

SMAD Academic Advising Checksheet 2021-2022

These requirements apply to all students notified of acceptance to the major in Spring 2021. Corresponds to the salmon Major Requirements Sheet.

Minimum 39 Hours in SMAD | Minimum 75 Hours Outside of SMAD

Pre/Co-Requisites: + (plus) indicates both/all in list. | Commas indicates either or from list. | Classes beyond SMAD 101 require admission to the major.

The "semester" column below indicates the semester in which a class may be offered, but is subject to change. Do not count on this for planning purposes.

Core Requirements

Class	Credits	Pre-requisites and/or Co-requisites	Semester(s)
<input type="checkbox"/> SMAD 101 Introduction to Media Arts & Design	3 cr.	(Prerequisite for all classes)	F/S
<input type="checkbox"/> SMAD 201 Foundations of Visual Communication Design	3 cr.	(Admission to major)	F/S
<input type="checkbox"/> SMAD 202 Foundations of Audio Visual Storytelling	3 cr.	Pre or Co: 201	F/S
<input type="checkbox"/> SMAD 203 Foundations of User Experience Design	3 cr.	Pre or Co: 201	F/S
<input type="checkbox"/> SMAD 301 or 301L The Media Arts: Culture by Design	3 cr.	(Admission to major) 201+ Pre or Co: 202+203	F/S
<input type="checkbox"/> SMAD 400 Senior Assessment in Media Arts & Design	0 cr.	Pre or Co 330 or 370 and Senior Standing	F/S

Concentrations

Creative Advertising (CA)				Digital Video and Cinema (DVC)			
	Cr	Pre-req	Sem		Cr	Pre-req	Sem
Required of all CA Concentrators				Required of all DVC Concentrators			
<input type="checkbox"/> SMAD 242 Introduction to Advertising & New Media	3	(Admission)	F/S	<input type="checkbox"/> SMAD 302 Video Production	3	201+202 + Pre or Co 203	F/S
<input type="checkbox"/> SMAD 252 Copywriting for Advertising	3	Pre or Co 242	F/S	Choose one from the following:			
<input type="checkbox"/> SMAD 342 Elements of Creative Advertising	3	201+202+242 +252, Pre or Co 203	F/S	<input type="checkbox"/> SMAD 250 Scriptwriting		(Admission)	F/S
<input type="checkbox"/> SMAD 443 Creative Advertising Campaigns	3	203+342	F/S	<input type="checkbox"/> SMAD 251 Screenplay Writing		(Admission)	F/S
Choose one from the following:				<input type="checkbox"/> SMAD 330 New Media Law	3	301 or 301L +201+202+203 +Jr. or Sr.	F/S
<input type="checkbox"/> SMAD 330 New Media Law		301 or 301L +201+202+203 +Jr. or Sr.	F/S	<input type="checkbox"/> SMAD 370 Mass Communication Law		301 or 301L +201+202+203 +Jr. or Sr.	F/S
<input type="checkbox"/> SMAD 370 Mass Communication Law		301 or 301L +201+202+203 +Jr. or Sr.	F/S	Choose one from the following			
Choose one from the following:				<input type="checkbox"/> SMAD 407 Business & Management of Digital Media	3	302+Sr.	F/S
<input type="checkbox"/> SMAD 210 News Reporting and Writing		(Admission)	F/S	<input type="checkbox"/> SMAD 410 The Creative Producer (JMU in LA Program)		(Admission into JMU in LA)	Su
