists of four client facing project sponsored by and developed in collaboration with the program’s industry partners. In a series of three-week intensives, students will work from design briefs to concept, design and solve a variety of design problems for real world clients. Ranging from finished supercomps to functional prototypes - physical, video, projections mapping, etc. - students to market portfolios will demonstrate their command of strategic communication design across a range of media platforms.

**Repeatable:** Repeatable for up to 9.00 total credit hours.

**Grading Basis:** Letter Grade

**APRD 5012 (3) Entrepreneurship and Product Innovation by Design**
Results in learning how to both think like an entrepreneur and develop innovative products and experiences competitive with the most successful startups in Boulder. Taught by successful entrepreneurs sharing valuable insight into the skills, mindset, and culture that results in the design of innovative products and experiences.

**Grading Basis:** Letter Grade

**APRD 5013 (3) Brand Design Studio 3: Sensational Branding**
Explores both the theory and the practices of identity and branding through the creation of a series of projects related to the senses. Most of our visual world is made up of one or more identity components—from the basic form and structure of something to the specific experience which a brand provides.

**Grading Basis:** Letter Grade
APRD 5014 (3) Experience Design Studio 3
Introduces students to advanced practices and tools of the experience design profession. Topics vary to reflect current and emerging trends in the profession, but the core focus of the course consists of three broad themes: information design principles, understanding and defining user behaviors, and designing for emerging cross-channel experiences.
Grading Basis: Letter Grade

APRD 5015 (3) Brand Design Studio 4: Sustainability
Takes an in-depth look into engagement with challenges of designing for sustainability. Moves beyond the cradle to grave approach to designing for cradle to cradle with immersion into design ethics and the power of visual communication. Students are taken beyond the project brief to investigate why a brand or service should exist and the consequences of its existence.
Grading Basis: Letter Grade

APRD 5016 (3) Experience Design Studio 4
Organizes our annual inquiry and execution of a real-world project around an essential question in design, such as “Can design make us empathetic problem solvers?” Curated by our faculty and executed in collaboration with our industry partners, Experience Design Studio 4 pairs students with teams from design-driven companies to develop advanced projects over the course of a full semester.
Grading Basis: Letter Grade

APRD 5017 (3) Critical Making Studio 3
Employs advanced hands-on hardware practice for reflection, analysis, and comprehension of the physicality of computation and communications infrastructures. Through deconstruction of objects students will learn to interpret and intervene through formalized practices and techniques in the material layer of digital technologies, including: the use of prototyping, hardware hacking and circuit bending, the use of design fictions, reverse engineering, and electronics fabrication.
Grading Basis: Letter Grade

APRD 5018 (3) Critical Making Studio 4
Functions as a studio intensive to enable designers to conceive of objects as “interventions” and how artifact design can mediate influence and component of the design. Students design an intervention of a public space that is unequivocally physical or elaborate through technical skill acquisition, students will learn how to interpret results and present them to clients and management. Department consent required.
Grading Basis: Letter Grade

APRD 6342 (3) Digital Advertising
Covers both traditional and emerging digital advertising methods, the popular platforms used to execute ads, and the leading analytic tools that can be used to assess advertising performance. Core advertising platforms covered include search, display, social media, native advertising, sponsored content and mobile. This class focuses on best practices and Key Performance Indicators that go with each advertising platform. Department consent required.
Equivalent - Duplicate Degree Credit Not Granted: MKAG-CERG students only.
Grading Basis: Letter Grade

APRD 6951 (1-6) Master's Thesis
Restricted to graduate students only.
Repeatable for up to 6.00 total credit hours. Allows multiple enrollment in term.
Requisites: Restricted to graduate students only.

APRD 6940 (1) Master's Degree Candidate
Restricted to graduate students only.
Grading Basis: Pass/Fail

APRD 6951 (1-6) Master's Thesis
Repeatable for up to 6.00 total credit hours.
Requisites: Restricted to graduate students only.

APRD 7001 (3) ProSeminar in Mass Communication Theory 1
Discusses prominent theoretical and methodological points of view in journalism studies and strategic communication that range from social science to critical studies to the humanities. The premise is that methods are driven by research questions, so there is no best way to conduct research. You should leave this course with an understanding of how to address various mass communication phenomena.
Equivalent - Duplicate Degree Credit Not Granted: JRNL 7001
Requisites: Restricted to graduate students only.
Grading Basis: Letter Grade

