School of Media Arts and Design

Phone: (540) 568-7007
Location: Harrison Hall, Room 0276
Website: http://www.jmu.edu/smad

Professors

Associate Professors
M. Grundmann, A. Vilela

Assistant Professors
S. Hokanson, T. Mitchell, R. Parkhurst, D. Wang, S. Wright, N. Zheng

Instructors
J. Loyacano, P. Normand

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 achieve recognition as a regional and national leader, 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, that enriches 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 integrates the fields and study of mass communication, advertising, corporate communication, digital video and cinema, interactive media, journalism, and mediated visual and aural expression. It offers a program of study that prepares students for careers that incorporate mass media and related areas of expertise, and for graduate study in mass communication and related areas.

Co-curricular Activities and Organizations
Majors and interested non-majors are encouraged to participate in 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 practica 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.
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 transfer students matriculating to JMU in the current fall semester or the immediately preceding spring or summer semesters that have declared the SMAD major. These students must be officially admitted to JMU as transfer students 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 or in previous semesters) 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. A completed SMAD application is due on the last Friday in January.

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. In order to be eligible to reapply for the major, the student must re-take SMAD 101 and reapply. If a student enrolled in SMAD 101 is accepted in the major and makes a “D+,” “D” or “D-” in the course, the student may continue to take classes in the major; however, the student must re-take 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 the student being dropped from the major, including being dropped from any SMAD courses for which the student is preregistered, 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, Practica; SMAD 390, Directed Projects; and SMAD 495, Internship, toward a major in media arts and design.

Degree and Major Requirements

A student must complete a minimum of 36 SMAD credits. In addition to courses in the School of Media Arts and Design, students must complete at least 78 non-SMAD credits.
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                      26-40
Major requirements (listed below)        36

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

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

36

1 Students may receive SMAD credit for either SMAD 301 or SMAD 301L, but not both.
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.

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                      36-37
Major requirements                       36

120

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                          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

36

1 Students may receive SMAD credit for either SMAD 301 or SMAD 301L, but not both.

Recommended Schedule for Majors

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

30

Second Year                                 Credit Hours
SMAD 201. Fundamental Skills in Media Arts and Design I 3
SMAD 202. Fundamental Skills in Media Arts and Design II 3
SMAD 231. Writing for New Media             3
General Education courses                  10-13
University electives                       8-11

30
Digital Video and Cinema

The core mission of the Digital Video and Cinema concentration is to prepare students to be visual storytellers. Students will develop a broad understanding of the aesthetics, techniques and technologies that embody the visual storytelling process as well as a critical perspective of how media tools are used to create content, convey information and impact audiences. The program offers preparation in writing, development, production, and post-production in various genres, and an exploration of the continuously evolving commercial and artistic potential of visual media and story. Digital Video and Cinema students are encouraged to complement their concentration with a robust liberal arts experience that could include a minor and/or a second major. An internship is also recommended.

Course Requirements Credit Hours
SMAD Core Requirements 12
SMAD 302. Video Production 3
Choose one of the following:
   SMAD 250. Scriptwriting
   SMAD 251. Screenplay Writing
SMAD 304. Audio Production 3
SMAD 305. Special Topics in Media Production
SMAD 306. Studio Production 3
SMAD 307. Interactive Design for the Web I 3
SMAD 340. Advanced Screenwriting 3
SMAD 371. Narrative Media Studies 3
SMAD 402. Motion Graphic Design and Production 3
SMAD 403. Documentary Production 3
SMAD 405. Producing and Directing 3
SMAD 462. Documentary in Film and Television 3
SMAD 463. Film Adaptations
   or SMAD 463L. Film Adaptations: British Literature and Film
Choose two of the following Applied Skills courses:
   SMAD 303. Post Production 3
   SMAD 306. Studio Production 3
   SMAD 307. Interactive Design for the Web I 3
   SMAD 340. Advanced Screenwriting 3
   SMAD 371. Narrative Media Studies 3
   SMAD 402. Motion Graphic Design and Production 3
   SMAD 403. Documentary Production 3
   SMAD 405. Producing and Directing 3
   SMAD 462. Documentary in Film and Television 3
   SMAD 463. Film Adaptations
   or SMAD 463L. Film Adaptations: British Literature and Film
Choose two of the following Critical Analysis courses:
   SMAD 300. Introduction to Film 3
   SMAD 398. Critical Studies in Media Arts and Design 3
   SMAD 371. Narrative Media Studies 3
   SMAD 373. Media Analysis and Criticism 3

