Emphasis on the nature of interactivity, narrative design, and the relationship between text, image, sound and video. Attention to the development of new media presentations designed to inform, persuade and entertain. Fulfills the College of Arts and Letters writing-intensive requirement for the major. Prerequisite: Admission to the SMAD major or permission of the instructor.

SMAD 241. Introduction to Corporate Communication. 3 credits.
Introduction to the study and practice of corporate communication. Students will explore the functions of a corporate communication department, the strategic planning process, and the various forms and techniques used in corporate media writing. Exercises in print, broadcast and interactive media writing will allow students to apply material in real and simulated situations and produce examples for portfolios. Fulfills the College of Arts and Letters' writing-intensive requirement. Prerequisite: Admission to the SMAD major or permission of the instructor.

SMAD/KIN 243. Sport Communication Techniques: Broadcasting. 3 credits.
Study and practice of broadcast and A/V techniques applied in a variety of sport settings. Prerequisite: KIN 242.

SMAD/KIN 244. Sport Communication Techniques: Writing and Reporting. 3 credits.
Basic skills of sport writing and reporting are studied and applied. Students gain experience in a variety of sports and learn and apply skills in researching, interviewing, reporting, writing columns and features involving the world of sports. Prerequisite: KIN 242.

SMAD 295. Practicum in Media Arts and Design. 1 credit, repeatable up to 6 credits.
Students pursue advanced research in a selected area of mathematics and/or statistics. Students must make arrangements with a supervising instructor prior to registration. Offered only with consent of the department head. Repeatable up to 6 credits. Prerequisite: Consent of the instructor. Year course.

Media Arts and Design

School of Media Arts and Design

SMAD 101. Introduction to Media Arts and Design. 3 credits.
Study of the historical evolution of today's media industries and career paths. Emphasis on contemporary issues affecting those industries and careers. Consideration given to emerging media, their required skills and social impacts. Prerequisite: Formal declaration for admission to the SMAD major.

SMAD 201. Fundamental Skills in Media Arts and Design I. 3 credits.
Study of basic computer operating systems and the principles and practices of graphic production for digital and interactive media. Focus on tools and techniques used to create graphic content for diverse media delivery systems. Prerequisite: Admission to the SMAD major.

SMAD 202. Fundamental Skills in Media Arts and Design II. 3 credits.
Study of the aesthetic principles and practices of web development and production, and digital audio and video production. Focus on the technological requirements of producing content for the web and video. Prerequisite: Admission to the SMAD major. Prerequisite or corequisite: SMAD 201.

SMAD 210. News Reporting and Writing. 3 credits.
The study and practice of the fundamentals of news writing, including news gathering techniques and news style. Emphasis on coverage of meetings, events and breaking stories. Consideration of writing across platforms including print, broadcast and online. Fulfills the College of Arts and Letters writing-intensive requirement for the major. Prerequisite: Admission to the major or permission of the instructor.

SMAD 220. News Editing. 3 credits.

SMAD 225. Photожournalism. 3 credits.
The study of visual information gathering for print media including photojournalism. Emphasis on photographic techniques and print media layout. Consideration of new visual technologies including the use of computers for electronic photo editing and design. Students must provide their own cameras. Prerequisite: Admission to the SMAD major and SMAD 201 or permission of the instructor.

SMAD 231. Writing for New Media. 3 credits.
Study of the principles and practices of writing for new media platforms. Emphasis on the nature of interactivity, narrative design, and the relationship between text, image, sound and video. Attention to the development of new media presentations designed to inform, persuade and entertain. Fulfills the College of Arts and Letters writing-intensive requirement for the major. Prerequisite: Admission to the SMAD major or permission of the instructor.

SMAD 241. Introduction to Corporate Communication. 3 credits.
Introduction to the study and practice of corporate communication. Students will explore the functions of a corporate communication department, the strategic planning process, and the various forms and techniques used in corporate media writing. Exercises in print, broadcast and interactive media writing will allow students to apply material in real and simulated situations and produce examples for portfolios. Fulfills the College of Arts and Letters' writing-intensive requirement. Prerequisite: Admission to the SMAD major or permission of the instructor.

