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 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 303 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 producing 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 client-based projects will require creative brainstorming, teamwork, project management, and analysis and criticism in addition to production and distribution. Additional attention to post-production. Prerequisites: SMAD 221, SMAD 307, and SMAD 302 or SMAD 308 or SMAD 322 or SMAD 341, and senior standing and permission of the 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 462. Documentary in Film and Television. 3 credits.
The study of content, style, technique and effect of representative samples of the documentary form. Consideration given to informational and persuasive elements. 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/ENG 463. Film Adaptations. 3 credits.
The study of the process of adapting literature into feature films. Consideration is given to the original literary work, as well as to the changes undergone in its adaptation to film. Prerequisite: SMAD 301 or SMAD 301L and junior or senior standing; For non-majors: admission to the cross disciplinary minor in film studies; or permission of the instructor.

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.
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.

SMAD 490. Special Studies in Media Arts and Design. 3 credits.
An indepedent 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 convergent and interactive media, corporate communication, digital video and cinema, and journalism. Prerequisites: Permission of the school director and the media facility 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 corequisites: 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.

Middle Education
College of Education
MIED 311. Field Experience in Middle Education. 2 credits.
Students devote 80 clock hours to classroom activities that emphasize diverse learning needs in middle schools under university and public school supervision. Satisfactory performance in this course is required for continuing in teacher education. Corequisites: EDUC 310 and READ 312 for middle education students.

Middle and Secondary Education
College of Education
MSE 101. Orientation to the Profession. 2 credits.
Provides information about preparation programs and careers for teachers of middle and high schools. Students participate in reflective activities for making personal and professional decisions about teaching and also engage in a service learning project.

http://www.jmu.edu/catalog/14