

COURSE DESCRIPTIONS

COURSE NUMBERS

The course-numbering system indicates the college level at which courses are normally taken.

NUMBERING SYSTEM GUIDE

| | |
|---------|---|
| 001-009 | precollege course-no credit |
| 010-099 | credit granted but not applicable to graduation |
| 100-199 | primarily for first-year students |
| 200-299 | primarily for second-year students |
| 300-499 | primarily for upper division students |
| 500-599 | graduate courses |
| 600-799 | doctorate courses |

At the end of each description, course credits are listed. Courses with variable hours and credits are so indicated.

SEMESTER SCHEDULE

Notation to the right of the course name indicates when the course is offered. If a notation is not included, the course is offered as needed.

DEPARTMENTAL OFFERINGS

COMMUNICATION

COMM 101 Oral Communication

3 credits

This course included communication theory, as well as speech preparation, delivery, and communication technology. Student learning focuses on researching, composing, and delivering formal and impromptu speeches and presentations. Topics include research, analyzing and adapting audiences, message construction, outlining, delivery of messages and effective use of visual aids and technology. This course will develop each student's ability to communicate effectively with respect to audience and purpose. The major emphasis is on the preparation and delivery of presentations ranging from one-on-one pitches, and small group discussion, to large audience speeches.

COMM 290 Seminar in Media Studies

3 credits

Students in this course will engage in critique and creation in various genres and types of media. The course will focus on aesthetic theory as well as other critique-related theory and the application thereof. Students will connect issues represented in media texts with issues in the real world. Students will also learn to view media texts through historical, economic, political, aesthetic, and cultural lenses.

DIGITAL ARTS

DIGI 101 Fundamentals of Design for Animation

3 credits

The course examines the creation of modern day animation and visual effects and how these images, design paradigms, techniques were developed from historical imagery, painting and design. Students will develop the aesthetics knowledge and skills necessary to be a successful designer for digital visual arts and new media.

DIGI 102 Digital Design Tools and Techniques

3 credits

This course provides students with an overview of the tools used in Digital Media, using Adobe Production software (Illustrator, Flash, Photoshop, and After Effects) and Maya. Prerequisite: DIGI 101.

DIGI 210 Fundamentals of Motion Graphics and Visual Effects**3 credits**

This course provides a historical overview of the evolution of visual effects, as well as an introduction to the techniques of digital visual effects for film and video. Students will be introduced to the seminal film works leading to the state of the contemporary visual effects work. They will also learn the fundamental applications of visual effects developing storyboards and pre-visualizations and putting them into practice with class exercises. Prerequisite: DIGI 102.

DIGI 220 Fundamentals of Animation**3 credits**

An introduction to general animation techniques, this course combines theoretical elements of film aesthetics with practical experience in animation filmmaking. Students are exposed to all types of animated film production through lectures, film presentations, studio work and outside assignments. Class projects include: drawn animation, cell animation, stop motion, clay animation, rotoscoping and experimental techniques. This course is a prerequisite for all intermedia and advanced animation courses. Prerequisite: DIGI 102.

DIGI 225 Sound for Animation and Visual Effects**3 credits**

This course teaches the foundations of film sound approaches and techniques as it applies to animation and visual effects audio post-production. It introduces students to sound theory, signal flow concepts, sound design methods, and the equipment used in production and post-production sound. Hands-on exercises will explore strategies, workflow, as well as the fundamentals of post-production processes such as sound editing, dialogue, clean-up, foley, ADR, and mixing.

DIGI 250 Animation and Visual Effects Project I**3 credits**

In this workshop course, students will work in teams, developing a motion-graphics based project. Beginning with conceptualization, storyboard, and a pitch each production team will take the work through completion exploring animation, compositing, and visual effects techniques. Prerequisites: DIGI 210, DIGI 220

DIGI 310 Intermediate Visual Effects**3 credits**

This course is designed for students choosing a concentration in visual effects. It covers compositing techniques, cinematography for visual effects, particle systems, and tracking techniques. Prerequisite: DIGI 250.

DIGI 320 Intermediate Animation**3 credits**

This course is designed for students choosing a concentration in animation. It focuses on the introduction of 3D animation techniques, including 3D drafting/modeling, character creation and animation. Prerequisite: DIGI 250.

DIGI 330 Theory of Game Design**3 credits**

In this hands-on workshop students learn techniques and approaches they can apply to understanding and designing games of any format - from board games to digital games to real world games. Students analyze existing games to understand how they work as interactive systems; create a number of non-digital games in order to master the basic design principles as well as work on a series of exercises that explore the social, technological, and creative possibilities of games. Prerequisite: DIGI 250.

DIGI 340 Concept Art**3 credits**

This course develops students' ability to create effective concept art used in the pre-production phase of live action films, animation and video games. Students create character designs; learn to create believable and atmospheric landscape buildings and interiors, as well as designing props and vehicles. Students work in both traditional and Digital media. Prerequisites: DIGI 220.

DIGI 345 Comics and Storyboarding**3 credits**

This course explores the art of cartooning and storyboarding. It introduces the components of sequential art, and explores visual narrative theories and techniques. Students focus on observational and interpretive drawing skills and apply them to visual storytelling. Students break down ideas and scenes sequentially to promote compelling narrative. Students will learn how characters are constructed and integrated into graphic composition, and use a hands-on approach to increase their knowledge of how these skills apply to comic book, animation and motion picture fields. They will develop the fundamental skills of design for time-based media beginning with basic conceptual scripting and storyboarding techniques and ending with the creation of an "animatics" prototype. The art of visual storytelling is explored from both abstract and representational points of view, with applications ranging from comic books to cinema and character animation. Prerequisites: DIGI 220.

DIGI 350 Animation and Visual Effects Project II**3 credits**

In this workshop course, students will work in teams, developing an animation or visual effects based narrative project. They will develop a script creating storyboards and pre-visualizations. Each production team will assume specific roles in completing the final project. Prerequisites: DIGI 310, DIGI 320.

DIGI 353 Illustrating for Electronic Media**3 credits**

In today's media consumption society, electronic graphics are the cornerstone of many films, most websites and television advertising. In the course, students will learn how to apply digital media, 3-D animation, visual effects and motion graphics in a variety of electronic media. This class will explore the avenues of electronic media and work on numerous course projects. Prerequisite: DIGI 250.

DIGI 354 Project in Stop Motion**3 credits**

This course provides a structure for learning the major principles of stop motion animation. Students will explore a range of techniques developing how to create puppets, armatures and sets for physical animation. Core visual skills such as sculpture, life drawing and materials development are integral to the course as well as the technical expertise execute stop motion projects. Students will work on a number of projects/ exercises throughout the semester. Prerequisite: DIGI 250.

DIGI 355 Designing for Commercial Media Platforms**3 credits**

This is a workshop course where students will learn the application of motion graphics, animation, and visual effects as they apply to media creation for commercial/industrial applications. In this class students will create spec ad spots, taking into account the particular concerns the advertising/commercial world such as branding, client relations, and multi-platform media campaigns. Prerequisite: DIGI 250.

DIGI 356 Classical Animation**3 credits**

Using classical 2-D technique, this course focuses on creating believable movement and expression in animated characters. Students explore the history of classical animation screening a wide range of commercial and experimental works. Students create short projects exploring various classical principles that can make any modern form of animation convincing. This course will also develop the student's ability to rough, block and animate 2-D shots in sequence. Prerequisite: DIGI 220.