APRD 7002 (3) Research Design
Adopts a holistic and creative approach to bridging theory with method for the purpose of research design. Students learn how to bridge theory and method, exploring research designs that effectively address research questions and hypotheses through elaboration of theoretical and operational linkages.
Equivalent - Duplicate Degree Credit Not Granted: JRNL 7002
Requisites: Requires prerequisite courses of APRD 7003 and MDRP 7051 and MDRP 7061 (all minimum grade C-). Restricted to graduate students only.
Grading Basis: Letter Grade
APRD 7003 (3) ProSeminar in Mass Communication Theory II
Continues introducing and discussing theoretical and methodological points of view in areas of communication, journalism and persuasion. Discusses the most important qualitative and quantitative methodological points of view, and from theoretical viewpoints that range from social science to critical studies. The idea is to develop an appreciation for theories and methodologies that can be employed depending upon the research question.
Equivalent - Duplicate Degree Credit Not Granted: JRNL 7003
Requisites: Restricted to graduate students only.
Grading Basis: Letter Grade

APRD 7004 (1) Doctoral Professionalization Seminar
Introduces you to the university and gives you a chance to think out loud about what your academic future might look like. The course is designed to be responsive to your needs regarding your career, getting a job, getting tenure and teaching. In short, the course prepares you for a career in academia.
Equivalent - Duplicate Degree Credit Not Granted: JRNL 7004
Repeatable: Repeatable for up to 4.00 total credit hours.
Requisites: Restricted to PhD students only.
Grading Basis: Letter Grade

APRD 7011 (3) Seminar in Strategic Public Relations
Analyzes the various dimensions of public relations based on scholarship. The seminar seeks to expose students to key public relations specialties such as issues management, risk and crisis communication, corporate social responsibility, communication campaigns, public diplomacy. It also aims to train students to recognize public relations as a strategic practice that can contribute significantly to organizational effectiveness and social good.
Equivalent - Duplicate Degree Credit Not Granted: JRNL 7011
Requisites: Restricted to graduate students only.
Grading Basis: Letter Grade

APRD 7012 (3) Ethnography and Media
Provides a ¿how to¿ concerning the intersection of ethnography and the media. During which, the course examines the epistemology of fieldwork. We will critically examine aspects and approaches to doing and writing ethnography, including with and without social science theory. We will discuss the challenges of entering, being in, and leaving the field. And we will explore data collection techniques.
Grading Basis: Letter Grade

APRD 7013 (3) Mixed Research Methods in Mass Communication
Examines the practice of mixed-methods research in the social sciences with an emphasis on the pragmatic considerations necessary for such projects. The class will discuss the development and execution, the analyses of data obtained, and the practical tools required for such studies. Throughout the course, students will examine and discuss specific applications of mixed methods research.
Equivalent - Duplicate Degree Credit Not Granted: JRNL 7013
Requisites: Restricted to graduate students only.
Grading Basis: Letter Grade

APRD 7021 (3) Environmental Journalism and Science Communication
Focuses on mass communication of issues related to science and follows two lines of inquiry. The seminar takes a cultural perspective, and explores the concept of scientific uncertainty in media. It will use these as a springboard for examining how we use media to conceptualize science, environment, health, etc., and how that impacts the way we live on this planet.
Equivalent - Duplicate Degree Credit Not Granted: JRNL 7021
Grading Basis: Letter Grade

APRD 7030 (3) Media Sociology
Examines a range of theories for how media messages and media institutions turn out the way they do. `Media sociology¿ refers to theorizing about the media as the `dependent variable;¿ even though many of the `independent variables¿ explored are not narrowly sociological. It connects media actors, organizations, and institutions to sociological concepts such as socialization, interaction, roles, and structures.
Equivalent - Duplicate Degree Credit Not Granted: JRNL 7030
Grading Basis: Letter Grade

APRD 7051 (3) Qualitative Methods in Mass Communication
Provides a survey of various qualitative modes of inquiry, attending to the philosophical, conceptual, and practical foundations of qualitative research in media, communication, and information. The course is designed to support students in developing a critical understanding of the different considerations in and stages of qualitative research, including the development of research questions, theoretical and conceptual frameworks, methodological approaches, data collection, data analysis, and assessment of reliability and validity of qualitative data. Previously offered as a special topics course.
Equivalent - Duplicate Degree Credit Not Granted: JRNL 7051
Grading Basis: Letter Grade

APRD 7871 (3) Special Topics
Repeatable: Repeatable for up to 15.00 total credit hours. Allows multiple enrollment in term.

APRD 7880 (3) Persuasion Theory
This seminar acts as an overview of psychological knowledge as it pertains to capturing consumer insight, and includes a consideration of how the brain works, what factors influence consumer choice, and a critical evaluation of psychological assessment tools.
Equivalent - Duplicate Degree Credit Not Granted: JRNL 7880
Requisites: Restricted to doctoral students.

MDRP 7871 (3) Special Topics
Special topics.
Repeatable: Repeatable for up to 15.00 total credit hours. Allows multiple enrollment in term.
Requisites: Restricted to graduate students only.