



Communication Arts



Every career involves communication, and employers consistently say strong communication skills are important. Western's Communication Arts program can help you build and use those skills effectively.

What is the Western Difference?

Western offers an integrated curriculum across its four emphases: Standard Communication Arts, Film Studies, Strategic Communication and Theatre & Performance Studies. You'll build flexible, professional skills, preparing you to switch careers and tackle new assignments. We also balance a sound theoretical base with practical experience.

On-campus opportunities include our student radio station, KWSB; the student newspaper, Top o' the World; the student-run theater production company, Peak Productions; and the student-run media production company, Mountaineer Media.

Off campus, students work with local organizations on public relations campaigns, fundraising and events management.

In Theatre & Performance Studies, you'll get to work in all facets of production. You'll learn to advocate your positions on issues affecting the campus and larger community. We also promote student research and internships.

QUICK FACTS

With multiple local art centers and film sets in nearby Crested Butte, Western's location is excellent for hands-on experience in the Gunnison Valley community.

Recent student internships have included the Crested Butte Film Festival, Two Plank Productions, Gunnison Valley Health, "Late Show With David Letterman" and Crested Butte Mountain Theatre.

Communication Arts includes thriving extracurriculars, including Mountaineer Media (a film production company), Peak Productions and KWSB radio station.

Communication Arts students have immediate access to hands-on learning in Western's state-of-the-art Media Center, which houses film production studios, audio production studios and more.

For students with an emphasis in Theater & Performance Studies, Peak Productions provides them and Gunnison community members opportunities to act, direct and adapt for the stage.



What Skills Will I Learn?

In all emphases, students learn to analyze written, oral, visual and electronic messages from historical, critical and social science perspectives.

In Strategic Communication, you'll study the theories and techniques of communication among organizations and their constituencies. You'll build critical thinking skills, along with writing, media and presentation techniques, while broadening your perspectives and adapting decision-making skills to professional environments.

In Theatre & Performance Studies, you'll learn the basics of becoming an actor, director, designer, stage manager or playwright. Students can get involved on many different levels, and help stage productions.

In Film Studies, you'll gain experience and skills in the critical aspects of film: screenwriting theory and structure; producing, including media law, ethics and more; production methods, including digital cinematography, cinema aesthetics, cinema theory, lighting and audio production; post-production; and marketing, publication and distribution strategies.

What Can I Do With My Degree?

Communication Arts majors often pursue careers in mass media, such as creating commercials, writing for the media, managing corporate crises, producing movies and videos, or helping businesses improve their communication systems. Others have gone into website design and social media.

Film Studies graduates find staff positions at television and radio stations, at other media outlets and in corporate communications. They also are well equipped for entrepreneurial and freelance work. Many have gone on to graduate schools.

Strategic Communication graduates have gone to work in public relations and advertising firms, governmental agencies, arts organizations, and corporate and nonprofit organizations.

Theatre & Performance Studies graduates often go to graduate school. Some are teaching artists and teachers, actors, producers, directors and designers. Others have found their background prepares them for careers requiring refined people skills, such as law, social work and personnel management.



Meet Clark Thompson



Clark Thompson had two passions that he knew he wanted to combine: film and the environment. He has emphases in both Film Studies and Strategic Communication.

Clark originally heard about Western at a college fair. He says the university "seemed really neat. They had a small school environment, which I was looking for. You get a lot of contact with your professors."

At his high school, Clark says, "We ran a high school show that premiered every couple weeks." Clark hopes to delve more into Mountaineer Media as he spends more time at Western.

Clark was inspired by Student Film Night, where students show films they have created in classes or as part of independent projects, and he hopes next year to produce a film that focuses on Western's trail running team, of which he is an avid participant.

More Info: 800.876.5309 | admissions@western.edu

western.edu/communication