DIGI 365 Web Media Development**3 credits**

The course explores the avenues of developing content for the web and confers beginning to intermediate web site design concepts including: Flash, HTML, CSS, FTP, interface design, graphics optimization, typography and animation. Concepts in resolution, independent design, and web site usability are also covered. Prerequisite: DIGI 250.

DIGI 370 The Digital Arts Professional**3 credits**

In this course, students will take the time to develop a demo reel commonly, taking content developed during the program and packaging it. Students' work will be reviewed to assess strengths and weaknesses. Students will also develop their resumes and interview skills as well as develop methods to locate and secure employment in a given media field. Digital arts professionals will also come in and speak on the nature of employment across numerous industries. Prerequisite: DIGI 350.

DIGI 410 Advanced Visual Effects**3 credits**

In this course, students will learn advanced 3D visual effect/motion graphic techniques including advanced compositing techniques, rotoscoping, advanced motion tracking, matte paintings, digital set extensions. Prerequisite: DIGI 310 or DIGI 320.

DIGI 420 Advanced Computer Animation**3 credits**

In this course, students will learn advanced 3D animation techniques including 3D environments, 3D lighting, 3D textures and advanced character development. Prerequisite: DIGI 310 or DIGI 320.

DIGI 450 Senior Thesis**3 credits**

In this course, students will start and complete their thesis project based upon their area of concentration. Collaboration, preapproved by the advising instructor, is encouraged. The project will be an animated, motion-graphic or visual effect based work that synthesizes the techniques learned in the first three years of the program. The final work will demonstrate a high level of proficiency in their area of concentration as well as an understanding of all of the processes of creating professional digital media work. Prerequisite: DIGI 310 or DIGI 320.

DIGI 451 Senior Thesis – Part I**3 credits**

In this course, students will begin their thesis project based upon their area of concentration. Collaboration, preapproved by the advising instructor, is encouraged. The project will be an animated, motion-graphic or visual effect based work that synthesizes the techniques learned in the first three years of the program. This first phase of the thesis project involves the conceptualization and pre-visualization of the work as well as the initial stages of production. Prerequisite: DIGI 310 or DIGI 320.

DIGI 452 Senior Thesis – Part II**3 credits**

This course is a continuation of DIGI 451. Students continue in the production of their thesis project through completion. The final work will demonstrate a high level of proficiency in their area of concentration as well as an understanding of all of the processes of creating professional digital media work. Prerequisite: DIGI 451.

DIGI 495 Special Topics in Digital Arts**1-6 credits****DIGI 498 Internship****3 credits**

Internships are intended to be substantive learning experiences that help to prepare the student for his/her professional career. Internship assignments must have written approval of both the student's advisor and the department chair. Prerequisite: students are eligible for an internship after completion of their sophomore year.

DIGI 499 Independent Study**1-6 credits**

An independent study provides students with the opportunity to enrich the learning experience by allowing them to focus their attention on a particular area in their field of study. Students can request an independent study of one to six credits if a comparable course is not available on campus or through another institution of higher education. Prerequisites: a junior or senior class standing and a 3.0 Q.P.A. are required to register for an independent study.

INTEGRATED MARKETING COMMUNICATIONS**IMC 306 Introduction to Desktop Publishing****3 credits**

In this course, students will learn basic design theory and software in order to apply digital page layout and web design skills to create the type of publications most widely required in the communications industry. Upon completion of this course, students will produce a variety of publication materials to add to their portfolios. Industry standard desktop publishing applications will provide a platform from these projects. This course is equivalent to JOUR 103.

IMC 310 Introduction to IMC**3 credits**

Students explore the background and fundamentals of how organizations use persuasive communication to reach target audiences. A study of successful case studies and exercises in program writing will build the foundation and basic understanding of how IMC can advance the mission and growth of organizations in our contemporary society. This course is equivalent to JOUR 206. Prerequisites: IMC 301, IMC 306.

IMC 315 Advanced Desktop Publishing**3 credits**

This course will serve as a continuation the theory and skills learned in IMC 306. Students will learn advanced desktop publishing with a focus on visual display of ideas and information. Students will apply digital page layout skills to create the type of publications most widely required in the communications industry. The theory and use of typography will also be discussed. Upon completion of this course, students will produce a variety of publication materials to add to their portfolios. Industry standard desktop publishing applications will provide a platform for these projects. This course is equivalent to JOUR 307. Prerequisite: IMC 306.

IMC 320 Web Publishing**3 credits**

This course will incorporate Web design theory and technical skills to create a series of Web products, including graphics, animations, and Web pages. Students will learn the current practices of Web publishing, which may include HTML, Flash, PHP - coding, and the use of Content Management Systems. Upon completion of this class students will have a variety of Web design pieces to add to their portfolio, as well as be the owner of a Website (which will be an electronic resume). This course is equivalent to JOUR 365. Prerequisites: IMC 306, IMC 315.

IMC 325 Advanced Web Publishing**3 credits**

This course will build upon skills and theories learned in IMC 320. Students will incorporate Web design theory and technical skills to create a series of advanced Web products, which may include Flash, XML, PHP and mobile content coding. At the completion of this course, students will be the owners of websites that will serve as electronic resumes. (Equivalent: JOUR 420). Prerequisites: IMC 306, IMC 315 & IMC 320.

IMC 330 PR Writing**3 credits**

This course will cover devices used in persuasive writing, internal communication and media relations, including both paid and unpaid messages to reach target audiences and stakeholders (or publics). Students will develop creative skills and learn the many writing styles and techniques an organization uses to communicate with its varied audiences (or publics). This course is

equivalent to JOUR 255. Prerequisites: IMC 301, IMC 306.

IMC 345 Social Media

3 credits

This course will provide students the conceptual and technical understanding of the power and philosophy of social media. The course will specifically focus on how social media is changing media, business, development and government in fundamental ways. The course will also introduce students into the idea of participatory journalism, the act of citizens “playing an active role in the process of collecting, reporting, analyzing and disseminating news and information.” Upon successful completion of this course, students will have practical knowledge in the use of social media tools and building and maintaining an online community. This course is equivalent to JOUR 306.

IMC 371 Strategic Planning and Applications

3 credits

The study of communications management between organizations and their employees, customers, owners, the government and the media. Students will learn basics of IMC planning (research, objective setting, program implementation and evaluation methods). The study of campaigns/programs that enable organizations to use the tools of communications to advance their missions, help resolve problems and seize opportunities to such areas as employee motivation, customer loyalty, shareholder understanding, news media relationships and community acceptance.

IMC 400 Ad Copywriting and Layout

3 credits

Provides students with basic planning, writing, design and production techniques for creating and enhancing persuasive communications. Students will use copywriting skills, desktop publishing and design programs, combined with solid theory in targeting and reaching audiences to complete advertising campaigns that include print ads, broadcast ads, direct mail pieces, Web advertising and a variety of the other vehicles. The use of typography, color, graphics and other design tools will be used to target these creative messages. Upon completion of this class, each student will have an advertising campaign to add to a portfolio. This course is equivalent to JOUR 301. Prerequisites: IMC 306, IMC 315.

