



COLLEGE OF  
**cmdi**  
COMMUNICATION, MEDIA,  
DESIGN & INFORMATION



University of Colorado  
Boulder







# Make it yours

College is a time for self-discovery—an opportunity to meet peers, professors and professionals who will help you become the person you were meant to be. It's the time when your story truly begins, as you discover your voice and learn the tools, techniques and perspectives needed to use it to create change.

Maybe you know exactly what you'd like to do when you graduate college. More likely, you're still figuring it out—or maybe what you want to do doesn't yet exist.

Whatever your story, the College of Communication, Media, Design and Information is where you'll be supported, challenged and motivated as you bring it to life.

"I can still hear my professors when I'm at work: Try to evoke one emotion. Let people have that one 'a-ha!' moment, that one takeaway. Keep it simple."

**Julia Muell (StratComm'21)**  
**Art director, Wieden+Kennedy**

As a creative advertising student, Julia art directed a brief for Avery Dennison that challenged her team to promote its Pinterest-type platform. Her brief won a prestigious Gold Pencil from Young Ones.

*The viewbook cover features student work, including Coco Loomis, Dahlia Nin, Alexis Bayani (all StratComm'24) and Charlotte Garrett (StratComm'23), second row, right; a collection of projects for the Introduction to Landscape Architecture course, fourth row, left; and Rina Chhoeun (CritMedia'18), fifth row, left.*



# Think, innovate, **create.**

The problems of tomorrow are cross-disciplinary and complex. To solve them, we must think beyond traditional boundaries and operate in the places where the communication, media, design and information science fields come together to create new opportunities.

At CMDI, students and faculty bring a creative mindset and critical thinking approach to the great challenges facing our world. Hands-on learning, an encouragement to explore, an invitation to innovate—these are the calling cards of a CMDI education.

“Learning how to tell a story through the data, so that someone who’s new to the topic understands the point you’re trying to convey, was a key lesson from this project.”

**Alyx Carifa (InfoSci’24; MS’25)**  
**Prompt Engineer, Accrete AI**

MOOSE—Mapping Out Our Sonic Escapes—matches your music streaming with available shows, then suggests itineraries based on when and where you’re going. Alyx and her teammates surveyed users to determine their needs, then built a platform to create better roadtrips.





# Major opportunity

Each degree we offer is designed to empower, inspire and challenge you to rethink what's possible as you become a leader in a fast-changing information economy. CMDI requires a secondary area of study—a minor, second major or dual degree—to nurture your curiosity and give you a highly personalized credential for your career search.

The college also offers unique minors and certificate programs, including a sports media minor, an environmental planning minor and an international media certificate. In addition, most CMDI majors can be completed as minors.

## Communication

Cultivate the skills needed to think critically, solve problems and lead with confidence as you harness communication to inspire change, deepen relationships and overcome challenges.

## Environmental Design

Shape the way we live, work and play by reimagining how design connects people with the built and natural worlds. Majors are offered in architecture, environmental products of design, landscape architecture, and sustainable planning and urban design.

## Information Science

Analyze the relationships between people, data and technology as you generate creative solutions to complex social issues.

## Journalism

Develop essential reporting skills and learn to influence public discourse by discovering and telling compelling, trustworthy, verified stories.

## Media Production

Discover your creative voice and vision as you experiment with cutting-edge tools to build meaningful productions in world-class studios.

## Media Studies

Advance ideas, trends, advocacy and thoughtful criticism as you develop leadership and technology skills built for our media-saturated world.

## Strategic Communication

An emphasis on experiential learning projects alongside real clients in advertising and public relations ensures you graduate with instantly applicable skills.







# Inspiration meets **aspiration**

At CMDI, our approach is one of connection—how people connect to the built environment, to technology, to the media and to one another. Our college is a lively creative hub with dozens of student clubs in design, technology, journalism, advertising and more. We offer unique opportunities to study in media and cultural capitals in the U.S., South America and Europe.

Internships—which are required for several majors and encouraged for all of them—are facilitated through a career team offering one-on-one support and top-flight resources. And you'll enjoy access to an alumni network of architects, reporters, PR strategists, data scientists, urban planners, directors, entrepreneurs and composers who are the class of their fields.