SMAD/KIN 243. Sport Communication Techniques: Broadcasting. 3 credits.
Study and practice of broadcast and A/V techniques applied in a variety of sport settings. Prerequisite: KIN 242.

SMAD/KIN 244. Sport Communication Techniques: Writing and Reporting. 3 credits.
Basic skills of sport writing and reporting are studied and applied. Students gain experience in a variety of sports and learn and apply skills in researching, interviewing, reporting, writing columns and features involving the world of sports. Prerequisite: KIN 242.

SMAD 295. Practicum in Media Arts and Design. 1 credit, repeatable up to 3 credits.
First year students and sophomores participating in co-curricular media activities may receive one hour of credit for fieldwork at The Breeze, WMRA-FM, the Madison Video Productions or other university-related media outlets. Students are limited to one practicum per semester. Application procedures will be available from the school prior to registration. Prerequisite: Permission of the instructor.

SMAD 301. The Media Arts: Culture by Design. 3 credits.
Study of how mediated communication molds perception and influences cultural change. Emphasis on how language and imagery, sound and music are combined in current media to create meaning. Consideration of emerging media and their implications for cultural design. Prerequisite: SMAD 201 and SMAD 202 or permission of the instructor.

SMAD 302. HD Video Production. 3 credits.
Principles and practices of video production and editing. Focus on production planning, visual composition, lighting, recording sound and sequencing of shots. Emphasis on single camera videography and editing for broadcast, non-broadcast and multimedia applications. Prerequisite: SMAD 202 or permission of the instructor.

SMAD 303. HD Post Production. 3 credits.
Principles and practices of high definition video editing. Focus on the technical, aesthetics, and strategies of editing, multi-layer compositing, and transcoding required for effective program output and multi-format distribution. Prerequisite: SMAD 302 or permission of the instructor.

SMAD 304. Audio Production. 3 credits.
Study of digital sound production and digital sound-for-picture production. Emphasis on advanced theories and applications. Prerequisite: SMAD 302. Corequisite or prerequisite: SMAD 303 or permission of the instructor.
SMAD 305. Topics in Media Arts and Design. 3 credits, repeatable to 6 credits. The study of current topics and issues in media arts and design. Emphasis on contemporary themes of immediate concern. Prerequisite: Admission to the SMAD major or permission of the instructor.

SMAD 306. HD Studio Production. 3 credits. The study of principles and practices of high definition television studio production. Focus on visual composition, audio, lighting and communication in a studio environment. Emphasis on technical and aesthetic demands of high definition video. Prerequisites: SMAD 302, SMAD 309 or permission of the instructor.

SMAD 307. Interactive Design for the Web I. 3 credits. Study of the principles of creating effective communication for the World Wide Web. Emphasis on the techniques used to design and integrate diverse media elements. Focus on the creation and manipulation of text, graphics, audio and video for the Web. Consideration of interface design and Web delivery issues. Prerequisite: SMAD 202; prerequisite or corequisite: SMAD 210 or SMAD 231 or SMAD 241 or SMAD 250 or SMAD 251 or permission of the instructor.

SMAD 308. Interactive Design for the Web II. 3 credits. Study of the principles and practices for creating effective interactive media. Emphasis on user-centered design of the interactive experience. Includes animation and scripting for online and fixed media. Prerequisite: SMAD 307 or permission of the instructor.

SMAD 309. Video Journalism. 3 credits. Study of principles and practices in electronic journalism including information gathering, news writing, camera operations and editing techniques. Emphasis on the use of sound and video to produce hard news, feature news and long-form perspective-based stories for broadcast and online. Examination of the Internet's impact and the differences between traditional and online media outlets in constructing stories with video and sound. Prerequisite: SMAD 202 and SMAD 210 or permission of the instructor.

SMAD 310. Advanced Reporting and Writing. 3 credits. Advanced study and practice of news and feature writing and information gathering techniques. Emphasis on in-depth and investigative stories. Consideration of writing for multiple platforms. Prerequisite: SMAD 210 or permission of the instructor.