IMC 401 Law And Ethics of Corporate Communication

3 credits

A study of accepted ethical theories and practices and legal principles as they apply to mass communication media and agency practice. Hypothetical problems suggest practical answers to ethical and legal situations. The course objective is to make the law a tool rather than a hindrance, and to help keep practitioners to out of trouble in a highly litigious society.

IMC 412 Personal Branding

3 credits

This course is designed to teach students how to use an IMC approach to identify and promote their professional brand. Students will gain a fundamental understanding of how to build, promote and manage “their” overall image online and in person for career growth. Students will learn how to pitch, present, and sell their ideas and qualifications in a professional environment by using, amongst other, online tools.

IMC 432 Advertising Sales

3 credits

Theory, practice and implementation of advertising sales related to radio, television, newspapers, magazines, outdoor, and the Internet/WorldWideWeb. Overview includes local and national sales organizations. Leads to working knowledge of the structure of media sales. This course is equivalent to JOUR 532.

IMC 472 Media Planning and Buying

3 credits

An introduction to media planning, including the problems, techniques and strategy of choosing media as advertising space and time in all types of media as well as targeting media for publicity. Emphasis on the planning of the media schedule and its relationship to the creative strategy, paying particular attention to non-traditional and new media.

IMC 474 IMC Writing and Design

3 credits

Students will combine skills acquired in previous courses (IMC 306, 315, 320, 330, 400) with solid theory in targeting and reaching audiences to complete campaigns with pieces suitable for sales promotions, direct marketing and the internet. This course will serve as a “practice run” for the Capstone course. Prerequisites: IMC 306, IMC 315.

IMC 497 Capstone Project

3 credits

During their final term, working as a team, students plan, design and complete a faculty-approved and supervised communication project that demonstrates mastery of the communication theory, processes and techniques covered by their courses.

JOURNALISM AND MASS COMMUNICATIONS

JOUR 101 Survey of Mass Communication

3 credits

A study of basic communications principles and the emergence of the concept of mass communication. Explores responsibilities of newspapers, magazines, radio, television, public relations, advertising and Internet sources in the modern social system. This survey course aids students in deciding upon their major area of concentration.

JOUR 103 Graphic Design I

3 credits

(Required of all majors) This course serves as an introduction to the theory and practice of visual communication design for print and screen-based media. Emphasis is placed on visual communication of ideas, information and messages. Students learn the fundamentals of digital imaging, page layout and web design. Upon completion of this course, students will produce a series of visual communication artifacts to add to their portfolios.

JOUR 150 Journalistic Writing and Editing

3 credits

This course will introduce students to professional-level writing and editing skills and techniques. Students will learn to recognize news, conduct interviews, report and collect information, and then write in a variety of formats, including news, feature and narrative, opinion and news feature, all of which are applicable to information provided in the traditional mass media, advertising and public relations, and multimedia applications. Students will learn how to edit and prepare copy for publication and dissemination in those formats. Students must pass with a C- or better to progress in the major.

JOUR 151 Broadcast Writing and Editing

3 credits

This course will introduce students to professional-level broadcast writing and editing skills and techniques. Students will conduct interviews, report and collect information, and then write scripts in a variety of formats, understanding the relationship and importance of audio and video in broadcast formats. Students will learn how to edit and prepare copy for broadcast and dissemination in accompanying multimedia formats. Students must pass with a C- or better to progress in the major if this is a required major course. Prerequisite: JOUR 150.

JOUR 191 Practicum in Media Management

1 credit

Experience in college media under the supervision of a department faculty member. Working for the student newspaper, magazines, radio station, TV studio, media relations or marketing offices, or relevant project sites on campus. May be in editorial, advertising or in another area of the field. May be repeated three times for credit. Pass/Fail basis only.

JOUR 202 Introduction to Broadcasting

3 credits

A general overview of the broadcasting industry, key historical events and people and study of the existing economic and regulatory forces acting upon it.

JOUR 205 Graphic Design Illustration

3 credits

This course offers students an introduction to drawing and illustration as a graphic designers. Students learn to draw basic forms for thumbnails and roughs that can be applied to other graphic design courses. Techniques and tools for drawing shape, value, plane and volume are explored through gesture, contour and other drawing/illustration styles. Composition and drawing/illustration typography are integral part of the course. This course will explore both hand drawn and vector software methods. Through reference materials, tutorial exercises and projects, students use software tools and menu commands to trace, draw and manipulate Bezier curves, and create illustrations. Students manipulate graphics and typographic forms to create final drawing compositions. Students also control and manipulate visual attributes and work with several color models to create, mix, and apply colors and tint. Prerequisites: JOUR 103.

JOUR 206 Introduction to Advertising and PR

3 credits

Students explore the background and fundamentals of how organizations use persuasive communication to reach target audiences. A study of successful case studies and exercises in program writing will build the foundation and basic understanding of how advertising and public relations can advance the mission and growth of organizations in our contemporary society.

JOUR 215 Video Field Production and Editing

3 credits

This course provides an introduction to the terminology, technical and creative principles of single-camera video for electronic field production (EFP) and electronic news gathering (ENG). Students learn and apply the basic video production techniques of camera operation, aesthetic composition, sound, lighting and editing to create and produce short-form video productions. Prerequisite: JOUR 101.

JOUR 216 Multi-Camera Video Production and Directing

3 credits

Multi-camera video production and directing concepts and techniques are developed and applied. Students apply

fundamentals of all multi-camera production crew positions, organize and direct crew personnel, and adapt multi-camera production skills for video productions. Prerequisite: JOUR 215 or equivalent.

JOUR 220 Writing for Multimedia and the Web

3 credits

This course will provide students with the skills necessary to write multimedia content for many different media platforms, including advertising, public relations, journalism, photography, and video. This class will cover Web writing skills, including writing for search engine optimization (SEO), social media and blogging. Upon completion of this course, students will have a variety of written assignments spanning multiple disciplines to add to their portfolios. Prerequisite: JOUR 150.

JOUR 223 Radio Production

3 credits

Study and practical experience at the WPPJ radio studio emphasizing the basic elements of radio program production and direction, including technical aspects, basic programming, scripting and the development of audio materials. Prerequisite: JOUR 101.

JOUR 239 Integrated Communications Research for Ad/PR

3 credits

Course will explore various secondary research techniques using available government and organizational databases, media coverage/analysis, library resources and other tools. Course will also cover primary research methods, including surveys (planning, methods and analysis), observation, experimentation and focus groups. Students will develop capabilities in planning and designing research objectives, tools and evaluation systems, including survey construction, tabulation and interpretation, as well as focus group management. Prerequisite: JOUR 206.

JOUR 255 PR Writing

3 credits

This course will cover devices used in persuasive writing, internal communication and media relations, including both paid and unpaid messages to reach target audiences and stakeholders (or publics). Students will use creative skills and learn the many writing styles and techniques an organization uses to communicate with its varied audiences (or publics). This course is equivalent to IMC 330.

JOUR 257 Feature and Interpretive Writing

3 credits

A lecture-laboratory and personal conference course in the writing of feature stories and analytical perspectives for newspapers, magazines and online, ranging from personality profiles and social trends to interpretive and contextual reporting. Prerequisite: JOUR 150.

