School of Media Arts and Design

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Professors

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Instructor
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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: journalistic, cinematic or 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.

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
- SMAD Club is a student organization that promotes the School of Media Arts and Design, brings in speakers and organizes departmental events.
- Madison AAF, a chapter of the American Advertising Federation, is a club for those interested in careers in advertising.
- Society of Professional Journalists is the JMU chapter of a national organization for students and professionals working in the various fields of journalism.

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Special Admission and Retention Requirements

Admission to the School of Media Arts and Design is limited and competitive. Students interested in majoring in the programs offered by the school must apply for a limited number of spaces in the major. 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 two times to the school for admission.

There are two application periods for admission to SMAD: September and January.

September Application Period

The September application process is only for new transfer students matriculating to JMU in the fall semester who have declared the SMAD major. These students must be officially admitted to JMU as transfer students for the fall semester and must have earned at least 30 hours of JMU approved post high school college credit. They must be degree-seeking students and must be enrolled in at least 12 hours at JMU during the fall semester. The application is due on Friday of the second week of the fall semester.

January Application Period

Currently enrolled JMU students (including transfer students matriculating in January) may apply during the January application period. Students applying to the major at JMU must be degree-seeking and have completed at least 12 hours or be enrolled in at least 12 hours at JMU. The application is due on the last Friday in January.

Process

Students interested in this major must “declare” SMAD as a major and apply to become a “fully admitted” major. Declaring a SMAD major does not guarantee the student will be fully admitted into the SMAD major. Students must declare SMAD as a major prior to being eligible to enroll in SMAD 101. A declared SMAD student may take SMAD 101, but the student is restricted from SMAD courses beyond SMAD 101 until being accepted (fully admitted) into the SMAD major.

A complete application to the major includes the following:

- Completion of SMAD 101 or enrollment in SMAD 101.
- Completion of the SMAD Admission Test with sections on English grammar and usage, timed writing samples and basic computer knowledge. (Instructions for the SMAD Admission Test are given in SMAD 101).
- An application letter/personal essay expressing reasons for your interest in your first choice and second choice concentrations. Conduct research and then indicate what you know about careers in the concentration.
- 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).
- Unofficial transcripts (If you are a transfer student, you must include the record of JMU transfer credit evaluation).
- Completed SMAD Application Package Checklist.

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 the following January or a later January. Students may apply to the major no more than two times.

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 period. To change a concentration, a letter must be submitted explaining why you want to change concentrations. This letter should be addressed to the Admission Committee and be no more than two pages in length. A Change of Concentration form must accompany the letter. A student, after consulting with his/her adviser and gaining approval of the admissions committee, will be permitted to change concentrations; however, there are no guarantees that the change request will be granted.

Minimum Grades

If a student enrolled in SMAD 101 is accepted in the major and makes an “F” in the course, 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 the course, the student may continue to take classes in the major; however, the student must retake SMAD 101 again in the next semester and earn at least a “C-.” Students are limited to taking SMAD 101 twice. Failure to achieve a grade of at least a “C-” after the second time will result in being dropped from the major and the student may not reapply. 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.

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

Bachelor of Arts in Media Arts and Design

Degree Requirements

Required Courses  Credit Hours
General Education 1  41
Foreign Language classes (intermediate level required) 2  0-14
Philosophy course (in addition to General Education courses)  3
University electives  29-43
Major requirements (listed below)  36

Bachelor of Science in Media Arts and Design

Degree Requirements

Required Courses  Credit Hours
General Education 1  41
Quantitative requirement 2  3
Scientific Literacy requirement 2  3-4
University electives  39-40
Major requirements (listed below)  120

