School of Media Arts and Design

Dr. Steven D. Anderson, Director

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Location: Harrison Hall, Room 0276  Web site: http://smad.jmu.edu

Professors

Associate Professors
D. Flamiano, J. Guiniven J. Hinshaw, J. Holman, T. McHardy, T. O’Connor, K. Reynolds, D. Wendelken

Assistant Professors
M. Grundmann, K. Hughes, N. Nusser, Parkhurst

Mission Statement
The mission of the School of Media Arts and Design consists of five interrelated areas:

- To encourage a learning and teaching environment that emphasizes the creative process and is distinctly innovative, cooperative, collegial and challenging.
- To be recognized as a regional and national leader in providing a multidisciplinary program that embraces and integrates new and evolving technologies with the teaching of the traditional concepts, values and skills of our disciplines.
- To build programs that help students acquire the ability to learn independently as well as to motivate and facilitate learning in a team environment.
- To stress the development of a broad understanding of the foundations of our related disciplines while acquiring a depth of knowledge in at least one area of concentration.
- To support a strong program of co-curricular, extracurricular and internship activities which enrich an understanding of the role of our disciplines in society.

Goals
To help fulfill the above mission, the school requires students:

- To write clearly, concisely, accurately and effectively for a mass media situation: (a) journalistic, (b) cinematic or (c) electronic.
- To demonstrate computer literacy.
- To demonstrate competency in information gathering for a variety of media situations.
- To recall the process involved in producing a publication (newspaper, magazine, radio, television or multimedia presentation).
- To understand how mass media businesses operate.
- To demonstrate competency in conducting pertinent media research.
- To recognize the history, theories, functions and effects of mass media in society.
- To recall the history of legal and regulatory constraints on the mass media and new information technologies.
- To recognize ethical constraints on the mass media.
- To apply knowledge of the media in professional environments under academic supervision.

Career Opportunities
The school incorporates the fields and study of mass communication, journalism, telecommunication, digital video production, interactive media and mediated visual and aural expression. It offers a program of study that prepares students for careers in the media and/or a corporate environment; careers that rely on mass media and related areas of expertise or graduate study in mass communication and related areas, such as advanced visual communication or digital production. A student who has an interest in working in print journalism, broadcast journalism, television production, corporate communication or interactive multimedia would find one of the four concentrations to fit his or her interests.

Co-curricular Activities and Organizations
Majors and interested non-majors are encouraged to participate in the co-curricular activities and organizations associated with the school. Co-curricular activities entail practical media arts and design experiences for which credit is available through practicums or other applied courses. Co-curricular organizations are student clubs and honorary societies associated with the school's programs of study.

Co-curricular Activities
- The Breeze is the student newspaper.
- Curio is a feature magazine covering life in the Shenandoah Valley.
- WMRA-FM is the campus public radio station.

Co-curricular Organizations
- Society of Professional Journalists is the JMU chapter of a national organization for students and professionals working in the various fields of journalism.
- The Association for Women in Communication is the JMU chapter of a national professional organization for students and professionals working in the various communication fields.
- SMAD Club is a student organization that promotes the School of Media Arts and Design, brings in speakers and organizes departmental events.
Special Admission and Retention Requirements

Admission Policy

Admission to the School of Media Arts and Design is limited and competitive. Applications for admission to the major are reviewed each academic year in the spring semester. All students interested in majoring in the programs offered by the school must apply for a limited number of spaces in the major. Students applying to the major at JMU must be degree seeking and either have completed at least 12 hours or be enrolled in 12 hours at JMU. An Admission Committee in the school reviews applications and offers admission based on availability to the most qualified students. A student may apply no more than three times to the school for admission.

Students interested in admission to the major must first declare a major in the School of Media Arts and Design prior to being eligible to enroll in SMAD 101. Any student may declare SMAD. Declaring SMAD does not guarantee that the student will be admitted to the SMAD major. A declared SMAD student may take SMAD 101, but the student is restricted from other SMAD courses until admitted to the major.

A complete application to the major includes the following:

- Completion of SMAD 101 or enrollment in SMAD 101.
- Completion of SMAD Admission Test with sections on English grammar and usage, timed writing sample and basic computer knowledge. (Instructions for SMAD Admission Test available in SMAD 101.)
- An essay.
- A completed change of major form (available in the SMAD office).
- A completed SMAD major card (available in the SMAD office).
- A completed SMAD Questionnaire (available in the SMAD office).
- Other relative supporting documents.