SMAD 311. Feature Writing. 3 credits. The study and practice of advanced techniques in planning and writing feature stories. Emphasis on individual performance through criticism of student work in conference with the instructor. Fulfills the College of Arts and Letters writing-intensive requirement for the major. Prerequisite: SMAD 210 or SMAD 241 or permission of the instructor.

SMAD 321. Feature Magazine Production. 3 credits. A practical course in which students produce a feature magazine published regularly by the journalism area. Each student is assigned a specific staff position. Students learn to use the latest computer pagination technology in the design and production of a magazine. Prerequisite: SMAD 310 or SMAD 311 or permission of the instructor.

SMAD 322. New Media Journalism. 3 credits. Advanced study in the knowledge and skills required to produce new media journalism. Focus on new and emerging media forms including blogs, social media and journalism websites. Consideration of audience, story generation, writing, editing, site design and management. Prerequisite: SMAD 210 or SMAD 241, and either SMAD 220 or SMAD 308, or permission of the instructor.

SMAD 330. New Media Law. 3 credits. An in-depth investigation of business and legal aspects of new media production, publication and distribution. Examination of legal issues affecting the new media industry including: intellectual property laws, torts contracts and licensing. Discussion of current policies and practices affecting new media development and review of pertinent legal reference materials. Prerequisites: SMAD 301 or SMAD 301L, and junior or senior standing or permission of the instructor.

SMAD 332. Print Communication Design. 3 credits. An introduction to the theories and methods of design for print communication. Students will learn various techniques needed to produce the design materials that go into print publications. Prerequisite: SMAD 201 or permission of the instructor.

SMAD/JUST 334. Media and Justice. 3 credits. This course will examine media constructions of justice. Students will be required to critically analyze the portrayal of justice issues in various media forms including television, internet, and film. Attention will be given to the accuracy of such portrayals and whether they have any broader social implications in regards to how we view complex justice issues. Fully-admitted SMAD majors only.

SMAD 340. Advanced Screenplay Writing. 3 credits. Advanced study of the principles of screenplay writing for feature films and television movies. Emphasis is placed on the structure of the full-length narrative film. Prerequisite: SMAD 251 or permission of the instructor.

SMAD 341. Information and Communication Technologies. 3 credits. Study of current communication and information technologies utilized in corporate communication. An emphasis on research and analysis of current technology trends and applications, as well as message design and implementation of new media technologies. Focus on effective and efficient use of new social media for information distribution to internal and external corporate constituent groups. Prerequisites: Converged Media concentrators: SMAD 202 and SMAD 231; Corporate Communication concentrators: SMAD 202 and SMAD 241; or permission of the instructor.

SMAD 356. Telecommunication Policy and Regulation. 3 credits. An overview of the regulatory issues encountered in the telecommunication industry. Emphasizes post 1982-RC changes deregulating telephone, CATV and broadcast industries. Includes regulation of emerging services and technologies, First Amendment issues, ownership and distribution of new information forms, and limitations and uses of technology. Prerequisite: Junior or senior standing or permission of the instructor.

SMAD/JSTU 357. Youth, Communication and Culture. 3 credits. Grounded in the cultural communication perspective, the course examines the relationship between communication, youth and popular culture. Defining youth as children, tweens, teens and college-aged young people, this course focuses on communication issues such as how youth are represented in various forms of popular culture, how they are defined by corporate discourse; how young people make sense of popular culture artifacts; and how they become cultural communicators as well as consumers. Prerequisites: Admission to the SMAD major.

SMAD 370. Mass Communication Law. 3 credits. Principles and case studies in communication law, constitutional guarantees, libel, privacy, contempt, copyright and governmental regulatory agencies. Emphasis on recent cases and their effects on mass communication. Prerequisites: SMAD 301 or SMAD 301L, and junior or senior standing, or permission of the instructor.

SMAD 371. Narrative Media Studies. 3 credits. Study of narrative theories that focus on the forms and effects of storytelling in cinema and television. Emphasis on how such theories explain the cultural impact and personal utility of narrative contents in everyday life. Consideration of “the hero’s journey” in a variety of film genres and TV formats. Prerequisites: SMAD 301 or SMAD 301L and junior or senior standing; for non-majors: admission to the interdisciplinary minor in film studies; or permission of the instructor.