JOUR 260 Reporting

3 credits

This course offers advanced training in reporting techniques, record searches, computer-assisted research and other skills. After students learn how to find interesting stories, they will be schooled in specific writing structures and how to organize, write, and publish stories for a portfolio that will be presented at the end of the semester. Prerequisite: JOUR 150.

JOUR 280 Introduction to Multimedia

3 credits

This course will provide an introduction to multimedia production, writing and theory. Students will learn the industry from a historical perspective, as well as learn the basics of blogging and promoting content, video and audio for the Web, slide shows, podcasting, RSS feeds, creating interactive quizzes and timelines, mobile publishing, and other relevant topics. Upon completion of this course students will have a comprehensive technical knowledge of the many opportunities for multimedia production. Prerequisite: JOUR 103.

JOUR 290 Seminar in Media Studies

3 credits

Students in this course will engage in critique and creation in various genres and types of media. The course will focus on aesthetic theory as well as other critique-related theory and the application thereof. Students will connect issues represented in media texts with issues in the real world. Students will also learn to view media texts through historical, economical, political, aesthetic, and cultural lens.

JOUR 300 Career Preparation Seminar

1 credit

A combination lecture, discussion and critique of student work. The goal is to enable students to make educational and professional choices early in their college years. Surveys entry requirements, duties and job-satisfaction in professions of the J&MC concentrations. Topics include recommended electives, internships, networking, resumes, interviewing, portfolios and research sources. Required of majors and planned for the sophomore level.

JOUR 301 Advertising Copy Writing and Layout

3 credits

Provides students with basic planning, writing, design and production techniques for creating and enhancing persuasive communications. Students will use copywriting skills, desktop publishing and design programs, combined with solid theory in

targeting and reaching audiences to complete advertising campaigns that include print ads, broadcast ads, direct mail pieces, Web advertising and a variety of other vehicles. The use of typography, color, graphics and other design tools will be used to target these creative messages. Upon completion of this class, each student will have an advertising campaign to add to his or her portfolio. Prerequisite: JOUR 206.

JOUR 302 Introduction to Photojournalism I

3 credits

Photojournalism students will learn the basic skills, theory and history to obtain and report with a camera under deadline conditions. Assignments will be within the university and extend into the community. An emphasis will be placed on students publishing assignments to begin portfolios. Critiques will be an integral part of the course. Prerequisite: PHOT 204, PHOT 205 or permission.

JOUR 303 Motion Graphics

3 credits

The course introduces fundamental concepts for both motion and static graphics as applied to graphics, titles and promos for screen, including graphics and promos for television networks and film titles and logos for advertising. The focus is on design presentation and development, screen composition, graphic transitions and content for all areas of television and web production. Students will construct graphic elements and typography for use in projects while addressing issues of motion and dynamic relationships. Prerequisite: JOUR 103.

JOUR 304 Broadcast News Reporting

3 credits

This class functions as a multimedia newsroom and produces content for some or all of WPPJ, U-Vies, the Point Park News Service, and a weekly newscast. Students write and edit broadcast news packages to deadline, record news in the field, refine broadcast presentation skills, and employ reporting and interviewing techniques for a variety of situations in broadcast news. Prerequisites: JOUR 151, JOUR 215.

JOUR 305 Typography

3 credits

This course will study the design and use of basic letter forms, the anatomy of type, typographic contrast, hierarchy of information, major type families and characteristics, history of design and typographic grids. Students build skills for the art of typesetting and typographic layout, and for expressive typography and conceptual thinking. In addition to the history and theory of typography, students will learn to create their own personal typeface. Prerequisites: JOUR 103.

JOUR 306 Social Media

3 credits

This course will provide students the conceptual and technical understanding of the power and philosophy of social media. The course will specifically focus on how social media is changing media, business, journalism and government in fundamental ways. Upon completion of this course, students will have practical knowledge in the use of social media tools and building and maintaining an online community as well as a solid foundation in writing and reporting for social media. Prerequisite: 30+ credits.

JOUR 307 Graphic Design II

3 credits

This course serves as a comprehensive study of theory, principles, strategies and tools of desktop publishing in the digital age. In this course students learn to apply layout and design concepts to produce a variety of editorial, informational, and business materials for desktop printing and electronic distribution. Industry standard electronic publishing software provides a platform for these projects. Upon completion of this course students will have a variety of professional-level design pieces to add to their portfolios. Prerequisite: JOUR 103. Dual listed with JOUR 507.

JOUR 308 Publications Production 1

3 credits

Students apply management, news writing, feature writing, copy editing, desktop publishing, photography, and advertising skills learned in other J&MC classes to produce The Pioneer, the University news magazine. For more than 30 years, The Pioneer has been a laboratory for students to enhance and develop their practical journalistic skills. With the addition of The Pioneer Online, students will continue to position themselves for work within a changing industry. (Note: Jour 308 or 310 can be taken in any order or singly. One is not dependent on the other.) Prerequisites: JOUR 103, JOUR 150. Upon completion of this class, students will have two issues of this award-winning magazine to add to their portfolios.

JOUR 309 Applied Studio Practices

1 credit

The goal of this course is that students gain practical, hands-on experience through working as apprentices on specific non-U-View television programs. Faculty will supervise students in these programs and a site supervisor will evaluate the student's minimum 70 hours effort for the semester. The course should be completed by the junior year to prepare students for internships at outside media. The course is pass/fail only and may be repeated on time. For Broadcast Production and Media Management Majors, and for Majors, this course may substitute for JOUR 311 Practicum.

JOUR 310 Publications Production II**3 credits**

Students will further develop and apply management, news writing, feature writing, copy editing, desktop publishing, photography, and advertising skills learned in their first semester of *The Pioneer*. Advanced publication and management skills will be expected through serving as Editor, Copy Editor, Photo Editor, Advertising Manager, Designer, or On-line Editor. For more than 30 years, *The Pioneer* has been a laboratory for students to enhance and develop their practical journalistic skills. With the addition of *The Pioneer On-line*, students will continue to position themselves for work within a changing industry. Prerequisites: JOUR 103, JOUR 150.

JOUR 311 Practicum**1 credit**

School of Communication majors complete a practicum in a concentration of their choice. The goal is that students gain practical, hands-on experience through working as apprentices for various University media and applicable offices. Faculty supervise all students who complete an agreed-upon list of assignments at sites such as the campus newspaper, broadcast studios, tasks in appropriate school offices and endeavors involving advertising, marketing, sports information, public relations, alumni affairs, or admissions and recruitment. A site supervisor will evaluate the student's minimum 70 hours effort for the semester. The site list is approved by the faculty, and will be expanded or reduced as needed. The practicum should be completed by the junior year to prepare students for internships at outside media, advertising and public relations agencies or appropriate corporate, governmental or community organizations. The practicum is pass/fail only and may be repeated one time.

JOUR 312 Advanced Reporting**3 credits**

The course operates as a news wire service based at the university. This is an advanced-level writing and reporting class for dedicated students. The focus of the class is reporting and writing in a simulated professional environment, drawing upon all the skills learned in prior required and elective courses. Students will report for the Point Park News Service. All stories are offered first to the Pittsburgh Tribune-Review for publication in one of its outlets. Stories will also be offered to any other media outlet through the Point Park News Service website. Stories appear under students' bylines with a tag line identifying the source as the Point Park News Service. Prerequisites: JOUR 260 or permission of instructor. Dual listed with JOUR 512.

