

# MAJORS & MINORS

## Majors

The department offers four majors, one Associate of Science degree in Visual Media and three Bachelor of Arts degrees in Communication, Communication Media, and Visual Media.

**Visual Media (AS):** This major allows students to pursue one of two concentrations: graphic design or photography.

- Graphic design prepares students to make rapid application of their skills in the world of visual communication.
- Photography has very broad and practical uses such as photojournalism, portraiture, documentation, illustration, and fine art.

Students are encouraged to continue their preparation by completing one of the four-year Visual Media degrees after earning the associate degree.

**Communication:** This major allows students to pursue one of two concentration tracks: communication arts or public relations.

- The **communication arts** concentration provides students with expertise applicable to people-oriented careers, including the ability to organize and communicate ideas effectively in a variety of contexts such as law, medicine, politics, management, etc.
- For those students who enjoy fast-paced excitement, the **public relations** concentration facilitates the development and use of skills in a variety of areas, including event planning, corporate communication, media relations, and crisis management.

**Communication Media:** This major allows students to pursue one of three concentration tracks: broadcast journalism, film & TV production, or print/digital media.

- The **broadcast journalism** concentration focuses on providing students with a high degree of competency and knowledge enabling them to obtain entry-level positions in a broad spectrum of radio and television information programming.
- The **film and television production** concentration focuses on providing both practical and theoretical knowledge needed to enter the workforce at entry level or graduate school. Students should be able to demonstrate competencies in writing, technical operation, producing, and directing.
- Graduates with emphasis in **print/digital media** have built successful careers in newspaper and broadcast journalism, web design, technical writing, education, governmental public service, and law.

**Visual Media (BA):** This major provides the students with skills to seek employment in the media fields of photojournalism, photography, or graphic design. Course content is designed to equip students with theoretical and practical experience to handle creative solutions for their visual media concentration selections.

- The graphic design concentration develops the student's ability to explore and create visual concepts by hand and use of computer software to communicate ideas that inspire, inform, and captivate the masses. Career opportunities include multimedia, web, and logo designers, creative/art directors, and layout artists.
- The photography concentration focuses on the principles and techniques of communicating information, ideas, moods, and feelings through the creation of images on digital imaging sensors, photographic films, and papers. The program prepares the student to enter the world of professional photography careers in portraiture, commercial, fashion, sports, wedding, and freelance photography.
- The photojournalism concentration provides the student with theories and practice in both photography and writing. The two arts combined become a powerful means of conveying concepts and ideas.

### **High School Preparation**

Students wishing to major in communication or visual media should follow the college preparatory program in high school. Students should endeavor to read widely and learn to express themselves clearly and correctly in speech and in writing.

### **Admission Requirements**

Admission to Oakwood University does not guarantee admission to the Department of Communication. Freshmen intending to major in the department receive provisional admission upon arrival or declaration of the major.

Any student may apply for admission to this department after meeting the following requirements:

- Completion of 32 credit hours with a cumulative GPA of 2.5 or higher;
- Completion of EN 111: Freshman Composition with minimum grade of C;
- Completion of CO 201: Fundamentals of Public Speaking with a minimum grade of C; and
- Completion of the Departmental Diagnostic Exam

### **Exit Requirements**

During their final year, all majors are required to:

- pass an exit examination with a minimum passing grade of C.
- complete a senior project specific to their area of concentration. Projects may include activities such as portfolio presentations, participation in art shows, and research papers.

### **Career Opportunities**

Students in communication are prepared for professional careers in broadcasting, journalism, and public relations, or for media-related positions in education and industry. Other opportunities include graduate school, consulting, law, library science, public affairs, and teaching. Artists find employment in a variety of professions in thousands of organizations around the world. For more detail on career opportunities, refer to the departmental website.