The student will present the required information in a manila folder to the main SMAD office with the student's last name, first name and student identification number on the tab of the folder. The student must supply the folder.

Following the review by the SMAD Admission Committee, students will be notified about their acceptance into the major. If accepted, students will be eligible to register for SMAD courses. Students not accepted into the major will be notified and may reapply in the following year.

Change of Concentration

Students accepted into the major must pick a concentration. Students who wish to change concentrations after being accepted into the major may do so only during the annual application time period in the spring semester. A student will be permitted to change concentrations with the approval of the Admission Committee.

Minimum Grades

If a student enrolled in SMAD 101 is accepted in the major and makes an “F” in SMAD 101, then the student will be dropped from the major and can reapply. If a student enrolled in SMAD 101 is accepted in the major and makes a “D+” or “D” in SMAD 101, then the student may continue to take classes in the major; however, the students must retake SMAD 101 and earn at least a “C-.”

To graduate with a degree in media arts and design, a student must have a grade point average of 2.0 (“C”) or better in the major.

Limitations in Applied Courses

Of the 120 hours of course work required for graduation, a student may count no more than six hours of combined credit in SMAD 295 and SMAD 395, Practicums; SMAD 390, Directed Projects, and SMAD 495, Internship, toward a major in media arts and design.

Degree and Major Requirements

A student must take a minimum of 36 hours in school courses. In addition to courses from the School of Media Arts and Design, students must take at least 78 hours of course work outside the school.

Bachelor of Arts in Media Arts and Design

Degree Requirements

<table>
<thead>
<tr>
<th>Required Courses</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>General Education1</td>
<td>41</td>
</tr>
<tr>
<td>Foreign Language classes (intermediate level required)2</td>
<td>0-14</td>
</tr>
<tr>
<td>Philosophy course (in addition to General Education courses)</td>
<td>3</td>
</tr>
<tr>
<td>University electives</td>
<td>29-43</td>
</tr>
<tr>
<td>Major requirements (listed below)</td>
<td>36</td>
</tr>
<tr>
<td></td>
<td>120</td>
</tr>
</tbody>
</table>

1 The General Education program contains a set of requirements each student must fulfill. The number of credit hours necessary to fulfill these requirements may vary.

2 The foreign language requirement may be satisfied by successful completion of the second semester of the intermediate level of the student’s chosen language (typically 232) or by placing out of that language through the Department of Foreign Languages, Literatures and Cultures’ placement test.

Major Requirements

<table>
<thead>
<tr>
<th>Core Requirements</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>SMAD 101. Introduction to Media Arts and Design</td>
<td>3</td>
</tr>
<tr>
<td>SMAD 201. Fundamental Skills in Media Arts and Design I</td>
<td>3</td>
</tr>
<tr>
<td>SMAD 202. Fundamental Skills in Media Arts and Design II</td>
<td>3</td>
</tr>
<tr>
<td>SMAD 301. The Media Arts: Culture by Design</td>
<td>3</td>
</tr>
<tr>
<td>SMAD 400. Senior Assessment in Media Arts and Design</td>
<td>0</td>
</tr>
<tr>
<td>Choose one of the following programs:</td>
<td>24</td>
</tr>
<tr>
<td>Converged Media</td>
<td></td>
</tr>
<tr>
<td>Corporate Communication</td>
<td></td>
</tr>
<tr>
<td>Digital Video and Cinema</td>
<td></td>
</tr>
<tr>
<td>Journalism</td>
<td></td>
</tr>
</tbody>
</table>

Students accepted into the major must pick a concentration. Refer to the “Concentrations” section for details.
Bachelor of Science in Media Arts and Design

Degree Requirements

Required Courses

<table>
<thead>
<tr>
<th>Course</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>General Education¹</td>
<td>41</td>
</tr>
<tr>
<td>Quantitative requirement²</td>
<td>3</td>
</tr>
<tr>
<td>Scientific Literacy requirement²</td>
<td>3-4</td>
</tr>
<tr>
<td>University electives</td>
<td>39-40</td>
</tr>
<tr>
<td>Major requirements (listed below)</td>
<td>36</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>120</strong></td>
</tr>
</tbody>
</table>

¹ The General Education program contains a set of requirements each student must fulfill. The number of credit hours necessary to fulfill these requirements may vary.
² In addition to course work taken to fulfill General Education requirements.