JOUR 313 Mass Media Internship I**3 credits**

An on-the-job internship of about 200 hours of paid or unpaid work at a newspaper or other publication, a radio or TV station, photography studio or production company, public relations or advertising agency position. Departmental handout (available from the secretary or chair), advisers and bulletin board postings should be consulted for positions and procedures on locating and registering for an internship. Prerequisites: Completion of sophomore-level core courses, basic courses relating to the specific field of the internship and permission of appropriate faculty supervisor and department chair. (Note: course numbers for internships determined by number of internships completed, not class standing.)

JOUR 314 Entrepreneurial Journalism**3 credits**

Students will take the lead in developing story ideas, reporting strategies and coverage. Students will learn entrepreneurship in addition to writing. They will work on pitches directly to professional outlets and learn what it takes to succeed as a freelance journalist. The students draw upon reporting, writing and editing skills learned in prior required and elective courses. Stories will be offered to media outlets through the Point Park News Service website. Prerequisites: JOUR 260 or permission of instructor. Dual listed with JOUR 514.

JOUR 315 Introduction to Photojournalism II**3 credits**

Photojournalism students will refine their photo reporting skills while expanding techniques to include visual storytelling and documenting with emerging technology. Students must be published. An emphasis will be placed on students publishing assignments to further portfolios. Critiques will be an integral part of the course. Prerequisite: PHOT 204, PHOT 205 or permission.

JOUR 317 On Camera Television Performance**3 credits**

Experiential training to develop "on screen" presentation skills through practice of performance techniques in various television formats. Prerequisite: JOUR 215 or permission.

JOUR 319 Data Journalism & Visualization**3 credits**

Students in this course will learn to tell stories that begin with datasets, either locally created or widely available. They will scrape, clean, analyze, and then communicate the information stored in datasets through words, images, and interactive modalities. Prerequisites: JOUR 260.

JOUR 320 Information Graphics**3 credits**

This course will provide students with the theory and skills to create clear, accurate, informative and visually attractive information graphics. Information graphics represent the intersection of graphics, journalism and science. The goal of the graphic is

to efficiently communicate information to trends to help tell stories. Upon successful completion of this course students will have a variety of published information graphics, including pictographs, charts and architectural diagrams to add to their portfolios. Prerequisite: JOUR 103.

JOUR 323 Radio and Music Programming and Sales **3 credits**

Students will learn the processes and principles behind radio and music programming and sales. The course will address Broadcast Radio, Internet Radio, Audio Media Distribution, and the Record Industry. Students will also learn about economic and business factors, cultural issues, and legal and ethical issues that surround these industries. Prerequisites: JOUR 202.

JOUR 324 Broadcast Announcing **3 credits**

Practice in the skills of basic performance and broadcast styles with an overview of the responsibilities required for radio and television announcing. Practical performance situations designed to develop proficiency are required.

JOUR 325 Video and Interactive Media Programming and Sales **3 credits**

Students will learn the processes and principles behind video and interactive media programming and sales. The course will address Broadcast Television, Cable Television, Video Games, and Video Media Distribution. Students will also learn about economic and business factors, cultural issues, and legal and ethical issues that surround these industries. Prerequisites: JOUR 202.

JOUR 326 IMC Planning **3 credits**

This course will explore methods of planning integrated communications programs to meet business/organizational strategic objectives. Students will gain the skills of the advertising (communications) planner and media planner by learning about target public and market behavior patterns; loyalty rationales of customers, employees and other key stakeholders; message effectiveness media management and other planning areas. Students will develop an understanding of interpreting and applying research data and strategic objectives to construct creative platforms. The course includes advanced communication research, interview techniques, ethnography, and virtual focus groups by using blogs and other social media. Prerequisite: JOUR 239.

JOUR 327 Public Relations Issues and Practices **3 credits**

Students will explore the principles involved in public relations with major emphasis on achieving and understanding the issues that public relations professionals face on a regular basis. Focus will be on the in-depth study of theories learned in previous public relations courses at Point Park with emphasis on delving into current issues related to those theories. Students are expected to have a basic understanding of key public relations theories and will use class time to expand on areas of interest while applying their knowledge to resolving situations requiring public relations expertise. Prerequisite: JOUR 206.

JOUR 329 Professional Video Techniques **3 credits**

Intermediate field video pre-production, production and post-production concepts and techniques are developed and applied. Students combine fundamentals of all three phases of the production to plan, produce and edit videos for non-news purposes. Prerequisites: JOUR 215. Dual listed with JOUR 529.

JOUR 336 Branding and Identity Design **3 credits**

This course provides students with advanced planning, design and production techniques for creating and enhancing persuasive communications. Students will use industry standard software, combined with solid theory in targeting and reaching audiences through creative and persuasive messages. Students will conceive and create and apply designs including logos, stationary systems and graphic standards for a variety of organizations. Prerequisites: JOUR 307. Dual listed with JOUR 536.

JOUR 341 Broadcast Copy Writing **3 credits**

The major areas of writing for radio and television that have to do with continuity between programs. Writing assignments include public service announcements, commercials, promotional materials and telespots. Prerequisites: JOUR 151, JOUR 215. Dual listed as JOUR 541.

JOUR 355 Magazine and Media Marketing Design **3 credits**

This course provide students with advanced planning, design and production techniques for creating and enhancing persuasive editorial design. Students will use industry standard software combined with solid theory in targeting and reaching audiences. Students will conceive and create designs for promotional campaigns, including newsletters, brochures, magazine spreads and marketing collateral. Prerequisite: JOUR 307.

JOUR 365 Web Publishing I**3 credits**

This course will provide technical background for those students in the Digital Media field. Students will incorporate Web design theory and technical skills to create a series of Web products, including graphics, animations, and Web pages. Students will learn the current practices of Web publishing, which may include HTML, Flash, PHP coding, and the use of Content Management Systems. Upon completion of this class, students will have a variety of Web design pieces to add to their portfolios. Prerequisite: JOUR 103

JOUR 390 International Media**3 credits**

This course combines classroom preparation and study in an international setting of the media for a designated country. Students will compare and contrast the designated country and U.S. media models, regulations, production, and content. Prerequisites: JOUR 101 plus one JOUR 200 level in the student's major area of concentration and Sophomore Standing.

JOUR 405 Package and Retail Design**3 credits**

This studio course focuses on three-dimensional structures for a broad range of products that not only protect package contents but also create an experience for the user. Students examine how messages behave when distributed in three-dimensional space. Conceptual development, prototyping, materials, type, image, layout, design and form are explored to create direct mail, packaging, point of purchase display and environmental designs. Emphasis is placed on developing solutions in relationship to the marketing concepts and objectives. The class will also focus on social, sustainable and environmental issues. Prerequisites: JOUR 307.

JOUR 406 Public Affairs Reporting**3 credits**

Review of functions and structures of government and other public agencies with attention to special problems of obtaining and reporting information in news articles. Prerequisites: JOUR 260. Dual listed as JOUR 506.

JOUR 408 Magazine Article Writing**3 credits**

Research and development of briefs and longer nonfiction articles with emphasis on free-lance writing, queries and techniques of magazine titles, fillers, writing and critiquing. Efforts made to sell articles for publication. Prerequisites: JOUR 150, 257. Dual listed as JOUR 508.