## Associate of Science in Visual Media

Visual Media is a wide-ranging field encompassing written word, imaging, and creative design. The Associate of Science in Visual Media prepares students for exciting careers in graphic design, photography, and photojournalism. Teaching methodologies include artistic and graphic theory, hands on assignments, and practical experiences.

Students many earn this AS degree in one of two concentrations: graphic design or photography.

General Education .....	31-33 hours
Major Requirements .....	33 hours
<b>Total .....</b>	<b>64-66 hours</b>

**Required General Education Selections:** Students must select the following Humanities and Fine Arts Elective

AR 217 Art Appreciation .....	3 hours
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Students must make a minimum grade of C in AR 217 Art Appreciation, EN111/EN111Lab-EN 112 Freshman Composition, and CO 201 Fundamentals of Public Speaking

***Each course taken by the student may be applied to one program: general education, major, minor or electives.***

### **Concentration: Graphic Design**

This two-year program is designed to prepare students to make rapid application of their skills. The students concentrate on creating posters, banners, murals, and other publicity-type productions. Designs and layouts for books, magazines, advertisements, and other printed materials are studied in a practical manner to produce camera-ready art for printing.

Students who complete the concentration in Graphic Design will be proficient in the following student learning outcomes:

1. Integrate principles of aesthetics in visual design concepts
2. Show effective use of typography in graphic design layouts
3. Illustrate through production designs effective media layouts
4. Develop a professional body of work

### **Major Requirements:**

AR 101 Basic Design I .....	3 hours
AR 102 Basic Design II .....	3 hours
AR 111 Fundamentals of Drawing or AR 121 Fundamentals of Painting .....	3 hours
AR 204 Page Layout and Design .....	3 hours
AR 231 Typography.....	3 hours
AR 235 Photoshop/Digital Design Imaging.....	3 hours
AR 241 Digital Photography .....	3 hours

AR 331 Graphic Design for Print Media I .....	3 hours
AR 434 Package Design .....	3 hours
AR Electives (must be upper division and approved by advisor).....	6 hours
<b>Total Hours for Major.....</b>	<b>33 hours</b>

**Concentration: Photography**

This two-year program provides theory and practical experience with analog and digital cameras as well as professional light equipment that will prepare the individual to begin a rewarding career in the many facets of photography

Students who complete the concentration in Photography will be proficient in the following student learning outcomes:

1. Integrate principles of aesthetics in visual design concepts
2. Exhibit application of digital photography
3. Develop a professional body of work
4. Exhibit application of studio photography techniques
5. Develop original creative image productions
6. Use image-filling software effectively

**Concentration Requirements:**

AR 101 Basic Design 2D.....	3 hours
AR 204 Desktop Publishing for Graphic Design.....	3 hours
AR 241 Fundamentals of Digital Photography .....	3 hours
AR 236 Photoshop for Photography .....	3 hours
AR 243 Fundamentals of Studio Photography.....	3 hours
AR 262 History of Photography.....	3 hours
AR 341 Advanced Photography .....	3 hours
AR 343 Portrait Photography .....	3 hours
AR 344 Commercial Photography.....	3 hours
AR Electives (must be upper division and approved by advisor).....	6 hours
<b>Total Hours for Major.....</b>	<b>33 hours</b>

**Bachelor of Arts in Communication**

Students may earn this BA degree in one of two concentrations: Communication Arts or Public Relations. Each requires the following:

General Education .....	53-59 hours
Major Requirements .....	46 hours
Core .....	13 hours
Concentration.....	33 hours
Minor required .....	18-21 hours
Free Electives .....	0-3 hours
<b>Total Hours Required for Degree.....</b>	<b>120-126 hours</b>

**Required General Education Selections:**

Students must make a minimum grade of C in EN 111/EN111Lab-EN 112 Freshman Composition and CO 201 Fundamentals of Public Speaking

*Each course taken by the student may be applied to one program: general education, major, minor or free electives.*