<input type="checkbox"/> SMAD 220 Copy Editing		Pre or Co 210 or 252	F/S	Choose two from the following:			
<input type="checkbox"/> SMAD 225 Photojournalism		201	F/S	<input type="checkbox"/> SMAD 303 Post Production	6	302	F/S
<input type="checkbox"/> SMAD 305 Topics in Media Prod. (when app.)		(Admission)	Per.	<input type="checkbox"/> SMAD 304 Audio Production		302+ Pre or Co 303	F
<input type="checkbox"/> SMAD 307 Interactive Design I		201+203 + Pre or Co 202	F/S	<input type="checkbox"/> SMAD 305 Topics in Media Prod. (when app.)		(Admission)	Per.
<input type="checkbox"/> SMAD 310 Advanced Reporting		210	F/S	<input type="checkbox"/> SMAD 306 Studio Production		302 or 309	F
<input type="checkbox"/> SMAD 315 Digital Social Media Advertising		201 + Pre or Co 202		<input type="checkbox"/> SMAD 340 Advanced Screenplay Writing		251	S
<input type="checkbox"/> SMAD 327 User Centered Research & Usability Evaluation		201 + 203		<input type="checkbox"/> SMAD 402 Motion Graphic Design & Prod.		303	S
<input type="checkbox"/> SMAD 332 Visual Communication Design		201	F/S	<input type="checkbox"/> SMAD 403 Documentary Production		302	F
<input type="checkbox"/> SMAD 422 Multimedia Journalism		225 + 342	S	<input type="checkbox"/> SMAD 405 Producing and Directing		302+Sr.	F/S
Choose two from the following:				<input type="checkbox"/> SMAD 462 Documentary in Film & TV		301 or 301L +201+202+203 +Jr. or Sr.	S
<input type="checkbox"/> SMAD 360L British Media & Society	6		F/S/ Su S	<input type="checkbox"/> SMAD 463 Film Adaptations or...		301 or 301L +201+202+203 +Jr. or Sr.	F or S
<input type="checkbox"/> SMAD 372 Media History		Jr. or Sr.	S	<input type="checkbox"/> SMAD 463L British Literature & Film			F/S/ Su
<input type="checkbox"/> SMAD 373 Media Analysis & Criticism		301 or 301L +201+202+203 +Jr. or Sr.	F	Choose two from the following:			
<input type="checkbox"/> SMAD 398 Critical Studies in SMAD (when app.)		301 or 301L +201+202+203 +Jr. or Sr.	Per.	<input type="checkbox"/> SMAD 360L British Media & Society	6		F/S/ Su
<input type="checkbox"/> SMAD 470 New Media and Society		301 or 301L +201+202+203 +Jr. or Sr.	F/S	<input type="checkbox"/> SMAD 371 Narrative Media Studies		301 or 301L +201+202+203 +Jr. or Sr.	S
<input type="checkbox"/> SMAD 472 Media and Politics or...			F/S	<input type="checkbox"/> SMAD 373 Media Analysis & Criticism		301 or 301L +201+202+203 +Jr. or Sr.	F
<input type="checkbox"/> SMAD 472L British Media and Politics			F/S/ Su	<input type="checkbox"/> SMAD 380 Introduction to Film		(Admission)	F/S
<input type="checkbox"/> SMAD 498 Senior Seminar		301 or 301L +201+202+203 +Jr. or Sr.	F/S	<input type="checkbox"/> SMAD 398 Critical Studies in SMAD (when app.)		301 or 301L +201+202+203 +Jr. or Sr.	Per .
				<input type="checkbox"/> SMAD 460 Film and Society		301 or 301L +201+202+203 +Jr. or Sr.	F

