

# James Madison University

## School of Media Arts and Design

### Major Requirements

(2007-2008)

The school incorporates the study and fields of mass communication, journalism, telecommunication, digital media/multimedia and mediated visual and aural expression. It offers a program of study that prepares students for careers in the media and/or a corporate environment; careers that rely on mass media and related areas of expertise or graduate study in mass communication and related areas, such as advanced visual communication or digital production.

A student who has an interest in working in print journalism, broadcast journalism, television production, corporate communication, interactive multimedia, or telecommunications management would find one of the five concentrations to fit his or her interests.

#### Admission's Policy

A person interested in this major must declare SMAD Preparation and apply to the major. Admission reviews are conducted once a year. For current information, please check the SMAD web site at <http://smad.jmu.edu>.

#### Major Requirements

A student must take a minimum of 33 hours in school courses. In addition to the courses from the School of Media Arts and Design, students must take at least 78 hours of course work outside the school. Thus:

SMAD major requirements	33-42 hrs.
GENED and other electives	<u>78-87 hrs.</u>
	<b>120 hrs.</b>

- Successful completion of the **12-hour core**:
  - SMAD 101. Intro to Media Arts and Design
  - SMAD 201. Fundamental Skills in Media Arts and Design I
  - SMAD 202. Fundamental Skills in Media Arts And Design II
  - SMAD 301. The Media Arts: Culture by Design
  - SMAD 400. Senior Assessment
- Successful completion of requirements in at least one of these concentrations: Cinema Studies, Corporate Communication, Digital Video, Interactive Media, and Print Journalism.

#### Programs of Concentration

##### Cinema Studies (CS)

The concentration in cinema studies is designed for students who wish to develop a critical understanding

of how movies tell stories, convey information and affect audiences. Concentrators will examine the narrative conventions of film and television and investigate how story materials are created for today's convergent media. The concentration is intended to complement the College's Interdisciplinary Minors in Film Studies and Creative Writing.

Courses Requirements	Hours
<b>SMAD Core</b>	<b>12 hrs.</b>
<i>SMAD 251. Screenwriting</i>	<i>3 hrs.</i>
<i>SMAD 370. Mass Comm. Law</i>	<i>3 hrs.</i>
<b>Choose two of the following:</b>	<b>6 hrs.</b>
SMAD 340. Screenplay Writing	
SMAD 371. Narrative Media Theories	
SMAD 373. Media Analysis and Criticism	
<b>Choose three additional from:</b>	<b>9 hrs.</b>
SMAD 340. Screenplay Writing	
SMAD 371. Narrative Media Theories	
SMAD 373. Media Analysis and Criticism	
SMAD 460. Movies and Society	
SMAD 461. Movies as Art	
SMAD 462. Documentary in Film and TV	
SMAD 463. Film Adaptations	
SMAD 498. Seminar in Media Arts and Design	
<b>Total</b>	<b>33 hrs.</b>

#### Corporate Communication (CC)

This professionally oriented program provides students with the principles and skills needed to practice media-based communication within organizations. Class work, internships, and practical experience will help teach students the principles used by corporations when communicating with organizational members and provide them the media design and production skills necessary for implementing strategic communication plans. Students planning careers in corporate communication should also obtain a broad liberal arts education to better understand the social, economic, and symbolic factors that influence modern corporate communications.

Course Requirements	Hours
<b>SMAD Core</b>	<b>12 hrs.</b>
<i>SMAD 241. Corporate Media Writing</i>	<i>3 hrs.</i>
<i>SMAD 341. Web Communication</i>	<i>3 hrs.</i>
<i>SMAD 370. Mass Comm. Law</i>	<i>3 hrs.</i>
<i>SMAD 441. Corporate Communication Management</i>	<i>3 hrs.</i>
<b>Choose two of the following:</b>	<b>6 hrs.</b>
SMAD 220. News Editing	
SMAD 225. Photojournalism	
SMAD 256. Principles of Advertising	
SMAD 311. Feature Writing	
SMAD 321. Feature Magazine Production	

SMAD 322. Newspaper Production	
SMAD 339. Web Design	
SMAD 432. Print Communication Design	
<b>Choose one of the following:</b>	
SMAD 356. Telecom Policy & Regulations	3 hrs.
SMAD 372. Media History	
SMAD 471. Media Ethics	
SMAD 472. Media and Politics	
SMAD 498. Seminar in Media Arts and Design	
<b>Total</b>	<b>33 hrs.</b>

### Digital Video (DV)

This professionally oriented program helps students develop practical skills in digital video through class work, internships and practical experience. At the same time, the program encourages students to obtain a broad liberal arts education so they will understand the theories, design, legalities and applications of new technologies in society.