**Concentration: Communication Arts**

Students who complete the concentration in Communication Arts will be proficient in the following student learning outcomes:

1. Deliver effective oral presentations
2. Write effectively in multiple formats for various audiences
3. Evaluate content of written and oral communication
4. Use appropriate technology effectively (software and hardware)
5. Develop and demonstrate research abilities
6. Apply communication theories within every day and workplace communication
7. Communicate effectively in various communication contexts

**Core Requirements:**

CO 221 Introduction to Mass Communication.....	3 hours
CO 231 Beginning Reporting .....	3 hours
CO 330 Communication Theory .....	3 hours
CO 395 Communication Research Methods .....	3 hours
CO 477 Senior Seminar.....	1 hour

**Total Core Hours..... 13 hours**

**Concentration Requirements:**

CO 320 Voice and Diction or CO 301 Effective Presentations .....	3 hours
CO 325 Interpersonal Communication .....	3 hours
CO 345 Small Group Communication .....	3 hours
CO 415 Organizational Communication or CO 425 Intercultural Communication.....	3 hours
CO 421 Persuasion.....	3 hours
AR 204 Desktop Publishing for Graphic Design.....	3 hours

**Total Concentration Hours..... 15 hours**

**Elective Options for Communication Arts:**

AR 241 Digital Photography .....	3 hours
BJ 232 Writing Non-fiction for Electronic Media.....	3 hours
BJ 342 Radio and Television Broadcasting .....	3 hours
CO 241 Principles and Practices of Public Relations .....	3 hours
CO 301 Effective Presentations.....	3 hours
CO 315 Mass Media Law .....	3 hours
CO 320 Voice and Diction.....	3 hours
CO 333 Feature Writing .....	3 hours
CO 356 Media Relations and Digital Strategies .....	3 hours

CO 415 Organizational Communication .....	3 hours
CO 425 Intercultural Communication .....	3 hours
CO 435 Editing .....	3 hours
CO 490 Research and Independent Study.....	1-3 hours
BA 302 Business Communication.....	3 hours
EN 341 Professional Writing.....	3 hours
PJ 281 Writing for Photojournalism .....	3 hours
PJ 384 Beginning Photojournalism.....	3 hours

**Concentration: Public Relations**

Students who complete the concentration in Public Relations will be proficient in the following student learning outcomes:

1. Analyze biblical themes of reconciliation and transformation using public relations principles and practices
2. Write effectively in multiple formats for various audiences
3. Use appropriate technology effectively (software and hardware)
4. Construct an effective PR campaign or program
5. Demonstrate the ability to implement a PR campaign or program
6. Demonstrate professional skills consistent with industry entry-level positions
7. Effectively evaluate written and oral communication

**Core Requirements:**

CO 221 Introduction to Mass Communication .....	3 hours
CO 231 Beginning Reporting .....	3 hours
CO 330 Communication Theory .....	3 hours
CO 395 Communication Research Methods .....	3 hours
CO 477 Senior Seminar .....	1 hour

**Total Core Hours ..... 13 hours**

**Concentration Requirements:**

AR 204 Desktop Publishing for Graphic Design .....	3 hours
CO 241 Principles and Practices of Public Relations .....	3 hours
CO 311 Principles of Advertising .....	3 hours
CO 315 Mass Media Law .....	3 hours
CO 316 Mass Communication Ethics .....	3 hours
CO 331 Public Relations Planning and Case Studies .....	3 hours
CO 332 Writing for Public Relations .....	3 hours
CO 332 Writing for Public Relations Lab.....	0 hour
CO 356 Media Relations and Digital Strategies.....	3 hours
CO 371 Public Relations Management.....	3 hours
CO 401 Practicum in Communication or CO 403 Internship in Communication .....	3 hours
Concentration Electives .....	3 hours