Major Requirements

Core Requirements

<table>
<thead>
<tr>
<th>Course</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>SMAD 101. Introduction to Media Arts and Design</td>
<td>3</td>
</tr>
<tr>
<td>SMAD 201. Fundamental Skills in Media Arts and Design I</td>
<td>3</td>
</tr>
<tr>
<td>SMAD 202. Fundamental Skills in Media Arts and Design II</td>
<td>3</td>
</tr>
<tr>
<td>SMAD 301. The Media Arts: Culture by Design</td>
<td>3</td>
</tr>
<tr>
<td>SMAD 400. Senior Assessment in Media Arts and Design</td>
<td>0</td>
</tr>
</tbody>
</table>

Choose one of the following programs: 24

- Converged Media
- Corporate Communication
- Digital Video and Cinema
- Journalism

Students accepted into the major must pick a concentration. Refer to the "Concentrations" section for details.

Concentrations

Converged Media

This concentration serves students interested in digital convergence, the delivery of content via multiple media formats such as text, images, audio, video and interactive Web sites. Students are involved in content creation and distribution using diverse communications media and are prepared for a variety of roles in media industries. Class work and practical experiences are grounded in online media and provide students with opportunities to develop additional skills using other media formats. At the same time, the program encourages students to obtain a broad liberal arts education so they will understand the theories, design, legalities and applications of convergence in society.

<table>
<thead>
<tr>
<th>Course</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Concentration Core Requirements</td>
<td>12</td>
</tr>
<tr>
<td>SMAD 231. Writing for New Media¹</td>
<td></td>
</tr>
<tr>
<td>SMAD 307. Interactive Design for the Web I</td>
<td></td>
</tr>
<tr>
<td>SMAD 330. New Media Law</td>
<td></td>
</tr>
<tr>
<td>SMAD 407. Business and Management of Digital Media</td>
<td></td>
</tr>
</tbody>
</table>

Concentration Elective Requirement 3

Choose one from the following:

- SMAD 302. HD Video Production
- SMAD 305. Topics in Media Arts and Design²
- SMAD 308. Interactive Design for the Web II
- SMAD 332. Print Communication Design
- SMAD 341. Information and Communication Technologies

Concentration Capstone Production Requirement 3

Choose one from the following:

- SMAD 404. Advanced Interactive Design
- SMAD 408. Converged Media Lab

Corporate Communication

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

Concentration Critical Analytical Requirements 6

Choose two from the following:

- SMAD 356. Telecommunication Policy and Regulation
- SMAD 360L. British Media and Society
- SMAD 372. Media History
- SMAD 373. Media Analysis and Criticism
- SMAD 398. Critical Studies in Media Arts and Design²
- SMAD 470. New Media and Society
- SMAD 471. Media Ethics
- SMAD 472. Media and Politics³
- SMAD 472L. British Media and Politics³
- SMAD 498. Senior Seminar

¹ This course fulfills the College of Arts and Letters writing-intensive requirement for the major.
² These courses satisfy concentration requirements when the topic is appropriate.
³ Students may receive SMAD credit for either SMAD 472 or SMAD 472L, but not both.

Recommended Schedule for Majors

<table>
<thead>
<tr>
<th>Year</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>First Year</td>
<td>30</td>
</tr>
<tr>
<td>SMAD 101</td>
<td>3</td>
</tr>
<tr>
<td>Cluster One</td>
<td>9</td>
</tr>
<tr>
<td>General Education courses</td>
<td>18</td>
</tr>
<tr>
<td>Second Year</td>
<td>30</td>
</tr>
<tr>
<td>SMAD 201</td>
<td>3</td>
</tr>
<tr>
<td>SMAD 202</td>
<td>3</td>
</tr>
<tr>
<td>SMAD 231</td>
<td>3</td>
</tr>
<tr>
<td>General Education courses</td>
<td>10-13</td>
</tr>
<tr>
<td>University electives</td>
<td>8-11</td>
</tr>
<tr>
<td>Third Year</td>
<td>30</td>
</tr>
<tr>
<td>SMAD 301</td>
<td>3</td>
</tr>
<tr>
<td>SMAD 307</td>
<td>3</td>
</tr>
<tr>
<td>SMAD 330</td>
<td>3</td>
</tr>
<tr>
<td>Converged media concentration elective</td>
<td>3</td>
</tr>
<tr>
<td>University electives</td>
<td>18</td>
</tr>
<tr>
<td>Fourth Year</td>
<td>30</td>
</tr>
<tr>
<td>SMAD 404 or SMAD 408</td>
<td>3</td>
</tr>
<tr>
<td>SMAD 400</td>
<td>0</td>
</tr>
<tr>
<td>SMAD 407</td>
<td>3</td>
</tr>
<tr>
<td>Converged media concentration critical analysis courses</td>
<td>6</td>
</tr>
<tr>
<td>University electives</td>
<td>18</td>
</tr>
</tbody>
</table>

