

# SMAD Academic Advising Checksheet

2025

## NOTES

These requirements apply to all students notified of acceptance into the major starting in Fall 2023 and later.

- Classes beyond SMAD 101 require admission to the major.
- Pre/Co-Requisites: + (plus) indicates both/all in list. Commas indicates either/or from list.
- Minimum 48 Credits in SMAD | Minimum 72 Credits outside of SMAD (includes 41 credits of General Education)
- The "semester" column indicates when a class may be offered, but is subject to change. Do not count on this.

## BA/BS REQUIREMENTS

### Bachelor of Arts Degree Requirements

#### University BA Degree Requirements: 3-17 credit hours

- ☐ Foreign Language classes (intermediate level required) (0-14 credits)
- ☐ Philosophy Course (in addition to General Education courses) (3 credits)

#### SMAD Breadth requirements for BA Degree\*: 6 credit hrs

- ☐ Any foreign language course 212 or one between 232-399 (3 credits)
- ☐ Any Philosophy course between 100-300 or PHIL 466 or 468 (3 credits)

### Bachelor of Science Degree Requirements

#### University BS Degree Requirements: 6 credit hours

- ☐ Quantitative Requirement (in addition to General Education) (3 credits)
- ☐ Scientific Literacy Requirement (in addition to General Education) (3 credits)

#### SMAD Breadth requirements for BS Degree\*: 6 credit hrs

- ☐ Any two courses from: Anthropology, Astronomy, Biology, Chemistry, Computer Science, Economics, Geography, Geology, Integrated Science and Technology, Intelligence Analysis, Interdisciplinary Science, Kinesiology, Mathematics, Physics, Political Science, or Sociology (6 credits)

\*May also double count for University degree requirements.

## CORE REQUIREMENTS

Class	Credits	Pre-requisites and/or Co-requisites	Semester(s)
<input type="checkbox"/> SMAD 101 Introduction to Media Arts & Design	3	Declaration of SMAD major	F/S
<input type="checkbox"/> SMAD 201 Foundations of Visual Communication Design	3	Admission to major	F/S/Su
<input type="checkbox"/> SMAD 202 Foundations of Audio Visual Storytelling	3	Pre or Co 201	F/S/Su
<input type="checkbox"/> SMAD 203 Foundations of User Experience Design	3	Pre or Co 201	F/S/Su
<input type="checkbox"/> SMAD 204 Foundations of Media Storytelling & Research	3	Admission to major	F/S/Su
<input type="checkbox"/> SMAD 301 The Media Arts: Culture by Design or	3	Pre 201, Pre or Co 202+203+204	F/S/Su
<input type="checkbox"/> SMAD 301L The Media Arts: Culture by Design	3	Admission to JMU semester in London	F/S/Su
<input type="checkbox"/> SMAD 400 Senior Assessment in Media Arts & Design	0	Pre or Co 450 and Senior Standing	F/S/Su
<input type="checkbox"/> SMAD 450 Law of Media Arts & Design	3	301 or 301L+201+202+203+204, Jr. or Sr.	F/S/Su

All SMAD majors must complete one or two Critical Analysis courses from the list below.