**Total Hours for Concentration ..... 33 hours**

### Elective Options for Public Relations:

AR 241 Digital Photography .....	3 hours
AR 331 Graphic Design for Print .....	3 hours
CO 232 Writing Non-fiction for the Electronic Media .....	3 hours
CO 301 Effective Presentations.....	3 hours
CO 325 Interpersonal Communication .....	3 hours
CO 333 Feature Writing .....	3 hours
CO 401/402 Practicum in Communication or	
CO 403 Internship in Communication .....	1-3 hours
CO 421 Persuasion .....	3 hours
CO 425 Intercultural Communication .....	3 hours
CO 435 Editing.....	3 hours
CO 490 Research and Independent Study .....	1-3 hours
EN 341 Technical Writing .....	3 hours
MK 301 Principles of Marketing .....	3 hours

### Bachelor of Arts in Communication Media

Media is a multifaceted field ranging from the written word to the still and moving image. The Bachelor of Arts in Communication Media prepares students for stimulating careers in broadcasting, photojournalism, and print journalism through theory, hands on assignments, and practical experiences.

Students may earn this BA degree in one of two concentrations: Broadcast Journalism or Film Television Production. Each requires the following:

General Education .....	53-59 hours
Major Requirements .....	46 hours
Core .....	19 hours
Concentration.....	27 hours
Minor required .....	18-21 hours
Free Electives .....	0-3 hours
<b>Total Hours Required for Degree.....</b>	<b>120-126 hours</b>

### Required General Education Selections:

Students must make a minimum grade of C in EN 111/EN111Lab-EN 112 Freshman Composition and CO 201 Fundamentals of Public Speaking

***Each course taken by the student may be applied to only one program: general education, major, minor or free electives.***

#### Concentration: **Broadcast Journalism**

Students who complete the concentration in Broadcast Journalism will be proficient in the following student learning outcomes:

1. Integrate principles of design and composition effectively in media works

2. Use emerging communication media
3. Write effectively for various types of electronic media
4. Analyze content of written, oral, and visual communication
5. Demonstrate professional skills consistent with industry level positions
6. Produce programs from concept to reality
7. Use appropriate technology effectively (software and hardware)

### **Core Requirements:**

AR 101 Basic Design .....	3 hours
CO 221 Introduction to Mass Communication.....	3 hours
CO 231 Beginning Reporting .....	3 hours
CO 315 Mass Media Law .....	3 hours
CO 325 Interpersonal Communication .....	3 hours
CO 401 Practicum in Communication or CO 403 Internship in Communication.....	3 hours
CO 477 Senior Seminar .....	1 hour

**Total Core Hours..... 19 hours**

### **Concentration Requirements:**

CO 356 Media Relations and Strategies .....	3 hours
FT 146 Fundamentals of Audio and Video Production.....	3 hours
FT 300 Introduction to Video Editing.....	3 hours
BJ 232 Writing Non-fiction for Electronic Media .....	3 hours
BJ 315 Media Literacy .....	3 hours
BJ 342 Radio and Television Broadcasting .....	3 hours
BJ 345 Fundamental of News Production .....	3 hours
BJ 362 Advanced News Production .....	3 hours
BJ 380 News Magazine Program.....	3 hours
Concentration Electives .....	3 hours

**Total Hours for Concentration..... 27 hours**

### **Elective Options for Broadcast Journalism:**

AR 241 Digital Photography .....	3 hours
BJ 375 Investigative Journalism .....	3 hours
BJ 410 Broadcast Advertising .....	3 hours
CO 211 Media Writing .....	3 hours
CO 242 Mass Communication and Society.....	3 hours
CO 310 Advanced Reporting.....	3 hours
CO 316 Mass Communication Ethics.....	3 hours
CO 320 Voice and Diction.....	3 hours
CO 333 Feature Writing .....	3 hours
CO 356 Media Relations and Digital Strategies .....	3 hours
CO 425 Intercultural Communication .....	3 hours
CO 490 Research and Independent Study .....	1-3 hours