JOUR 409 Specialized Reporting**3 credits**

Students will obtain experience in a number of specialized or traditional beat reporting areas by completing reporting assignments under deadline conditions. Range of topics to include business, education, science, sports, etc. Prerequisites: JOUR 150, 151 and 260. Dual listed as JOUR 509.

JOUR 410 Investigative Reporting**3 credits**

Practical reporting experience with heavy emphasis on investigative techniques and computer-assisted reporting; development of sources and information; determination of subjects, organization and writing of stories and series for newspaper publication. Dual listed as JOUR 510. Prerequisites: JOUR 151, JOUR 260 and JOUR 418.

JOUR 412 Media Ethics and Responsibilities**3 credits**

Examines the ethical issues presented in the modern media, including their historical context and practical ramifications. The course compares and contrasts ethical standards and systems with professional processes and practices and legal principles. Students will write a position paper in which they defend an ethical choice they make and a longer term paper. Prerequisite: 75+ Credits.

JOUR 413 Mass Media Internship II**3 credits**

An on-the-job internship of about 200 hours of paid or unpaid work at a newspaper or other publication, a radio or TV station, photography studio or production company, public relations or advertising agency position. Departmental handout (available from the secretary or chair), advisers and bulletin board postings should be consulted for positions and procedures on locating and registering for an internship. Prerequisites: Completion of sophomore-level core courses, basic courses relating to the specific field of the internship and permission of appropriate faculty supervisor and department chair. (Note: course numbers for internships determined by number of internships completed, not class standing.)

JOUR 416 Special Events Planning**3 credits**

Students learn the fundamentals of special event planning from a strategic and tactical viewpoint and the role integrated communication plays in the success of any special event. Emphasis will be placed on researching, developing and successfully planning all aspects of a full special event program for a local client.

JOUR 418 Communication Law and Regulation**3 credits**

Study of contemporary and classic cases related to state and federal law of freedom of the press and freedom of speech. Problems caused by efforts by government to control mass media and freedom of government/public information are also addressed. Students will write a term paper. Prerequisites: JOUR 101, JOUR 150 and 75+ credits. Dual listed with JOUR 518.

JOUR 420 Web Publishing II**3 credits**

This course will build upon the skills and theory learned in Web Publishing I. Students will incorporate Web design theory and technical skills to create a series of advanced Web products, which may include Flash, XML, PHP and mobile content coding. Upon completion of this class, students will have a variety of published Web pieces to add to their portfolios. Prerequisites: JOUR 365.

JOUR 423 Advanced Radio Production Workshop**3 credits**

A course for the development of highly creative and talented students who need to refine skills to produce professional quality news, documentaries, features and commercials. Prerequisites: JOUR 223.

JOUR 424 Advanced Radio and Television Announcing Techniques**3 credits**

Designed to meet the needs of those students who desire to pursue careers as on-air talent in broadcasting. The emphasis is on actual performance with every student spending considerable time behind a microphone or in front of a camera. They are shown advanced techniques or "tricks" used by veteran broadcasters. Criticism from the instructor and from professionals is an integral part of the course. Prerequisites: 75+ Credits, JOUR 324.

JOUR 433 Advertising Competition**3 credits**

Students prepare an IMC campaign and present it at the National Student Advertising Competition of the American Advertising Federation. Campaigns have been for a car, credit card company, airline and a magazine publisher, all of which sponsored the annual competition. Students assume job titles and descriptions and produce a comprehensive IMC plan, involving research and all forms of the Integrated Marketing Communications process, including media. Prerequisites: Completion of all School of Communication and PRAD required core courses.

JOUR 436 Advertising Campaigns**3 credits**

Basic advertising skills are utilized and refined. Students are required to create and present a full campaign for a new product, including marketing concept, objectives, product positioning, goals, layouts, media and commercial presentation. Prerequisite: JOUR 206. Dual listed as JOUR 534.

JOUR 442 Advanced Television Production**3 credits**

In this course students will apply producing, directing, videotaping, writing, and editing skills to non-news television programming they create. Programming produced will air on U-View, Point Park University's closed-circuit television channel. Prerequisite: JOUR 215, JOUR 329, JOUR 304, or JOUR 341. Dual listed as JOUR 542.

JOUR 443 Television Programming and Sales**3 credits**

Students will study current television programming trends, distribution, markets and how television is financed. Prerequisites: JOUR 202, JOUR 341. Dual listed as JOUR 543.

JOUR 445 Editing & Producing the News**3 credits**

Traditional and transitional principles of news value, news selection, and news presentation will be discussed in class. Applying these principles, students will serve as gatekeepers and decision makers (assignment editors, chief photographers, web producers, head writers, segment producers, anchors and program producers) for a weekly newscast and other student multimedia news efforts. The instructor and students will discuss journalistic, ethical, legal, societal and professional perspectives and challenges presented by these real-world journalistic decisions. Prerequisite: JOUR 304.

JOUR 446 History of Documentary Cinema**3 credits**

In the course students will review the history of documentary film and profile innovative documentary filmmakers. Students will view and analyze major works within the context of major film theories, as well as a wide variety of documentary archetypes, styles, and methods. The films and filmmakers profiled in the course represent a diverse sampling of modern world cultures. This course is cross-listed with CINE 301 and JOUR 546.

JOUR 447 Electronic Media Management**3 credits**

This course will introduce students to the fundamental theories and concepts of management in the media industry. Students will demonstrate their understanding of these concepts through projects, case studies and management simulations. Prerequisites: Junior or Senior Standing.

JOUR 453 Social Media Crisis & Strategic Communications**3 credits**

The purpose of this course is to examine strategic communication practices throughout the stages of a crisis event. Special emphasis is placed on crisis planning, media relationships, image restoration, legal and ethical responses, and the use of social media in news reporting, especially during a crisis. Students will examine recent crises and the proper management of information flow. The course will also cover communications impact of crises on employees, communities, shareholders, donors and government publics. Emphasis will be placed on how to effectively handle a social media crisis and use social media to report on a crisis. Students will also learn how to write and implement social media policies, both for employees and users. Dual listed with JOUR 522.

JOUR 455 Multimedia Capstone**3 credits**

This course will serve as a capstone to those in the Multimedia major. The course will be conducted in a workshop format, with students producing an interactive multimedia project as a final portfolio piece. Components of the project may include text, Web design, video, audio, graphic design and interactive media design. Prerequisite: 75+ Credits , JOUR 215, JOUR 220, JOUR 280, JOUR 307, JOUR 365 or permission.

JOUR 463 Social Media Analytics & SEO**3 credits**

This course will teach students how to prove return on investment (ROI) to clients by understanding and evaluating analytics. In addition, students will learn search engine optimization best practices to further increase a brand's social media ROI. Students will have a deeper understanding of the principles and how to measure and prove the ROI of social media and a working knowledge of various industry-standard analytics tools. Students will write social media reports for clients based on ROI and analytics results. Dual listed with JOUR 564.

JOUR 465 Mass Communication History**3 credits**

Mass Media History surveys the development of mass communication in print and electronic media and seeks to interpret their sociopolitical causes and effects.