Major Requirements

Core Requirements  Credit Hours
SMAD 101. Introduction to Media Arts and Design  3
SMAD 201. Fundamental Skills in Media Arts and Design I  3
SMAD 202. Fundamental Skills in Media Arts and Design II  3
SMAD 301 or SMAD 301L. The Media Arts: Culture by Design 1  3
SMAD 400. Senior Assessment in Media Arts and Design  0
Choose one of the following programs:  24
Converged Media
Digital Video and Cinema
Integrated Advertising and Corporate Communication
Journalism
Choose two from the following:  6
SMAD 356. Telecommunication Policy and Regulation
SMAD 372. Media History
SMAD 373. Media Analysis and Criticism
SMAD 398. Critical Studies in Media Arts and Design 2
SMAD 470. New Media and Society
SMAD 471. Media Ethics
SMAD 472. Media and Politics 3
or SMAD 472L. British Media and Politics 3
SMAD 498. Senior Seminar

Concentrations

Bachelor of Science in Media Arts and Design

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 websites. 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.

Course Requirements  Credit Hours
Concentration Core Requirements  12
(Required of all converged media concentrators.)
SMAD 231. Writing for New Media 1  3
SMAD 307. Interactive Design for the Web I  3
SMAD 330. New Media Law  3
SMAD 407. Business and Management of Digital Media  3
Choose one from the following:  3
SMAD 302. HD Video Production
SMAD 395. Special Topics in Media Production 2
SMAD 398. Interactive Design for the Web II
SMAD 332. Print Communication Design
Choose one from the following:  3
SMAD 404. Advanced Interactive Design
SMAD 408. Converged Media Lab
Choose two from the following:  6
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 2
SMAD 470. New Media and Society
SMAD 471. Media Ethics
SMAD 472. Media and Politics 3
or SMAD 472L. British Media and Politics 3
SMAD 498. Senior Seminar

1 Students may receive SMAD credit for either SMAD 301 or SMAD 301L, but not both.
2 Students accepted into the major either for the B.S. or B.A. degree must pick a concentration. Refer to the Concentrations section for details.
## Recommended Schedule for Majors

### First Year
<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>Cluster One courses</td>
<td>9</td>
</tr>
<tr>
<td>General Education courses</td>
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<tr>
<td><strong>Total</strong></td>
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<tbody>
<tr>
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<td>3</td>
</tr>
<tr>
<td>SMAD 202. Fundamental Skills in Media Arts and Design II</td>
<td>3</td>
</tr>
<tr>
<td>SMAD 231. Writing for New Media</td>
<td>3</td>
</tr>
<tr>
<td>General Education courses</td>
<td>10-13</td>
</tr>
<tr>
<td>University electives</td>
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<tr>
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<td>3</td>
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<tr>
<td>SMAD 307. Interactive Design for the Web I</td>
<td>3</td>
</tr>
<tr>
<td>SMAD 330. New Media Law</td>
<td>3</td>
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<tr>
<td>Converged media concentration elective</td>
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<tr>
<td>SMAD 400. Senior Assessment in Media Arts and Design</td>
<td>0</td>
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<tr>
<td>SMAD 407. Business and Management of Digital Media</td>
<td>3</td>
</tr>
<tr>
<td>SMAD 407. Business and Management of Digital Media</td>
<td>3</td>
</tr>
<tr>
<td>Digital video and cinema concentration elective</td>
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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.

### Course Requirements

#### Concentration Core Requirements
- 12 Credit Hours
- (Required of all digital video and cinema concentrators.)
- SMAD 302. HD Video Production
- SMAD 407. Business and Management of Digital Media
- Choose one of the following:
  - SMAD 250. Scriptwriting
  - SMAD 251. Screenplay Writing
- SMAD 330. New Media Law
- SMAD 370. Mass Communication Law

#### Recommended Schedule for Majors

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<td>SMAD 407. Business and Management of Digital Media</td>
<td>3</td>
</tr>
<tr>
<td>Digital video and cinema concentration elective</td>
<td>3</td>
</tr>
<tr>
<td>Digital video and cinema concentration critical analysis courses</td>
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Integrated Advertising and Corporate Communication

This professionally-oriented concentration provides students with knowledge and skills to create and manage advertising and corporate communication programs emphasizing new media. In addition to theoretical concepts underlying advertising and corporate communication, students learn strategic creative writing, effective message design, management and media production. Students also learn strategic planning, implementation and evaluation of new media technologies and research and analysis of current trends and applications. The program reviews ethical and legal issues involving the creative advertising process, corporate communication and the use of new media. Students planning careers in integrated advertising and corporate communication should obtain a broad liberal arts education to better understand the characteristics that make the diversified communication process effective across various media and organizations.