**Concentration: Film & Television Production**

Students who complete the concentration in film & television production will be proficient in the following student learning outcomes:

1. Write effectively for various types of electronic media
2. Use emerging communication media
3. Analyze content of written, oral, and visual communication
4. Produce programs from concept to reality
5. Use appropriate technology effectively (software and hardware)
6. Demonstrate professional skills consistent with industry entry-level positions
7. Integrate principles of design and composition effectively in media works

**Core Requirements:**

AR 101 Basic Design .....	3 hours
CO 221 Introduction to Mass Communication.....	3 hours
CO 231 Beginning Reporting .....	3 hours
CO 315 Mass Media Law .....	3 hours
CO 325 Interpersonal Communication .....	3 hours
CO 401 Practicum in Communication or CO 403 Internship in Communication.....	3 hours
CO 477 Senior Seminar.....	1 hour

**Total Core Hours..... 19 hours**

**Concentration Requirements:**

FT 146 Fundamentals of Television Production .....	3 hours
FT 300 Introduction to Video/Film Editing .....	3 hours
FT 346 Television Production .....	3 hours
FT 350 Production Management.....	3 hours
FT 360 Fiction and Dramatic Screen Writing.....	3 hours
FT 365 Fiction and Dramatic Film/TV Production .....	3 hours
FT 385 Cinematography.....	3 hours
FT 380 Multi-camera Television Studio Directing .....	3 hours

**Total Hours for Concentration..... 27 hours**

**Elective Options for Film & Television Production**

AR 201 Color Theory.....	3 hours
AR 235 Photoshop/Digital Design Imaging.....	3 hours
AR 241 Digital Photography .....	3 hours
BJ 410 Broadcast Advertising .....	3 hours
CO 333 Feature Writing .....	3 hours
CO 356 Media Relations and Digital Strategies .....	3 hours
CO 401 Practicum in Communication .....	3 hours
CO 403 Internship in Communication .....	3 hours
CO 425 Intercultural Communication .....	3 hours
FT 401 Film Thesis Production .....	3 hours
FT 403 Television Thesis Production .....	3 hours

EN 355 Creative Drama .....	3 hours
EN 370 Literature of Film .....	3 hours

**Concentration: Print/Digital Media**

Students who complete the concentration in Print/Digital Media will be proficient in the following student learning outcomes:

1. Write news effectively for multiple journalistic platforms
2. Use established processes to produce news - research, interviews, live coverage
3. Incorporate Associated Press style
4. Analyze print and visual content
5. Use appropriate technology for composition, design (hardware and software)
6. Use appropriate newsroom/editorial technology (hardware and software)
7. Demonstrate professional skills consistent with industry entry-level positions

**Core Requirements:**

AR 101 Basic Design .....	3 hours
CO 221 Introduction to Mass Communication.....	3 hours
CO 231 Beginning Reporting .....	3 hours
CO 315 Mass Media Law .....	3 hours
CO 325 Interpersonal Communication .....	3 hours
CO 401 Practicum in Communication or CO 403 Internship in Communication.....	3 hours
CO 477 Senior Seminar .....	1 hour

**Total .....** 19 hours

**Concentration Requirements:**

CO 211 Media Writing .....	3 hours
CO 310 Advanced Reporting.....	3 hours
CO 316 Mass Communication Ethics.....	3 hours
CO 333 Feature Writing .....	3 hours
CO 435 Editing.....	3 hours
AR 204 Desktop Publishing for Graphic Design.....	3 hours
Concentration Electives .....	6 hours

**Total Hours for Concentration .....** 27 hours

**Elective Options for Print/Digital Media:**

AR 331 Graphic Design for Print.....	3 hours
AR 341 Advanced Photography .....	3 hours
AR 431 Photojournalism .....	3 hours
BA 302 Business Communication .....	3 hours
CO 242 Mass Communication and Society.....	3 hours
CO 320 Voice and Diction.....	3 hours
CO 325 Interpersonal Communication .....	3 hours
CO 330 Communication Theory.....	3 hours
CO 332 Writing for Public Relations.....	3 hours