## **Student media**

The Bold

CU Independent

Radio 1190

Sko Buffs Sports

## **CMDI student organizations**

Adobe Creative Club

Advertising Club

American Institute of Architecture Students

American Planning Association Student Chapter

CU Industrial Designers Society of America Student Chapter

Design Club

Info Buffs

Public Relations Student Society of America

Student Affiliate Chapter of the American Society of Landscape Architects

Student Ambassadors

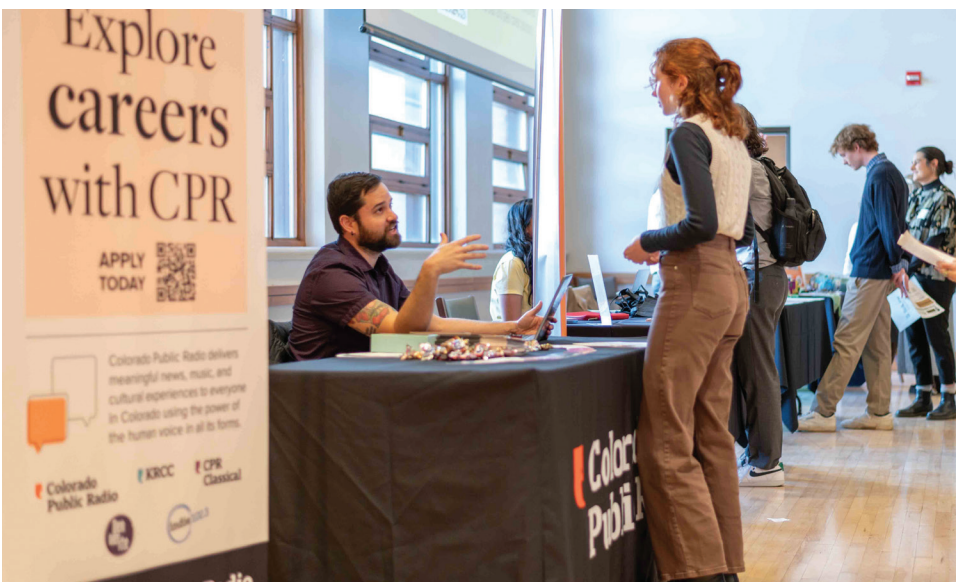
Student Government

TEDxCU

“I am really impressed with the level of engagement from CMDI students. There’s a passion for the work and a willingness and energy to learn that drives them. And that comes from someone who engages with students at colleges around the country.”

**Michael Davies (Jour'94)**  
**Executive Vice President, FOX Sports**

His work on shows like *Big Noon Kickoff* frequently brings Michael back to Boulder, where he meets with students with an eye to potential hires.







# You **belong** here

Success in college is partly about how driven you are to put in the work and be the best student you can.

But it's also about how you're supported on your journey. And if you're the first in your family to go to college, or haven't lived in a city like Boulder, you may not have a support network of people who've gone through the rigors of a demanding undergraduate education.

Precollege programs like Pathways to Excellence and Connections are tailored to incoming students who might face challenges on campus for a variety of reasons. These programs help students

adjust to college life and connect to resources that will guide their success.

That support doesn't end when summer does, though. Students who complete these programs enjoy support from professionals and peers that extends beyond their time on campus. That network helps them build community, become leaders, secure internships and scholarships, and enjoy early-career success.

At CMDI, we are committed to ensuring each student is included and welcomed as a member of, and contributor to, our community.

"Pathways made me feel like I belonged here—from the classes I took, to the friends I made and the self-confidence I built on the way. Everyone at Pathways makes sure you're ready for the college experience."

**Jennalie Burroughs (StratComm'25)**

When she was accepted to CMDI, Jennalie was excited for college life—but as the first in her family to attend school, she was also nervous about the costs, the difficulty of the classes and whether she'd fit in. The Pathways program helped put those concerns to rest.





# First-class first year

Your college years will be the time of your life—but leaving home for the first time can be stressful and overwhelming. At CMDI, you'll be supported by our community as you navigate this rewarding journey. Right from the start, you'll make lifelong friends and go beyond your comfort zone through residential experiences, clubs and organizations, and opportunities to create meaningful projects.

## First-year advising

CMDI provides individualized advising services to help first-year students navigate the transition to college life. Your advisor will help you select the right courses for your major and be a resource as you settle into your Boulder home.

## Residential academic experiences

Through these programs, you will live, study, take classes and access maker spaces in your residence hall, helping you immediately form meaningful relationships with both peers and faculty. Specialized social and academic programs ensure you feel part of the community from the time you arrive. All first-year environmental design students live in a special learning community, while other CMDI majors can choose the Communication and Society residential program.

## Involvement Fair

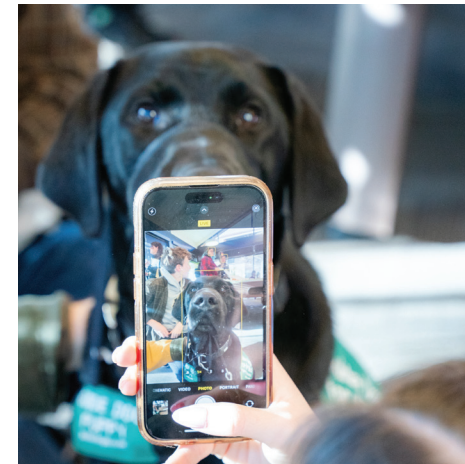
There are so many opportunities to get involved at CMDI that it can be hard to know where to start. The annual Involvement Fair brings student-run clubs, study abroad options, special courses, internship opportunities and more directly to you.



“Being in Buckingham Hall made a big campus feel smaller, which was really nice as an out-of-state student looking to make friends right away.”

### Carli Camens (StratComm)

Living with other CMDI majors, and taking classes in her residence hall, helped Carli quickly make friends and get connected to other people in the college, while also being able to enjoy creative and study spaces right in her building.





