

JOURNALISM (JOU)

JOU 104 Digital Photography Credits: 3

Typically Offered: Fall.

Course Description: This course introduces the student to composing, shooting and editing photographs. Students will learn basic manipulation of images using Adobe Photoshop and Lightroom, including preparation of images for both print and online uses. Students should have a digital camera with the ability to control the exposure, shutter speed and ISO.

CORE 42: MOTR PERF 105GA; Studio Art-Intro to Drawing, Graphic Arts, Multimedia Crafts, Painting, Sculpture (attribute M057)



JOU 202 Reporting for the Media Credits: 3

Typically Offered: Fall.

Course Description: Introduction to writing for print, broadcast and web media. Students will gain hands-on training in writing leads and short-and medium-length articles and learn how these articles are packaged with other media elements in newspapers and convergent media websites.

JOU 204 Digital Videography Credits: 3

Typically Offered: Spring.

Course Description: Introduction to the principles of writing, producing and creating broadcast journalism packages for the web and broadcast. Students learn the basics of broadcast production as well as interviewing techniques and shooting and editing digital media.

JOU 227 Media Design Credits: 3

Typically Offered: Fall.

Course Description: This course focuses on newspaper page design (front and feature pages), advertising, and public relations design, with an emphasis on print but instruction in designing for online publications as well.

JOU 311 Griffon Media Credits: 3

Typically Offered: Fall, Spring.

Course Description: Supervised experience in reporting news, features, commentary, and sports; selling and designing advertising; shooting, processing, and printing photographs; and shooting, editing and telling broadcast news stories. Students work on the campus newspaper, yearbook, and/or weekly news broadcast. May be taken up to four times for credit.

JOU 312 Griffon Media Manager Credits: 1

Typically Offered: Fall, Spring.

Course Description: Supervised experience in managerial positions on the campus yearbook; applications of principles of professional journalism. May be taken up to eight times for credit.

JOU 314 Selected Topics in Journalism Credits: 3

Typically Offered: Departmental Discretion.

Course Description: Advanced course in journalism; topics vary from semester to semester. May be repeated for credit.

JOU 322 Advanced Reporting Credits: 3

Typically Offered: Fall.

Course Description: Advanced instruction and applied experience in reporting and writing with a focus on in-depth and investigative reporting, including political/government journalism. The class will involve off-campus reporting. **Prerequisite(s):** JOU 202.

JOU 324 Web Content and Design Credits: 3

Typically Offered: Fall.

Course Description: Students will learn the elements of effective writing for screen-based textual content in internet and intranet environments, using HTML and appropriate software to create both personal and professional Websites to gain valuable hands-on experience. Introduces overview of content provider issues, including usability, intellectual property, security, access, database content language, writing and design.

JOU 402 Senior Project Credits: 3

Typically Offered: Spring.

Course Description: This is the senior-level capstone course for the Strategic Communication and Convergent Journalism programs. It emphasizes applied, real-world experiences in producing digital media projects suitable for the Strategic Communication and Journalism professional. The students will develop a professional portfolio website and complete a number of digital media projects in preparation for entering the job market. To be taken during last spring semester prior to graduation. **Prerequisite(s):** JOU 204.

JOU 403 Media Law and Ethics Credits: 3

Typically Offered: Spring (odd-numbered years).

Course Description: Defines the legal boundaries within which professional communicators must operate and raises important ethical issues that relate to media careers.

JOU 428 Multimedia Storytelling Credits: 3

Typically Offered: Spring (even-numbered years).

Course Description: This course incorporates intermediate production skills to create multimedia projects. Multimedia stories incorporate text, images, audio, video and data visualizations. Students will apply standards of journalistic reporting, writing and multimedia production to their work throughout the semester. Students will learn skills that are relevant to communications professions. **Prerequisite(s):** JOU 202

JOU 432 Social Media Branding Credits: 3

Typically Offered: Spring.

Course Description: This course provides experience with current and emerging social media tools and digital technologies. Students will gain knowledge about various opportunities for strategically implementing digital, social and mobile media into strategic communication practices and research. They will engage in managing their own online reputation as well as a business/organization's identity through a mastery of social media applications.