Digital Video and Cinema (DVC) Cont...			
	Cr	Pre-req	Sem
<input type="checkbox"/> SMAD 461 Film as Art		301 or 301L +201+202+203 +Jr. or Sr.	S
<input type="checkbox"/> SMAD 462 Documentary in Film & TV		301 or 301L +201+202+203 +Jr. or Sr.	S
<input type="checkbox"/> SMAD 463 Film Adaptations or...		301 or 301L +201+202+203 +Jr. or Sr.	S
<input type="checkbox"/> SMAD 463L British Literature & Film			F/S/Su
<input type="checkbox"/> SMAD 464 Contemporary American Film		301 or 301L +201+202+203 +Jr. or Sr.	F
<input type="checkbox"/> SMAD 465 The Entertainment Industry: An Overview (JMU in LA Program)		301 or 301L +201+202+203 +Jr. or Sr.	Su
<input type="checkbox"/> SMAD 470 New Media and Society		301 or 301L +201+202+203 +Jr. or Sr.	F/S
<input type="checkbox"/> SMAD 498 Senior Seminar		301 or 301L +201+202+203 +Jr. or Sr.	F/S

Interactive Design (ID)			
	Cr	Pre-req	Sem
Required of all ID Concentrators			
<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 330 New Media Law	3	301 or 301L +201+202+203 +Jr. or Sr.	F/S
<input type="checkbox"/> SMAD 407 Business & Management of Digital Media (An Interactive Design section is offered in spring semester.)	3	307+Sr.	F/S
Choose one from the following:			
<input type="checkbox"/> SMAD 305 Topics in Media Prod. (when app.)		(Admission)	Per.
<input type="checkbox"/> SMAD 308 Interactive Design II		Pre or Co 307	F
<input type="checkbox"/> SMAD 315 Digital Social Media Advertising		201 + Pre or Co 203	
<input type="checkbox"/> SMAD 327 User Centered Research & Usability Evaluation		201 + 203	
<input type="checkbox"/> SMAD 332 Visual Communication Design		201	F/S
Choose one from the following:			
<input type="checkbox"/> SMAD 404 Advanced Interactive Design		308+317	S
<input type="checkbox"/> SMAD 408 Converged Media Lab		307+317, + 305 or 332, +Sr.	F/S
Choose two from the following:			
<input type="checkbox"/> SMAD 360L British Media & Society			F/S/Su
<input type="checkbox"/> SMAD 372 Media History		Jr. or Sr.	S
<input type="checkbox"/> SMAD 373 Media Analysis & Criticism		301 or 301L +201+202+ 203 +Jr. or Sr.	F
<input type="checkbox"/> SMAD 398 Critical Studies in SMAD (when app.)		301 or 301L +201+202+ 203 +Jr. or Sr.	Per.
<input type="checkbox"/> SMAD 470 New Media and Society		301 or 301L +201+202+ 203 +Jr. or Sr.	F/S
<input type="checkbox"/> SMAD 471 Media Ethics		301 or 301L +201+202+ 203 +Jr. or Sr.	F/S
<input type="checkbox"/> SMAD 472 Media and Politics or...			F/S

<input type="checkbox"/> SMAD 472L British Media and Politics			F/S/Su
<input type="checkbox"/> SMAD 498 Senior Seminar		301 or 301L +201+202+ 203 +Jr. or Sr.	F/S

Journalism (J)			
	Cr	Pre-req	Sem
Required of all J Concentrators			
<input type="checkbox"/> SMAD 210 News Reporting and Writing	3	(Admission)	F/S
<input type="checkbox"/> SMAD 309 Video Journalism	3	201+202+ Pre or Co 203 + Pre or Co 210	F/S
<input type="checkbox"/> SMAD 310 Advanced Reporting & Writing		210	S
<input type="checkbox"/> SMAD 370 Mass Communication Law	3	301 or 301L +201+202+203 +Jr. or Sr.	F/S
<input type="checkbox"/> SMAD 471 Media Ethics	3	301 or 301L +201+202+203 +Jr. or Sr.	F/S
Choose one from the following:			
<input type="checkbox"/> SMAD 220 Copy Editing		Pre or Co 210	F/S
<input type="checkbox"/> SMAD 225 Photojournalism		201	F/S
<input type="checkbox"/> SMAD 305 Topics in Media Prod. (when app.)		(Admission)	Per
<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	
<input type="checkbox"/> SMAD 327 User Centered Research & Usability Evaluation		201 + 203	
<input type="checkbox"/> SMAD 332 Visual Communication Design		201	F/S
<input type="checkbox"/> SMAD 403 Documentary Production		309	F
Choose one from the following:			
<input type="checkbox"/> SMAD 409 Electronic News Production & Editing	3	309	S
<input type="checkbox"/> SMAD 421 Feature Magazine Production		309 + 310 or 311	F/S
<input type="checkbox"/> SMAD 422 Multimedia Journalism		210+309	F or S
<input type="checkbox"/> SMAD 497 Advanced Projects in SMAD (when app.)		Jr. or Sr.	Per
Choose one from the following:			
<input type="checkbox"/> SMAD 360L British Media & Society			F/S/Su
<input type="checkbox"/> SMAD 372 Media History		Jr. or Sr.	S
<input type="checkbox"/> SMAD 373 Media Analysis & Criticism		301 or 301L +201+202+203 +Jr. or Sr.	F
<input type="checkbox"/> SMAD 398 Critical Studies in SMAD (when app.)		301 or 301L +201+202+203 +Jr. or Sr.	Per.
<input type="checkbox"/> SMAD 462 Documentary in Film & TV		301 or 301L +201+202+203 +Jr. or Sr.	S
<input type="checkbox"/> SMAD 470 New Media and Society		301 or 301L +201+202+203 +Jr. or Sr.	F/S
<input type="checkbox"/> SMAD 471 Media Ethics		301 or 301L +201+202+203 +Jr. or Sr.	F/S
<input type="checkbox"/> SMAD 472 Media and Politics or...			F/S
<input type="checkbox"/> SMAD 472L British Media and Politics			F/S/Su
<input type="checkbox"/> SMAD 498 Senior Seminar		301 or 301L +201+202+203 +Jr. or Sr.	F/S