

TCOM 3020: Grants and Proposals

3 Credit Hours

Prerequisite: TCOM 2010. Non-majors: by permission of the Department.

This course covers the theory and practice of writing proposals for business, industry, and non-profit organizations, with emphasis on in-house planning and external grant-seeking proposals. Course covers persuasion theory and strategies while leading students step-by-step through the proposal development process. Students develop skills in gathering and evaluating information, analyzing audiences, collaborating with peers and clients, building arguments, writing clearly and cogently, and designing visually effective documents.

TCOM 3030: Instructional Design

3 Credit Hours

Prerequisite: TCOM 2010; non-major: by permission of the Department.

This course introduces and applies systematic instructional design and instructor-led training. Students study a major model of instructional design and apply it to develop and refine a unit of instruction. Students prepare and deliver a training lesson, participate in team instructional design activities, and evaluate the training developed and presented by other students.

TCOM 3046: Information Architecture

3 Credit Hours

Prerequisite: TCOM 2010; Non-majors: by permission of the Department

Students learn about the art and science of structuring information for the web and other devices. This class defines what an information architect (IA) does and what role this individual has as part of a development team. The principles of information architecture are covered, including information-seeking behavior, organizing and labeling models, navigation, search strategies, and other areas critical to a successful architecture. Students learn how to develop wireframe prototypes for testing and review.