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 Credit Hours
SMAD Core Requirements 12
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 Applied Skills courses: 3
SMAD 210. News Reporting and Writing
SMAD 220. Copy Editing
SMAD 225. Photожournalism
SMAD 305. Special Topics in Media Production 2
SMAD 307. Interactive Design for the Web I
SMAD 311. Feature Writing 1
SMAD 322. Multimedia Journalism
SMAD 332. Print Communication Design
Choose two of the following Critical Analysis courses: 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 472. Media and Politics 3
or SMAD 472L. British Media and Politics 3
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 301 or SMAD 301L, and SMAD 472 or SMAD 472L, but not both.

Recommended Schedule for Majors

First Year Credit Hours
SMAD 101. Introduction to Media Arts and Design 3
Cluster One courses 9
General Education courses 18
30

Second Year Credit Hours
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 & Corporate Communication 3
Communication
General Education courses 10-13
University electives 8-11
30

Third Year
SMAD 301. The Media Arts: Culture by Design 3
SMAD 330. New Media Law 3
SMAD 342. Creativity in Advertising & Corporate Communication 3
Integrated Advertising & Corporate Communication concentration applied skills elective course
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 critical analysis elective courses
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 Credit Hours
SMAD Core Requirements 12
SMAD 210. News Reporting and Writing 1 3
SMAD 309. Video Journalism 3
Choose one of the following: 3
SMAD 310. Advanced Reporting and Writing 1
SMAD 311. Feature Writing
Choose one of the following: 3
SMAD 330. New Media Law
SMAD 370. Mass Communication Law
Choose one of the following Intermediate Applied Skills courses: 3
SMAD 220. Copy Editing
SMAD 225. Photожournalism
SMAD 305. Special Topics in Media Production 2
SMAD 307. Interactive Design for the Web I
SMAD 332. Print Communication Design
SMAD 403. Documentary Production
Choose one of the following Advanced Applied Skills courses: 3
SMAD 321. Feature Magazine Production
SMAD 322. Multimedia Journalism
SMAD 409. Electronic News Producing and Editing
SMAD 497. Advanced Projects in Media Arts and Design (when topic is appropriate)
Choose one of the following Critical Analysis courses: 3
SMAD 372. Media History
SMAD 471. Media Ethics
Choose one of the following Critical Analysis courses: 3
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 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.

Recommended Schedule for Majors

First Year Credit Hours
SMAD 101. Introduction to Media Arts and Design 3
Cluster One courses 9
General Education courses 18
30

Second Year Credit Hours
SMAD 201. Fundamental Skills in Media Arts and Design I 3
SMAD 202. Fundamental Skills in Media Arts and Design II 3
SMAD 210. News Reporting and Writing 3
SMAD 220. Copy Editing 3
or SMAD 309. Video Journalism
General Education courses 10-13
University electives 5-8
30

Third Year Credit Hours
SMAD 301 or SMAD 301L. The Media Arts: Culture by Design 3
SMAD 310. Advanced Reporting and Writing 3
SMAD 330. New Media Law 3
or SMAD 370. Mass Communication Law
Journalism intermediate applied skills elective course 3
University electives 18
30

Fourth Year Credit Hours
SMAD 400. Senior Assessment in Media Arts and Design 0
Choose one of the following: 3
SMAD 321. Feature Magazine Production
SMAD 322. Multimedia Journalism
SMAD 409. Broadcast News Producing and Editing
Journalism advanced applied skills elective course 3
Journalism critical analysis elective courses 6
University electives 18
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.

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.