Course Requirements

Concentration Core Requirements 12

(Required of all integrated advertising and corporate communication concentrators.)

SMAD 242. Introduction to Advertising & Corporate Communication 3
SMAD 342. Creativity in Advertising & Corporate Communication 3
SMAD 442. Functions of Corporate Communication 3
SMAD 443. Producing Creative Advertising 3

Choose one of the following: 3
SMAD 330. New Media Law
SMAD 370. Mass Communication Law

Choose one of the following: 3
SMAD 210. News Reporting and Writing
SMAD 220. News Editing
SMAD 225. Photojournalism
SMAD 256. Principles of Advertising
SMAD 305. Special Topics in Media Production 2
SMAD 307. Interactive Design for the Web I
SMAD 311. Feature Writing 1
SMAD 322. New Media Journalism
SMAD 332. Print Communication Design

Choose two from the following: 6
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 2
SMAD 400. Senior Assessment in Media Arts and Design 0
SMAD 471. Media Ethics
SMAD 498. Senior Seminar

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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 301 or SMAD 301L, and SMAD 472 or SMAD 472L, but not both.

Recommended Schedule for Majors

First Year

SMAD 101. Introduction to Media Arts and Design 3
Cluster One courses 9
General Education courses 18

30

Second Year

SMAD 201. Fundamental Skills in Media Arts and Design I 3
SMAD 202. Fundamental Skills in Media Arts and Design II 3
SMAD 242. Introduction to Advertising and Corporate Communication 3
General Education courses 10-13
University electives 8-11

30

Third Year

SMAD 301 3
or SMAD 301L. The Media Arts: Culture by Design
SMAD 330. New Media Law
or SMAD 370. Mass Communication Law
SMAD 342. Creativity in Advertising and Corporate Communication 3
Integrated advertising and corporate communication concentration elective 3
University electives 18

30

Fourth Year

SMAD 400. Senior Assessment in Media Arts and Design 0
SMAD 442. Functions of Corporate Communication 3
SMAD 443. Producing Creative Advertising 3
Integrated advertising and corporate communication concentration electives 6
University electives 18

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.

Course Requirements

Concentration Core Requirements 12

(Required of all journalism concentrators.)

SMAD 210. News Reporting and Writing 1
SMAD 309. Video Journalism 3

Choose one of the following: 3

SMAD 310. Advanced Reporting and Writing 1
SMAD 311. Feature Writing
SMAD 325. Photojournalism
SMAD 337. Media Analysis and Criticism
SMAD 342. Creativity in Advertising and Corporate Communication 3
SMAD 343. Print Communication Design
SMAD 472. Media and Politics 3
SMAD 472L. British Media and Politics 3
SMAD 498. Senior Seminar

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Choose one of 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
- or 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.

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.

Minor Requirements

British Communication and Media Minor

The cross disciplinary British communication and media minor enables students to expand their knowledge of communication and media in Great Britain and to enhance their appreciation of the impact culture has on communication and media. Students must participate in the JMU Semester or Summer in London program to complete this minor.

Creative Writing Minor

The cross disciplinary 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.

Film Studies Minor

The cross disciplinary 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.

Political Communication Minor

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.

Sport Communication Minor

This cross disciplinary minor consists of course work offered in communications, media arts and design, and kinesiology for students with an interest in sports media and communication.

Telecommunications Minor

The cross disciplinary 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.

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