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Digital Video and Cinema

This professionally oriented program helps students develop practical skills in the converging media of high definition television and film, while instilling a critical understanding of how those media are used to tell stories, convey information and persuade audiences. The program offers preparation in writing, production and post-production within an ongoing examination of how new digital technologies are reshaping the commercial and artistic potential of visual media. Digital video and cinema students are encouraged to complement their concentration with a minor in film studies, creative writing, art or theatre.

Credit Hours
Concentration Core Requirements 12
Choose one of the following:
SMAD 250. Scriptwriting
SMAD 251. Screenplay Writing
SMAD 302 HD Video Production
Choose one of the following:
SMAD 330. New Media Law
SMAD 370. Mass Communication Law
SMAD 307. Business and Management of Digital Media
Concentration Elective Requirements 6
Choose two of the following:
SMAD 303. HD Post Production
SMAD 304. Audio Production
SMAD 305. Topics in Media Arts and Design
SMAD 311. Feature Writing
SMAD 321. Advanced Screenplay Writing
SMAD 340. Movies and Society
SMAD 341. Media and Politics
SMAD 402. HD Compositing and Special Effects
SMAD 405. Directing Video and Cinema
SMAD 407. Business and Management of Digital Media
Critical Analytical Requirements 6
Choose two of the following:
SMAD 360L. British Media and Society
SMAD 371. Narrative Media Studies
SMAD 373. Media Analysis and Criticism
SMAD 398. Critical Studies in Media Arts and Design
SMAD 401. Documentary in Film and TV
SMAD 460. Movies and Society
SMAD 461. Movies as Art
SMAD 462. Film Adaptations
SMAD 463. Film Adaptations: British Literature and Film
SMAD 463L. Film Adaptations: British Literature and Film
Recommended Schedule for Majors

First Year
SMAD 101 3
Cluster One 9
General Education courses 18 30

Second Year
SMAD 201 3
SMAD 202 3
SMAD 241 3
General Education courses 10-13
University electives 8-11 30

Third Year
SMAD 301 3
SMAD 330 or SMAD 370 3
SMAD 341 3
Corporate communication concentration elective 3
University electives 18 30

Fourth Year
SMAD 400 0
SMAD 441 3
Corporate communication concentration elective 3
Corporate communication concentration critical analysis courses 6
University electives 18 30

1 This course fulfills the College of Arts and Letters writing-intensive requirement for the major.
2 These courses satisfy concentration requirements when the topic is appropriate.
3 Students may receive SMAD credit for either SMAD 463 or SMAD 463L, but not both.
Second Year
- Credit Hours
  - SMAD 201: 3
  - SMAD 202: 3
  - SMAD 250 or SMAD 251: 3
  - General Education courses: 10-13
  - University electives: 8-11
  - Total: 30

Third Year
- Credit Hours
  - SMAD 301: 3
  - SMAD 302: 3
  - SMAD 330 or SMAD 370: 3
  - Digital video and cinema concentration elective: 3
  - University electives: 18
  - Total: 30

Fourth Year
- Credit Hours
  - SMAD 400: 0
  - SMAD 407: 3
  - Digital video and cinema concentration elective: 3
  - Digital video and cinema concentration critical analysis courses: 6
  - University electives: 18
  - Total: 30

Journalism
This professionally oriented program enables students to develop reporting, writing, editing and production skills needed to work in magazines, newspapers, video/broadcast and new media journalism through course work, internships and other practical experiences. At the same time the program encourages students to obtain a broad liberal arts education so they will understand many of the issues facing contemporary society.