SMAD 372. Media History. 3 credits. The study of the history of the media in relation to American politics and society. Emphasis on key periods in the development of journalism and the mass media and the role of the journalist in society. Prerequisites: Admission to the SMAD major and junior or senior standing, or permission of the instructor.

SMAD 373. Media Analysis and Criticism. 3 credits. The study and practice of journalistic and scholarly criticism of the mass media. Emphasis on interpretive writing about television, film and popular music. Consideration of contemporary analytical methods for researching mass-mediated culture. Prerequisites: SMAD 301 or SMAD 301L, for non-majors: junior standing and admission to the interdisciplinary minor in creative writing; or permission of the instructor.

SMAD 390. Directed Projects in Media Arts and Design. 2 credits, repeatable to 4 credits. Supervised projects related to the study of any of the communication media. Credit given for original individual or group programs beyond the school’s usual co-curricular activities. A suitable completed project or report is required before credit can be awarded. Prerequisite: Permission of the school director.

http://www.jmu.edu/catalog/13
SMAD 395. Advanced Practicum in Media Arts and Design. 1 credit.
Repeatable to 3 credits.
Juniors and seniors participating in co-curricular media activities may receive one hour of credit for fieldwork at The Breeze, Curio, WMRA-FM, the Madison Video Productions or other university-related media outlets. Students are limited to one practicum per semester. Application procedures will be available from the school prior to registration. Prerequisite: Permission of the instructor.

SMAD 398. Critical Studies in Media Arts and Design. 3 credits. Repeatable to 6 credits.
Special studies of contemporary media and their contents. Emphasis on the analysis of emerging issues in content production, reception and media effects. Focus on the critical methods used to examine such issues. Consideration of how particular methods may be applied in international as well as American media contexts. Prerequisites: SMAD 301 or SMAD 301L. For non-majors: Admission to the cross disciplinary minor in film studies or, when taken abroad, the cross disciplinary minor in British communication and media, or permission of instructor.

SMAD 400. Senior Assessment in Media Arts and Design. 0 credits.
Students participate in testing, interviews, project reviews and other assessment activities as approved by the School of Media Arts and Design. Grades will be assigned on a credit/no credit basis. Prerequisites: SMAD 301 or SMAD 301L and senior standing or permission of the school director.

SMAD 402. HD Compositing and Special Effects. 3 credits.
Study of advanced post-production principles and practices used in broadcast production environments. Emphasis on the development and creation of motion elements integrating HD non-linear editing systems with HD switching and special effects components. Focus on the editor as a composer of multi-layer video sound elements to create dynamic media used in live and live-on-disc programs. Prerequisites: SMAD 309 or permission of the instructor.

SMAD 404. Advanced Interactive Design. 3 credits.
Study of advanced techniques in interactive media for online and fixed media delivery. Emphasis on emerging technologies and professional development strategies. Includes creation of an interactive portfolio. Prerequisite: SMAD 308 or permission of the instructor.

SMAD 405. Directing Video and Cinema. 3 credits.
Study of the principles and practices of directing programs for video and cinema. Emphasis on the director's contribution to the creative development and production. Consideration of the director's responsibilities, including directing talent, visualization and project management. Attention to similarities and differences in single camera and multi-camera production. Prerequisites: SMAD 302 or permission of the instructor.

SMAD 407. Business and Management of Digital Media. 3 credits.
Study of the principles and practices of managing digital media production. Emphasis on financial and personnel management, client relationships, and the structures and practices of digital media industries. Consideration of new trends in production and distribution. Attention to career preparation and development. Prerequisites: Senior standing and SMAD 302 or SMAD 307, or permission of the instructor.

SMAD 408. Converged Media Lab. 3 credits.
Advanced study in converged media production. A senior production studio class focusing on creative solutions for complex communication problems in print, video, and web media. The student-based projects will require creative brainstorming, teamwork, project management, and analysis and criticism in addition to production and distribution. Additional attention to portfolio development. Prerequisites: SMAD 231, SMAD 307, and SMAD 302 or SMAD 308 or SMAD 332 or SMAD 341; and senior standing and permission of instructor.