# Hands-on experience

A core value of CMDI is learning by doing. Project-based coursework ensures you graduate with a cross-disciplinary portfolio that will impress recruiters and hiring managers. Our centers, labs and maker spaces are where you put your learning into practice, whether on a class assignment or an independent passion project. Here is a sampling of some courses and resources available to you as a CMDI student.

## Capstones and internships

Each CMDI major includes a capstone requirement. Think of your capstone as the portfolio piece you'll be showing to hiring managers while you're looking for work. It's the ultimate test of your creative problem-solving skills and a ready example of how you can create value on the job.

### Campaign competitions

Work with your peers on a brief from an actual company as you seek creative ways to solve a problem or capitalize on a market opportunity. CMDI students have a strong track record of winning competitions at the local and national levels.

### News Corps

Conceive and report an enterprise-level project under the supervision of faculty and editors, and pitch your story to an actual publication.

### Media production showcases

Screen your film or showcase your creative exhibition at this multiday event put on by students majoring in media production.

### Internships

Internships are required for several CMDI majors, and encouraged for all of them. Our career team is here to help you identify the right opportunities and coach you through the challenges of building a network, writing a resume and interviewing with confidence.

Our students secure internships in the Fortune 500, at nonprofits and with entrepreneurs, in Colorado and in the nation's biggest cities.

## Centers and labs

### The Vault and Digital Media Center

Rent state-of-the-art equipment—cameras, lighting and audio gear, mixers, lenses, tablets, and displays—get tutoring for software and digital tools, and more at these one-stop shops.

### Creative Labs Center

These specialized workshops and studio spaces provide creative outlets to bring your most innovative designs to life. Includes design fabrication and laser labs, wood and metal shops, and more.

### Immersive Media Lab

A cutting-edge virtual and augmented reality space, the IML offers a 360-degree experience to improve learning experiences through immersive technology classes.

### Digital Legacy Clinic

What happens to your data—photos, videos, texts and more—when you die? Work alongside peers and faculty at a public-facing, pro bono lab that helps community members understand and plan their digital legacies.

### Sustainability and Storytelling Lab

In the SAS Lab, students work under faculty direction to understand what makes sustainability stories effective. The lab's work encompasses story maps, podcasts, face-to-face community engagement and more.



“It was an amazing experience to share our ideas and see that they were actually valued by professional designers who have been doing this for decades.”

### Ella Seevers (EnvDes)

Few first-year students can say they've helped shape the college town where they go to school, but in one of her studio courses, Ella worked on a reuse project along the Boulder Creek. She presented her design to the city and professional landscape architects.





# On **beyond** Boulder

The world you'll graduate into is increasingly interconnected. CMDI students are encouraged to complete a study-away experience—whether in the U.S. or overseas—to broaden their worldview. These life-changing faculty-led programs can last from a couple of weeks to a full semester.

Additionally, CU Boulder offers programs on all seven continents designed to match your thirst for exploration—including Global Start, which lets you study abroad alongside fellow first-year Buffs in your very first semester.

“Living in a different city and succeeding on my internship gave me life-changing confidence.”

**Colin Wein (Comm'25)**  
**Executive Assistant,**  
**Washington Media Institute**

CMDI in D.C. comes with an internship tailored to each student's interests, which is what got Colin to first pay attention to it. It was such a benefit to him that he's now working to recruit more students to Washington.

## **CMDI in D.C.**

In this program, you complete a customized internship while taking CMDI courses and networking with professionals in media, politics, journalism and more. Full semester.

### **Advertising and public relations**

Students studying strategic communication can choose between London or Paris as they complete upper-division courses while visiting advertising, media and public relations companies. Three weeks.

### **Communication and sports**

Visit London, Liverpool and Manchester as you tour iconic sports sites to learn about managing iconic venues, working at major events and building community. Three weeks.

### **Perspectives on data privacy**

Students studying information science can explore landmark cities while learning about data privacy regulations related to search, social media and more in countries around the world. Three weeks.

### **Urban design seminar**

This program embeds environmental design students in communities in Colombia or Italy to get a firsthand look at urban design methodologies while working alongside local students on a neighborhood development plan. Six weeks.





# Investing in **yourself**

A four-year college degree remains the single most powerful investment you can make in your professional success and personal happiness and fulfillment. CMDI and CU Boulder are committed to financially supporting students to make a college degree attainable for those who earn admission.

CMDI offers hundreds of different scholarships—awarded based on academic achievement, professional focus and financial need—for incoming and continuing students.



“I found myself becoming an artist because of the choices I was making. I want change for both the audience, to be curious about other cultures, and for my culture—to realize you can practice rituals without harming people.”

**Angel Mollel (CritMedia'24)**  
**Founder, 1 Love;**  
**photographer, FOX31/KDVR**

For her capstone project, Angel created a documentary about the traditional coming-of-age ceremony in her native Tanzania. Her project won a Heartland Student Emmy Award.







**[colorado.edu/cmdi](https://colorado.edu/cmdi)**

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