<b>Courses Requirements</b>	<b>Hours</b>
<b>SMAD Core</b>	<b>12 hrs.</b>
<i>SMAD 250. Scriptwriting</i>	<i>3 hrs.</i>
<i>SMAD 302. Videography</i>	<i>3 hrs.</i>
<i>SMAD 303. Digital Post-Production</i>	<i>3 hrs.</i>
<i>SMAD 407. Business and Management of Digital Media</i>	<i>3 hrs.</i>

<b>Choose one of the following:</b>	<b>3 hrs.</b>
SMAD 330. Multimedia Law	
SMAD 370. Mass Communication Law	

<b>Choose one of the following:</b>	<b>3 hrs.</b>
SMAD 340. Screenplay Writing	
SMAD 402. Advanced Video Post-Production	
SMAD 405. Video Producing and Directing	
SMAD 406. Electronic News Gathering and Producing	

<b>Choose one from the following:</b>	<b>3 hrs.</b>
SMAD 371. Narrative Media Theories	
SMAD 373. Media Analysis and Criticism	
SMAD 460. Movies and Society	
SMAD 461. Movies as Art	
SMAD 462. Documentary in Film and TV	
SMAD 463. Film Adaptation	
SMAD 471. Media Ethics	
SMAD 472. Media and Politics	
SMAD 498. Seminar in Media Arts and Design.	

<b>Total</b>	<b>33 hrs.</b>
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### Interactive Media (IM)

This professionally oriented program helps students develop practical skills in interactive media through class work, internships and practical experience. At the same time, the program encourages students to obtain a broad liberal arts education so they will understand the theories, design, legalities and applications of new technologies in society.

<b>Courses Requirements</b>	<b>Hours</b>
<b>SMAD Core</b>	<b>12 hrs.</b>
<i>SMAD 231. Multimedia Writing</i>	<i>3 hrs.</i>
<i>SMAD 330. Multimedia Law</i>	<i>3 hrs.</i>

<i>SMAD 307. Multimedia for the Web</i>	<i>3 hrs.</i>
<i>SMAD 308. Interactive Multimedia Authoring</i>	<i>3 hrs.</i>
<i>SMAD 404. Advanced Multimedia</i>	<i>3 hrs.</i>
<i>SMAD 407. Business and Management of Digital Media</i>	<i>3 hrs.</i>

### Interactive Media (cont.)

<b>Choose one from the following:</b>	<b>3 hrs.</b>
SMAD 356. Telecom Policy & Reg.	
SMAD 371. Narrative Media Theories	
SMAD 373. Media Analysis and Criticism	
SMAD 460. Movies and Society	
SMAD 461. Movies as Art	
SMAD 462. Documentary in Film and TV	
SMAD 463. Film Adaptation	
SMAD 471. Media Ethics	
SMAD 472. Media and Politics	
SMAD 498. Seminar in Media Arts and Design.	
<b>Total</b>	<b>33 hrs.</b>

### Print Journalism (PJ)

This professionally oriented program enables students to develop writing, editing and information-gathering skills needed to work in newspapers, magazines and related fields through course work, internships and other practical experiences. At the same time the program encourages students to obtain a broad liberal arts education so they will understand many of the issues facing contemporary society.

<b>Courses Requirements</b>	<b>Hours</b>
<b>SMAD Core</b>	<b>12 hrs.</b>
<i>SMAD 210. News Writing</i>	<i>3 hrs.</i>
<i>SMAD 220. News Editing</i>	<i>3 hrs.</i>
<b>SMAD 370. Mass Comm. Law</b>	<b>3 hrs.</b>

<b>Choose one of the following:</b>	<b>3 hrs.</b>
SMAD 310. Advanced News Writing	
SMAD 311. Feature Writing	
<b>Choose two of the following:</b>	<b>6 hrs.</b>

SMAD 225. Photojournalism	
SMAD 321. Feature Magazine Production	
SMAD 322. Newspaper Production	
SMAD 339. Web Design	
SMAD 341. Web Communication	
SMAD 432. Print Communication Design	

<b>Choose one of the following:</b>	<b>3 hrs.</b>
SMAD 372. Media History	
SMAD 471. Media Ethics	
SMAD 472. Media and Politics	
SMAD 498. Seminar in Media Arts and Design	
<b>Total</b>	<b>33 hrs.</b>