SMAD 409. Electronic News Gathering and Producing. 3 credits.
Study of the processes and responsibilities of producing news for electronic distribution. Students will research, write and produce stories for distribution over-the-air, on cable and over the Internet. Emphasis on legal and ethical issues in news coverage. Prerequisites: SMAD 309 or permission of the instructor.

SMAD 411. Corporate Communication Management. 3 credits.
Study of principles and practices of managing corporate communication. Emphasis on evaluation and management of messages, channels and appropriate media. Attention given to critical analysis and strategic planning. Focus on legal, ethical, financial, personnel issues and career development. Analysis of case studies and current issues. Prerequisites: Senior standing, SMAD 241, SMAD 341 or permission of the instructor.

SMAD 460. Movies and Society. 3 credits.
The study of the cultural impact of the film industry as an institution of mass communication. Emphasis on the interrelationship among social, economic and technological factors influencing the creation and consumption of motion pictures. Consideration of particular films as indicators of cultural change. Prerequisites: SMAD 301 or SMAD 301L and junior or senior standing; for non-majors: admission to the interdisciplinary minor in film studies and junior or senior standing; or permission of the instructor.

SMAD 461. Movies as Art. 3 credits.
Advanced study of how movies tell their stories in visual terms. Emphasis on the historical evolution and design of the moving image. Consideration of the latest imaging technologies affecting film narrative. Prerequisites: SMAD 301 or SMAD 301L and junior or senior standing; for non-majors: admission to the interdisciplinary minor in film studies and junior or senior standing; or permission of the instructor.

SMAD 472. Media and Politics. 3 credits.
A study of the media's role in political campaigns, concentrating on past/present election, the media's role in covering political parties and coverage of the governing process. Discussion of electronic and print will occur. Topics to be examined include campaign videos, CSPAN, political ads, editorial cartoons, TV debates, convention coverage and radio talk show commentary. Prerequisites: SMAD/SCOM/POSC 472 Media and Politics. 3 credits.

SMAD 470. New Media and Society. 3 credits.
Study of the key issues arising from the role of information and information technology in organizations and society. Emphasis on the spheres of social life in which new media technologies play a role: politics, community, economics, culture, personal and global contexts. Focus on a wide range of perspectives and on both theoretical and empirical research to examine new media's role in social capital and community. Prerequisites: SMAD or WRIT major, junior or senior standing, or permission of the instructor.

SMAD 471. Media Ethics. 3 credits.
The study of ethical principles and how they apply in a variety of media situations, including entertainment programming news and advertising. Emphasis on case studies as examples of ethical decision-making. Prerequisites: Admission to the SMAD major and junior or senior standing or permission of the instructor.

SMAD/SCOM/POSC 472. Media and Politics. 3 credits.
An independent study for students to pursue individual research under the guidance of a faculty adviser. Prerequisites: Senior SMAD majors in good standing and permission of the school director.

SMAD 495. Internship in Media Arts and Design. 1-2 credits, repeatable to 4 credits.
An off-campus program prepared and monitored on an individual student basis. Internships are designed to provide practical experience in converged and interactive media, corporate communication, digital video and cinema, and journalism. Prerequisites: Permission of the school director and the media faculty involved. Students must meet criteria and application procedures established in each concentration.

SMAD 497. Advanced Projects in Media Arts and Design. 3 credits.
This advanced course will enable students to collaborate to create diverse media projects. Projects may be designed to focus on one or many concentrations, and are intended to provide a culminating media creation experience. Prerequisites or co-requirements: SMAD major and junior or senior standing.

SMAD 498. Senior Seminar in Media Arts and Design. 3 credits.
The study and research in the history and philosophy of the function of mass communication in society. Consideration of topics relating to problems of communication systems, technological freedoms, and press freedom and responsibilities. Prerequisites: SMAD 301 or SMAD 301L and senior standing, or permission of the instructor.

SMAD 499. Honors in Media Arts and Design. 6 credits.
Year course.