JOUR 473 Social Media Campaigns**3 credits**

Students will research, write and implement advanced social media concepts including analytics, advertising, activism, influencers and budgets. Social media for journalists will be emphasized. Students will either work directly with business or nonprofit clients to plan and execute a social media campaign or publish an advanced social media journalism project. Dual listed with JOUR 573.

JOUR 490 Journalism Capstone**3 credits**

Students apply their cumulative skills in the creation of long-form, well researched, multiple-source journalism for web and/or multiplatform delivery. During the course, students work in consultation with the instructor to create their individual projects. Students also finalize their individual portfolios that includes the projects created for this class. Prerequisite: Senior Standing.

JOUR 497 IMC Agency**3 credits**

Students will work in a student-run agency model to plan, research and construct integrated communications campaigns for local nonprofit, business or civic organizations utilizing advertising, public relations, direct communications and promotions. Students will assume agency job titles and descriptions and will demonstrate mastery of communications theory/practice, processes and techniques, and agency management. The course will also serve as a valuable portfolio for employment. The major goal of the course is to put to work learned advertising, public relations and marketing principles and theories with an emphasis on researching, writing and producing solid integrated marketing communications plans and tactics. Prerequisites: Completion of all School of Communication and PRAD required core courses.

JOUR 295, JOUR 395, JOUR 495 Special Topics I, II, III**1-6 credits**

Courses on subjects currently at issue or of interest to faculty/students and the media. Examples may be trends, experimental topics, integrated fields, new technologies or important areas not covered by previously listed courses, such as multiculturalism, informational graphics or audio-visual techniques. Topics are selected by the department with regard to student/faculty input and current perceived needs.

JOUR 296, JOUR 396, JOUR 496 Independent Study I, II, III**1-6 credits**

The student independently studies subjects in the field not taught but of special interest to her or him and within the expertise of a supervising faculty member. A well-developed, written proposal from the student and agreement of an appropriate faculty supervisor are needed before registration. A final research paper or project is required. Prerequisite: Permission of faculty supervisor and chair. Special Request Independent Study Fee: \$50 per credit.

PHOTOGRAPHY/PHOTOJOURNALISM

PHOT 101 Photography for Non-Majors

3 credits

Photography has been constantly changing as technological developments allow for endless experimentation. This class is designed to allow students to become familiar with visual arts and the artistic process using the camera as a tool for personal expression. Photography will be approached through several lenses including smart phones, digital and film SLR's, as well as darkroom processing. Topics will include photojournalism, conceptual photography/art, and studio photography (commercial, portraiture and still life). Students will be encouraged to research photographers and industry styles based on topics supplied by the instructor. Additionally, students will obtain experience in a number of photographic areas and will build an understanding of what kind of careers can be obtained through photography.

PHOT 107 History of Photography I

3 credits

In this survey of the origins and developmental phases of photography, students will examine technical innovations with emphasis on historical motivations and changing climates of aesthetic intent, philosophical rationale, and visual experimentation in the history of photography from the early 19th century to the mid-20th century.

PHOT 108 History of Photography II

3 credits

Overview of the key critical writings and theoretical debates, their social and political contexts, and their expression in key works within the history of photographic discourse. PHOT 108 builds upon the introduction to historical practice presented in PHOT 107 to facilitate informed looking at and thinking about photographs as densely-coded cultural artifacts which operate in a complex system of social and cultural relationships. Intended to provide a broad understanding of the theory and practice informing photographic history and discourse, the course is the foundation for advanced photography courses. Prerequisite: None. PHOT 107 recommended for BFA majors.

PHOT 204 Black and White Photography I

3 credits

In this introductory photography course, students will become familiar with visual arts and the artistic process of using a camera for personal expression. PHOT 204 allows hands-on experience and introduces the technique of an SLR film camera, developing and printing in the darkroom. Students will learn to discuss and analyze photography through structured critiques. Students are encouraged to have their own film SLR cameras for this course (must have adjustable lens openings, shutter speeds and full manual control).

PHOT 205 Introduction to Digital Photography

3 credits

A basic digital photography course designed to give photography and photojournalism students proficiency in digital image making and processing. It stresses the importance and uses of digital photography in the current media environment, including terminology, practical exercise, and presentation. Students utilize Adobe Lightroom for editing, and are encouraged to purchase the program and their own digital SLR cameras.

PHOT 309 Black and White Photography II

3 credits

An intermediate course emphasizing individualized photographic assignments and perfecting darkroom skills by utilizing the zone system and producing quality prints. Students explore theory in greater depth and further develop their skills and ability to analyze and critique photographs. A wider range of film camera formats and photographic materials are introduced. Students must provide their own 35mm SLR cameras. Prerequisite: PHOT 204.

PHOT 310 View Camera Techniques

3 credits

View Camera Techniques is an intermediate, technically intensive film course emphasizing use of large-format cameras. Students learn how to expose and process 4x5 inch sheet film and produce high-quality, fine grained negatives which offer extraordinary clear printing capabilities. The view camera course allows greater pictorial control and investigates technical and aesthetic aspects of the medium. Instant film processing and drum scanning will also be addressed. Cameras, tripods and film holders and provided, but students must supply all additional materials such as film, darkroom paper, and light meters. Prerequisites: PHOT 309.

PHOT 316 Studio Photography

3 credits

This course uses a controlled studio environment to explore issues in lighting, and other elements of persuasive photography. Photographic techniques focus on application and composition for commercial use. Prerequisite: PHOT 205.

PHOT 322 Color Photography**3 credits**

Color Photography introduces color photographic materials, both digital and analog, and their implementation into the image-making practice within the photography major. Throughout the course color materials are explored and researched to develop skills in color photographic practice and create images that communicate your vision. An understanding of color theory and its application in the image making process in tandem with developing well considered projects is vital for successful photographic growth. This course continues to expand and build on the visual communication and critical analysis forms addressed in previous courses. Exposure techniques, significance of varied light sources, film characteristics, and presentation methods are explored in the development of projects to enhance and support the intention of the work. Discussions and course work focuses on the balance between these elements of color photography and continued development in visual communications. Prerequisite: PHOT 309.

PHOT 340 Specialized Photography**3 credits**

Students will obtain experience in a number of specialized photographic areas by completing assignments on deadline and creating work to include in their portfolios. Range of topics vary according to the instructor. Prerequisite: JOUR 215, PHOT 204, PHOT 205.

PHOT 350 Digital Photo Editing**3 credits**

Students will prepare digital photographs for publication in print and online. Progressing from introductory to intermediate skills in Adobe Photoshop, students will digitally montage/collage imagery to build a portfolio. This course addresses the history of photo editing and the ethics of photo manipulation. Critiques will be an integral part of the course. Prerequisite: PHOT 205. Dual listed as PHOT 501.

PHOT 351 Digital Printing Methodology**3 credits**

Students explore advanced technical controls of the printmaking workflows of digital imaging. Students experience input and output variances that affect the final print and portfolio. Analysis and adjustment is expected in every stage of image production from black-and-white to color printing. Prerequisite(s): PHOT 350.

PHOT 361 Alternative Photographic Process II**3 credits**

This course continues with the exploration of nonsilver photographic printmaking and print-manipulation processes that depart from the more prevalent black-and-white, color and digital approaches. Processes covered may include bromoil, kirlian photography, cell phone photography, platinum and palladium printing, and others. Prerequisite(s): PHOT 360.