Credit Hours
- Concentration Core Requirements: 12
  - SMAD 210. News Reporting and Writing*
  - SMAD 310. Advanced News Writing*
  - Choose one of the following:
    - SMAD 220. News Editing
    - SMAD 309. Video Journalism
  - Choose one of the following:
    - SMAD 330. New Media Law
    - SMAD 370. Mass Communication Law
- Concentration Elective Requirement: 3
- Choose one of the following:
  - SMAD 220. News Editing
  - SMAD 225. Photojournalism
  - SMAD 305. Topics in Media Arts and Design*
  - SMAD 307. Interactive Design for the Web I
  - SMAD 309. Video Journalism
  - SMAD 311. Feature Writing*
  - SMAD 321. Feature Magazine Production
  - SMAD 322. New Media Journalism
  - SMAD 332. Print Communication Design
  - SMAD 341. Information and Communication Technologies
- Concentration Capstone Production Requirement: 3
- Choose one of the following:
  - SMAD 321. Feature Magazine Production
  - SMAD 322. New Media Journalism
  - SMAD 409. Electronic News Gathering and Producing

Concentration Critical Analytical Requirements: 6
- Choose two from the following:
  - SMAD 356. Telecommunication Policy and Regulation
  - SMAD 360L. British Media and Society
  - SMAD 372. Media History
  - SMAD 373. Media Analysis and Criticism
  - SMAD 398. Critical Studies in Media Arts and Design*
  - SMAD 462. Documentary In Film and Television
  - SMAD 470. New Media and Society
  - SMAD 471. Media Ethics
  - SMAD 472. Media and Politics*
  - SMAD 472L. British Media and Politics*
  - SMAD 498. Senior Seminar

1 This course fulfills the College of Arts and Letters writing-intensive requirement for the major.
2 These courses satisfy concentration requirements when the topic is appropriate.
3 Students may receive SMAD credit for either SMAD 472 or SMAD 472L, but not both.

Recommended Schedule for Majors

First Year
- Credit Hours
  - SMAD 101: 3
  - Cluster One: 9
  - General Education courses: 18
  - Total: 30

Second Year
- Credit Hours
  - SMAD 201: 3
  - SMAD 202: 3
  - SMAD 210 or SMAD 309: 3
  - General Education courses: 10-13
  - University electives: 5-8
  - Total: 30

Third Year
- Credit Hours
  - SMAD 301: 3
  - SMAD 310: 3
  - SMAD 330 or SMAD 370: 3
  - Journalism concentration elective: 3
  - University electives: 18
  - Total: 30

Fourth Year
- Credit Hours
  - SMAD 321 or SMAD 322 or 409: 3
  - SMAD 400: 0
  - SMAD critical analysis courses: 6
  - University electives: 21
  - Total: 30

Teaching Licensure
In addition to the general education and academic major requirements, media arts and design majors desiring to add an endorsement in journalism to a secondary teacher license in another content area must be admitted to teacher education, complete the pre-professional program in secondary education at the undergraduate level and complete the graduate level Master of Arts in Teaching degree.

It is critical that students seeking licensure consult regularly with both their education adviser and their major adviser to support their progression through the programs. For a full description of the program in secondary teaching, refer to the Department of Middle, Secondary and Mathematics Education, in addition to the College of Education section of the catalog.

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Minor Requirements

Creative Writing Minor
The interdisciplinary minor in creative writing is designed to give students an opportunity to develop their writing talents across a number of literary forms and communication contexts. For more detailed information on the minor, refer to the section on “Interdisciplinary Programs,” Page 102.

Film Studies Minor
The interdisciplinary minor in film studies is designed for students who wish to extend their critical understanding of visual communication and narrative form by studying how movies tell stories, convey information and influence audiences. For more detailed information on the minor, refer to the “Interdisciplinary Programs” section, Page 106.

Political Communication
The program in political communication is designed for those students wishing to supplement their major programs with an emphasis on communication skills, knowledge and abilities specifically relevant to participation in political environments. For more detailed information on the minor, refer to the “Interdisciplinary Programs” section, Page 112.

Sport Communication
This minor consists of course work offered in communications, media arts and design, and kinesiology for students with an interest in sports media and communication. For more information, see the “Department of Kinesiology” section, Page 221.

Telecommunications
The interdisciplinary minor in telecommunications is designed to augment the student’s major program with a package of courses that will prepare the graduate to obtain a position as a telecommunication/network professional and fill a societal need in one of the fastest growing areas of technology. For more detailed information on the minor, refer to the “Interdisciplinary Programs” section, Page 114.