CO 345 Small Group Communication .....	3 hours
CO 356 Media Relations and Digital Strategies .....	3 hours
CO 425 Intercultural Communication .....	3 hours
CO 490 Research and Independent Study .....	1-3 hours
EN 341 Professional Writing .....	3 hours
PJ 281 Writing for Photojournalism	3 hours
PJ 384 Beginning Photojournalism .....	3 hours

### **Bachelor of Arts in Visual Media**

Visual Media is a wide-ranging field encompassing written word, imaging, and creative design. The Bachelor of Arts in Visual Media prepares students for exciting careers in graphic design, photography, and photojournalism. Teaching methodologies include artistic and graphic theory, hands on assignments, and practical experiences.

Students may earn this BA degree in one of two concentrations: Communication Arts or Public Relations. Each requires the following:

General Education .....	53-59 hours
Major Requirements .....	53-56 hours
Core .....	17 hours
Concentration .....	36-39 hours
Minor required .....	18 hours
<b>Total Hours Required for Degree.....</b>	<b>124-133 hours</b>

**Required General Education Selections:** Students must select the following Humanities and Arts Elective:

AR 217 Art Appreciation.....	3 hours
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Students must make a minimum grade of C in AR 217 Art Appreciation, EN 111/EN111Lab-EN 112 Freshman Composition, and CO 201 Fundamentals of Public Speaking

***Each course taken by the student may be applied to one program: general education, major, minor or electives.***

**Concentration: Graphic Design**

Students who complete the concentration in Graphic Design will be proficient in the following student learning outcomes:

1. Integrate principles of aesthetics in visual design concepts
2. Exhibit application of digital photography
3. Develop a professional body of work
4. Show effective use of typography as related to graphic design
5. Produce compelling print and digital media using computer layout programs
6. Illustrate through production, effective media layouts

**Core Requirements:**

AR 101 Basic Design I .....	3 hours
AR 204 Page Layout and Design .....	3 hours
AR 241 Fundamentals of Digital Photography .....	3 hours
AR 401 Practicum or AR 403 Internship.....	3 hours
AR 405 Special Projects .....	3 hours
AR 497 Senior Seminar in Art/Photography.....	1 hour
AR 498 Gallery Presentation .....	1 hour

**Total Core Hours..... 17 hours**

**Requirements:**

AR 102 Basic Design II .....	3 hours
AR 111 Fundamentals of Drawing.....	3 hours
AR 121 Fundamentals of Painting .....	3 hours
AR 201 Color Theory.....	3 hours
AR 231 Typography .....	3 hours
AR 235 Photoshop for Graphic Design .....	3 hours
AR 311 Advanced Drawing.....	3 hours
AR 331 Graphic Design for Print Media .....	3 hours
AR 332 Graphic Design for Web Media .....	3 hours
AR 433 Graphic Design for Media III .....	3 hours
AR 434 Package Design .....	3 hours
Concentration Electives (must be upper division) .....	3 hours

**Total Hours for Concentration..... 36 hours**

**Elective Options for Graphic Design**

AR 321 Advanced Painting .....	3 hours
AR 341 Advanced Photography I .....	3 hours
AR 490 Research and Independent Study .....	3 hours
CO 301 Effective Presentations.....	3 hours
CO 325 Interpersonal Communication .....	3 hours
CO 356 Media Relations and Digital Strategies .....	3 hours
CO 425 Intercultural Communication.....	3 hours
MK 301 Principles of Marketing .....	3 hours

**Concentration: Photography**

Students who complete the concentration in Photography will be proficient in the following student learning outcomes:

1. Integrate principles of aesthetics in visual design concepts
2. Exhibit application of digital photography
3. Develop a professional body of work
4. Exhibit application of studio photography techniques
5. Develop original creative image productions
6. Use image-filling software effectively

**Core Requirements:**

AR 101 Basic Design I .....	3 hours
AR 204 Page Layout and Design .....	3 hours
AR 241 Fundamentals of Digital Photography .....	3 hours
AR 401 Practicum or AR 403 Internship.....	3 hours
AR 405 Special Projects .....	3 hours
AR 497 Senior Seminar in Art/Photography .....	3 hours
AR 498 Gallery Presentation.....	3 hours

**Total Core Hours..... 17 hours**

**Concentration Requirements:**

AR 236 Photoshop for Photography .....	3 hours
AR 242 Fundamentals of Film Photography .....	3 hours
AR 243 Fundamentals of Studio Photography .....	3 hours
AR 262 History of Photography .....	3 hours
AR 341 Advanced Photography I .....	3 hours
AR 342 Advanced Photography II .....	3 hours
AR 343 Portrait Photography .....	3 hours
AR 344 Commercial Photography.....	3 hours
AR 441 Advanced Photography III.....	3 hours
PJ 384 Beginning Photojournalism .....	3 hours
PJ 385 Travel Photography/Writing.....	3 hours
Concentration Electives (must be upper division) .....	6 hours

**Total Hours for Concentration..... 39 hours**

**Elective Options for Photography:**

AR 490 Research and Independent Study .....	3 hours
CO 301 Effective Presentations.....	3 hours
CO 325 Interpersonal Communication .....	3 hours
CO 356 Media Relations and Digital Strategies .....	3 hours
CO 425 Intercultural Communication .....	3 hours
MK 301 Principles of Marketing .....	3 hours
PJ 386 Editorial Photography.....	3 hours
PJ 387 Photography for Social Media.....	3 hours

**Concentration: Photojournalism**

Students who complete the concentration in Photojournalism will be proficient in the following student learning outcomes:

1. Integrate principles of aesthetics in visual design concepts
2. Exhibit application of digital photography
3. Develop a professional body of work
4. Write correctly and clearly in forms and styles appropriate for the photojournalistic professions, audiences and purposes they serve

5. Use photographs to communicate in different media
6. Apply a variety of media including photographs, video, and text to create multimedia packages conveying stories to a general audience

**Core Requirements:**

AR 101 Basic Design I .....	3 hours
AR 204 Page Layout and Design.....	3 hours
AR 241 Fundamentals of Digital Photography.....	3 hours
AR 401 Practicum or AR 403 Internship .....	3 hours
AR 405 Special Projects .....	3 hours
AR 497 Senior Seminar in Art/Photography.....	1 hour
AR 498 Gallery Presentation .....	1 hour

**Total Core Hours .....** 17 hours

**Concentration Requirements:**

AR 236 Photoshop for Photography .....	3 hours
AR 242 Fundamentals of Film Photography.....	3 hours
AR 243 Fundamentals of Studio Photography.....	3 hours
AR 262 History of Photography .....	3 hours
AR 341 Advanced Photography.....	3 hours
CO 221 Introduction to Mass Communication .....	3 hours
CO 231 Beginning Reporting .....	3 hours
PJ 281 Writing for Photojournalism.....	3 hours
PJ 384 Introduction to Photojournalism .....	3 hours
PJ 385 Travel Photography/Writing .....	3 hours
PJ 386 Editorial Photography .....	3 hours
PJ 387 Photography for Social Media .....	3 hours
Concentration Elective (must be upper division).....	3 hours

**Total Hours for Concentration.....** 39 hours

**Elective Options for Photojournalism:**

AR 342 Advanced Photography II.....	3 hours
AR 343 Portrait Photography.....	3 hours
AR 344 Commercial Photography .....	3 hours
AR 490 Research and Independent Study.....	3 hours
CO 301 Effective Presentations .....	3 hours
CO 325 Interpersonal Communication.....	3 hours
CO 356 Media Relations and Digital Strategies.....	3 hours
CO 425 Intercultural Communication .....	3 hours
MK 301 Principles of Marketing .....	3 hours