PHOT 365 Experimental Video**3 credits**

This course explores video as photographic writing, in particular, through the making of video from idea through realization and display. This will be accomplished through exploring and experimenting with methods, techniques, software and equipment to manipulate the moving image aesthetically and artistically. Students are expected to produce several projects, which emphasize ideas outside the traditional narrative and documentary forms and are encouraged to develop their own form of expression. Students will establish personal methods to focus on the meaning and content of their moving pictures, the quality of their images and the way they observe the world around them. Students show and critique their work in class weekly in preparation for a final project and screenings at the end of the term. Prerequisites: PHOT 205, JOUR 215.

PHOT 375 Photographic Book Making**3 credits**

Photographic Book Making guides students with well-developed portfolios through the process of making hand crafted artist books and layout design for professional publishers. The course combines craft, design, and editing of portfolios together in a comprehensive curriculum that teaches how to get your work put into book form. Prerequisite(s): PHOT 309.

PHOT 380 Contemporary Portraiture**3 credits**

In this course students will examine portraiture and its contemporary implications and uses. Combining a dual emphasis on proper technical skills and creative application of the photographic medium, students will develop strategies for creating portraits both in the studio and on location. Furthermore, students will gain an appreciation for the myriad ways in which portraits are utilized in the photographic world, such as fashion, editorial, and fine art. Prerequisites: PHOT 205, PHOT 316.

PHOT 383 Constructed Still Life Photography**3 credits**

This course will explore the genre of the still life, an essential facet of contemporary photography. By focusing on technique as well as the creative possibilities of the photographic art form, this class will instruct students in the art of photographing still life, both in and out of the studio. One of the oldest and most prevalent subjects throughout art history, the still life has commercial, editorial, and fine art applications that will be discussed and explored in this course. Prerequisites: PHOT 316 & PHOT 350.

PHOT 385 Commercial and Editorial Photography**3 credits**

Throughout this class, students will grow and develop their abilities in the practice and application of commercial and editorial photography. While emphasizing both proper technical skills and the creative application of the medium, students will gain an understanding of the craft of commercial photography as they create their own images. It will prepare students to work with commercial and editorial clients through individual assignments and opportunities for collaborations. Students will also gain an understanding of the business of being a freelance photographer. Prerequisites: PHOT 316 & PHOT 350.

PHOT 390 Advanced Photography**3 credits**

This advanced level course facilitates discussion of photographic processes within the larger context of contemporary art, photography, traditional and digital media. The course will emphasize semester-long projects, the process involved in generating a portfolio of images, a coherence body of work based upon a theme, concept, or selected subject matter. The class will discuss topics such as locating an individual voice, refining a working process, considering methods for presentation/distribution of photographs, and reflecting on current issues in contemporary art. Organized around the major activities of criticism (describing, interpreting, evaluating and theorizing), students gain a clear framework and vocabulary necessary for critical skill development. Therefore, students are expected to build upon their artwork weekly. Lectures and demonstrations will include assembling a portfolio of photographs, submitting work for review, and preparing for exhibition. Prerequisites: PHOT 205, PHOT 322, and PHOT 309.

PHOT 400 Photographic Art Marketing**3 credits**

Photographic Art Marketing provides self-motivated students with direction into today's dynamic market for photography. The course focuses on grant writing, networking, navigating gallery shows, developing resumes, CVs, portfolio development and what it means to be a professional artist. Classroom lectures cultivate a broader awareness of career options and professional prospects for photographers seeking to pursue a successful career in the art world. Individual research and projects allow students to explore an area in depth. Students share their research methodology and results with their classmates, fostering growth of peer relationships. Prerequisite: PHOT350.

PHOT 414 Business of Photography**3 credits**

The course will expose the student to the essential business and marketing principles in the editorial, commercial and fine art areas of the photographic industry. Topics covered include contracts, copyright law, trade organizations, working with non-profits, defining professional grade equipment, the stock photo industry, creating job estimates, negotiation, and the costs of doing business analysis. In addition, financial, legal, organizational, promotional, interpersonal, and ethical practices will be covered. The core assignment spans over the duration the course, students create an analysis of who they are as photographer /artist by describing their brand, identifying who potential clients would be, and discussing a strategy for reaching those clients. Students must present a unified portfolio as part of the assignment with strategic and tactical marketing applications. Prerequisite: PHOT 350.

PHOT 470 Documentary Photography**3 credits**

Students will work on photo documentary projects based on the established methodology to reduce the fast paced world to a set of still images that convey life and world experiences by creating a distinctive and compelling sense of reason, place and time. Students will gain a basic understanding of documentary photography history and principles through writing reactions to assigned books and films about documentary principles. Students will establish personal methods to focus on the meaning and content of their pictures, the quality of their pictures and the way they observe the world around them. Prerequisites: PHOT 107 or PHOT 108, PHOT 205.

PHOT 481 Senior Thesis I**3 credits**

This self-directed senior seminar is designed to bring seniors together to discuss and develop their thesis projects, research paper and exhibition plans. The seminar encourages teamwork on developing an exhibition and the ensuing professional practice in photography, continuing education, pricing strategies, presentation formats, and artist statements. In preparation for their career, students visit local artists' studios and visiting artists provide feedback of work in progress. Prerequisite: ENGL 368, PHOT 310, PHOT 390, PHOT 400 & Passing JR Portfolio Review.

PHOT 482 Senior Thesis II**3 credits**

A continuation of the work stated in Senior Thesis I, this segment of the course covers all areas of designing, implementing, promoting and installing an exhibition. Support and recommendations provide feedback during the developmental process of the projects for public galleries. In addition to the thesis paper, students will complete public exhibitions and compose artist statements, portfolios, resumes, and CVs in preparation for graduation. Prerequisite: PHOT 481.

PHOT 490 Interdisciplinary Projects**3 credits**

This is the highest level course offered in the Photography Curriculum; designed as a one-on-one student/professor interaction, geared to prepare the student for real world art practices outside of the University. The purpose is to offer rigorous

guidance on developing studio work in an interdisciplinary environment. The Emphasis on this course is on studio production and research. Students work independently throughout the semester, and schedule weekly meetings with the instructor to check in on the progress of his/her artwork. Prerequisites: Must have completed at least one PHOT 390 Advanced Photography course and must hold at least a 3.8 GPA in the Photographic Major Electives. Advisor approval is necessary for registration.

PHOT 295, PHOT 395, PHOT 495 Special Topics I, II, III

1-6 credits

Courses on subjects currently at issue or of interest to faculty/students in the photography field. Examples may be trends, experimental topics, integrated fields, new technologies or important areas not covered by previously listed courses, such as multiculturalism, informational graphics or audio-visual techniques. Topics are selected by the department with regard to student/faculty input and current perceived needs.

PHOT 296, PHOT 396, PHOT 496 Independent Study I, II, III

1-6 credits

The student independently studies subjects in the field not taught but of special interest to her or him and within the expertise of a supervising faculty member. A well-developed, written proposal from the student and agreement of an appropriate faculty supervisor are needed before registration. A final research paper or project is required. Prerequisite: Permission of faculty supervisor and chair. Special Request Independent Study Fee: \$50 per credit.