## CRITICAL ANALYTICAL COURSES

Class	Credits	Pre-requisites and/or Co-requisites	Semester(s)
<input type="checkbox"/> SMAD 360L British Media & Society	3	Admission to JMU semester in London	F/S/Su
<input type="checkbox"/> SMAD 372 Media History	3	Jr. or Sr.	
<input type="checkbox"/> SMAD 373 Media Analysis & Criticism	3	301 or 301L+201+202+203+204, Jr. or Sr.	F
<input type="checkbox"/> SMAD 380 Introduction to Film	3	Admission to major	F/S
<input type="checkbox"/> SMAD 398 Critical Studies in Media Arts & Design	3		
<input type="checkbox"/> SMAD 460 Film and Society	3	301 or 301L+201+202+203+204, Jr. or Sr.	F/S
<input type="checkbox"/> SMAD 461 Film as Art	3	301 or 301L+201+202+203+204, Jr. or Sr.	F or S
<input type="checkbox"/> SMAD 462 Documentary in Film and Television	3	301 or 301L+201+202+203+204, Jr. or Sr.	S
<input type="checkbox"/> SMAD 463 Film Adaptations	3	301 or 301L+201+202+203+204, Jr. or Sr.	F or S
<input type="checkbox"/> SMAD 463L Film Adaptations: British Literature & Film	3	Admission to JMU semester in London	F/S/Su
<input type="checkbox"/> SMAD 464 Contemporary American Film	3	301 or 301L+201+202+203+204, Jr. or Sr.	F
<input type="checkbox"/> SMAD 465 The Entertainment Industry: An Overview	3	Admission to JMU in LA	Su
		301 or 301L+201+202+203+204, Jr. or Sr.	
<input type="checkbox"/> SMAD 470 New Media & Society	3	301 or 301L+201+202+203+204, Jr. or Sr.	F/S
<input type="checkbox"/> SMAD 471 Media Ethics	3	301 or 301L+201+202+203+204, Jr. or Sr.	F/S
<input type="checkbox"/> SMAD 472 Media and Politics	3	301 or 301L+201+202+203+204, Jr. or Sr.	F/S
<input type="checkbox"/> SMAD 472L British Media and Politics	3	Admission to JMU semester in London	F/S/Su
<input type="checkbox"/> SMAD 498 Senior Seminar	3	301 or 301L+201+202+203+204, Jr. or Sr.	F/S

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## CREATIVE ADVERTISING (CA)

Class	Credits	Pre-requisites and/or Co-requisites	Semester(s)
<b>Required of all Creative Advertising Concentrators</b>			
<input type="checkbox"/> SMAD 242 Introduction to Advertising & New Media	3	Pre or Co 204	F/S
<input type="checkbox"/> SMAD 252 Copywriting for Advertising	3	Pre or Co 242+204	F/S
<input type="checkbox"/> SMAD 342 Elements of Creative Advertising	3	201+202+204+242+252, Pre or Co 203	F/S
<input type="checkbox"/> SMAD 443 Creative Advertising Campaigns	3	203+342	F/S
<b>Choose one Applied Skills course from the following:</b>		<b>3</b>	
<input type="checkbox"/> SMAD 210 News Reporting and Writing		Pre or Co 204	F/S
<input type="checkbox"/> SMAD 220 Copy Editing		Pre or Co 210 or 252	S
<input type="checkbox"/> SMAD 225 Photojournalism		201	S
<input type="checkbox"/> SMAD 305 Topics in Media Prod. (when app.)		Admission to major	
<input type="checkbox"/> SMAD 307 Interactive Design I		201+203, Pre or Co 202	F/S
<input type="checkbox"/> SMAD 310 Advanced Reporting		210	F/S
<input type="checkbox"/> SMAD 315 Digital Social Media Advertising		201+Pre or Co 202	F
<input type="checkbox"/> SMAD 327 User Centered Research & Usability Evaluation		201+203	F or S
<input type="checkbox"/> SMAD 332 Visual Communication Design		201	F/S
<input type="checkbox"/> SMAD 422 Multimedia Journalism		225+342	F
<b>Choose two Critical Analysis courses from the list on pg 1</b>		<b>6</b>	

## DIGITAL VIDEO AND CINEMA (DVC)

Class	Credits	Pre-requisites and/or Co-requisites	Semester(s)
<b>Required of all Digital Video and Cinema Concentrators</b>			
<input type="checkbox"/> SMAD 302 Video Production	3	201+202, Pre or Co 203	F/S
<b>Choose one writing course from the following:</b>		<b>3</b>	
<input type="checkbox"/> SMAD 250 Scriptwriting		Admission to major	F/S
<input type="checkbox"/> SMAD 251 Screenplay Writing		Admission to major	F/S
<input type="checkbox"/> SMAD 253 The Shooting Script: The Process from Script to Screen		Admission into JMU in NYC	Su
<b>Choose one from the following:</b>		<b>3</b>	
<input type="checkbox"/> SMAD 407 Business & Management of Digital Media		302+Sr.	F/S
<input type="checkbox"/> SMAD 410 The Creative Producer (when offered)		302+Sr.	
<b>Choose two Applied Skills courses from the following:</b>		<b>6</b>	
<input type="checkbox"/> SMAD 303 Post Production		302	F/S
<input type="checkbox"/> SMAD 304 Audio Production		302, Pre or Co 303	F
<input type="checkbox"/> SMAD 305 Topics in Media Prod. (when app.)		Admission to major	
<input type="checkbox"/> SMAD 306 Studio Production		302 or 309	
<input type="checkbox"/> SMAD 340 Advanced Screenplay Writing		251	S
<input type="checkbox"/> SMAD 402 Motion Graphic Design & Production		303	
<input type="checkbox"/> SMAD 403 Documentary Production		302	F
<input type="checkbox"/> SMAD 405 Producing and Directing		302+Sr.	F/S
<b>Choose two Critical Analysis courses from the list on pg 1</b>		<b>6</b>	