**Minor in Art**

AR 101 Basic Design .....	3 hours
AR 102 Basic Design II .....	3 hours
AR 111 Fund. of Drawing or AR 121 Fund. of Painting .....	3 hours
AR 405 Special Projects.....	3 hours
AR 490 Research and Independent Study.....	3 hours
AR or PJ Elective (must be upper division and approved by advisor) .....	3 hours

**Total Hours Required for Minor .....** 18 hours

**Communication: Public Relations**

CO 231 Beginning Reporting.....	3 hours
CO 241 Principles and Practices of Public Relations .....	3 hours
CO 331 Public Relations Planning and Case Studies .....	3 hours
CO 332 Writing for Public Relations .....	3 hours
CO 356 Media Relations & Digital Strategy.....	3 hours
CO 395 Communication Research .....	3 hours

**Total Hours Required for Minor .....** 18 hours

**Communication Media: Broadcast Journalism**

FT 146 Fundamentals of Audio/Video Production .....	3 hours
FT 300 Introduction to Video/Film Editing .....	3 hours
BJ 232 Writing Non-fiction for Electronic Media .....	3 hours
BJ 342 Radio and Television Broadcasting .....	3 hours
BJ 345 Fundamentals of News Production .....	3 hours
CO 231 Beginning Reporting.....	3 hours

**Total Hours Required for Minor .....** 18 hours

**Communication Media: Film and Television Production**

FT 145 History of Film .....	3 hours
FT 146 Fundamentals of Audio/Video Production .....	3 hours
FT 300 Introduction to Video/Film Editing .....	3 hours
FT 346 Television Production .....	3 hours
FT 350 Production Management.....	3 hours
FT Upper Division Elective .....	3 hours

**Total Hours Required for Minor .....** 18 hours

### Communication: Print/Digital Media

CO 211 Digital Media Writing .....	3 hours
CO 221 Introduction to Mass Communication .....	3 hours
CO 231 Beginning Reporting .....	3 hours
CO 310 Advanced Reporting .....	3 hours
CO 316 Mass Communication Ethics.....	3 hours
CO 333 Magazine and Feature Writing.....	3 hours
<b>Total Hours Required for Minor.....</b>	<b>18 hours</b>

### Visual Media: Photography

AR 241 Digital Photography.....	3 hours
AR 236 Photoshop for Photography .....	3 hours
AR 341 Advanced Photography II .....	3 hours
AR 343 Portrait Photography .....	3 hours
AR 405 Special Projects .....	3 hours
AR or PJ Elective (must be upper division and approved by advisor).....	3 hours
<b>Total Hours Required for Minor.....</b>	<b>18 hours</b>

### Visual Media: Photojournalism

AR 241 Digital Photography.....	3 hours
AR 204 Page Layout and Design .....	3 hours
AR 201 Color Theory .....	3 hours
AR 331 Graphic Design for Print Media .....	3 hours
AR 434 Package Design .....	3 hours
AR or PJ Elective (must be upper division and approved by advisor).....	3 hours
<b>Total Hours Required for Minor.....</b>	<b>18 hours</b>

### Visual Media: Graphic Design

AR 101 Basic Design .....	3 hours
AR 243 Fundamentals of Studio Photography.....	3 hours
PJ 281 Writing for Photojournalism.....	3 hours
PJ 384 Beginning Photojournalism .....	3 hours
CO 356 Media Relations & Digital Strategy .....	3 hours
AR or PJ Elective (must be upper division and approved by advisor).....	3 hours
<b>Total Hours Required for Minor.....</b>	<b>18 hours</b>

*Each course taken by the student may be applied to only one program: general education, major, minor or free electives.*