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INTERACTIVE DESIGN (ID)

Class	Credits	Pre-requisites and/or Co-requisites	Semester(s)
<b>Required of all Interactive Design Concentrators</b>			
<input type="checkbox"/> SMAD 307 Interactive Design I	3	201+203, Pre or Co 202	F/S
<input type="checkbox"/> SMAD 317 User Interaction Design	3	201+203, Pre or Co 202	F/S
<input type="checkbox"/> SMAD 417 Business & Management of Interactive Media	3	307+317	F/S
<b>Choose one Applied Skills course from the following:</b>	<b>3</b>		
<input type="checkbox"/> SMAD 305 Topics in Media Prod. (when app.)		Admission to major	
<input type="checkbox"/> SMAD 308 Interactive Design II		Pre or Co 307	F/S
<input type="checkbox"/> SMAD 315 Digital Social Media Advertising		201, Pre or Co 203	F
<input type="checkbox"/> SMAD 327 User Centered Research & Usability Evaluation		201+203	F or S
<input type="checkbox"/> SMAD 332 Visual Communication Design		201	F/S
<b>Choose one from the following:</b>	<b>3</b>		
<input type="checkbox"/> SMAD 404 Advanced Interactive Design		308+317	S
<input type="checkbox"/> SMAD 408 Converged Media Lab		307+317+ either 305, 315, 327, or 332	F/S
<b>Choose two Critical Analysis courses from the list on pg 1</b>	<b>6</b>		

JOURNALISM (J)

Class	Credits	Pre-requisites and/or Co-requisites	Semester(s)
<b>Required of all Journalism Concentrators</b>			
<input type="checkbox"/> SMAD 210 News Reporting and Writing	3	Pre or Co 204	F/S
<input type="checkbox"/> SMAD 309 Video Journalism	3	201+202, Pre or Co 203+204+210	F/S
<input type="checkbox"/> SMAD 310 Advanced Reporting & Writing	3	204+210	F/S
<input type="checkbox"/> SMAD 471 Media Ethics	3	301 or 301L+201+202+203+204+Jr. or Sr.	F/S
<b>Choose one Applied Skills courses from the following:</b>	<b>3</b>		
<input type="checkbox"/> SMAD 220 Copy Editing		Pre or Co 210	S
<input type="checkbox"/> SMAD 225 Photojournalism		201	S
<input type="checkbox"/> SMAD 305 Topics in Media Prod. (when app.)		Admission to major	
<input type="checkbox"/> SMAD 307 Interactive Design I		201+203, Pre or Co 202	F/S
<input type="checkbox"/> SMAD 315 Digital Social Media Advertising		201, Pre or Co 202	F
<input type="checkbox"/> SMAD 327 User Centered Research & Usability Evaluation		201+203	F or S
<input type="checkbox"/> SMAD 332 Visual Communication Design		201	F/S
<input type="checkbox"/> SMAD 403 Documentary Production		309	F
<b>Choose one Applied Skills course from the following:</b>	<b>3</b>		
<input type="checkbox"/> SMAD 409 Electronic News Production & Editing		309+310	S
<input type="checkbox"/> SMAD 421 Feature Magazine Production		309+310	S
<input type="checkbox"/> SMAD 422 Multimedia Journalism		309+310	F
<input type="checkbox"/> SMAD 497 Advanced Projects in SMAD (when app.).		Jr. or Sr.	
<b>Choose one Critical Analysis course from the list on pg 1</b>	<b>3</b>		

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