JOURNALISM

Not all courses are offered every semester. Refer to the schedule of courses for each term's specific offerings.
More Info (http://registrar.ufl.edu/soc/)

Unless otherwise indicated in the course description, all courses at the University of Florida are taught in English, with the exception of specific foreign language courses.

Department Information

Graduates of the Department of Journalism work in traditional forms of media, emerging platforms, and in corporate roles. Ultimately, the department offers transferrable skills that creates outstanding leaders with successful achievements across all fields.
Website (https://www.jou.ufl.edu/current-students/current-undergraduate/current-academics/journalism/)

CONTACT
Email (advising@jou.ufl.edu) | 352.392.0466
2070 WEIMER HALL
GAINESVILLE FL 32611
Map (http://campusmap.ufl.edu/#/index/0030)

Curriculum

• /UGRD/colleges-schools/UGJRC/JRC_UCT0X/
• Combination Degrees
• International Communication Certificate
• Journalism
• Journalism | Sports and Media UF Online
• Mass Communication Studies Minor
• Mass Communication Studies Minor UF Online

Students not admitted to this college must have a 3.0 overall grade point average to enroll in journalism courses other than MMC 1000, MMC 2100, PUR 3000, and RTV 2100.

Courses

JOU 2040 Writing Mechanics 1 Credit
Grading Scheme: Letter Grade
Prepares media writers for professional work, with a focus on mastering the basics of grammar, punctuation and spelling.

JOU 2100 Broadcast Writing Bootcamp 1 Credit
Grading Scheme: Letter Grade
Explore the differences of writing for the ear vs. writing for the eye. Focuses on storytelling through methodologies traditionally associated with broadcast journalism—which can also be incorporated in digital and social storytelling. Examines story structures and practical experience in writing scripts and sound-based stories.

JOU 3101 Reporting 3 Credits
Grading Scheme: Letter Grade
Instruction and practice reporting and writing basic news stories. Emphasizes style, clarity, accuracy, and responsibility in handling news.
(WR)
Prerequisite: Journalism and Communications major with sophomore standing or higher.
Corequisite: MMC 2121.
Attributes: Satisfies 6000 Words of Writing Requirement

JOU 3109C Multimedia Writing 3 Credits
Grading Scheme: Letter Grade
Introduces news and public relations writing and the use of multimedia tools in gathering and disseminating information. Learn how to use multimedia tools for journalism work, interviewing techniques, AP style and the elements that make a story newsworthy. Consists of two hours of lecture and a three-hour lab each week.
Prerequisite: ENC 1102 and (MMC 1009 or MMC 2604 or PUR 3000), with minimum grades of C.

JOU 3110 Applied Fact Finding 3 Credits
Grading Scheme: Letter Grade
Instruction and practice in researching and solving complex news problems. Emphasizes enterprise, documentation and use of multiple sources, using standard reference works and public records.
Prerequisite: MMC 2121.

JOU 3121 Dataviz and Mapping 3 Credits
Grading Scheme: Letter Grade
Covers the foundational skills required for any professional communicator who seeks to tell a visual data story for audiences that rely on cellphones, as well as the basics of geospatial analysis. The emphasis is on data evaluation using code-free tools.
Prerequisite: MMC 2450.

JOU 3184 Beat Reporting 3 Credits
Grading Scheme: Letter Grade
Experience in reporting on a number of beats of significant public interest. Emphasizes responsible coverage of law enforcement, courts, schools, city and county government, health and the environment.
Prerequisite: JOU 3101 and JOU 3110 with minimum grades of C.

JOU 3212 Magazine Design 3 Credits
Grading Scheme: Letter Grade
Discover the principles and practice of design for various types of magazines. Learn how to use typography, photographs, illustrations and layouts to match graphic style to content for specific target audiences.
Prerequisite: JOU 3109C and JOU 3220C with minimum grades of C.

JOU 3213 Design 3 Credits
Grading Scheme: Letter Grade
Design of various forms of print media. Emphasizes basic principles of design. Use of typography and photographs together.
Prerequisite: JOU 3220C.

JOU 3220C Visual Journalism 3 Credits
Grading Scheme: Letter Grade
Learn how words and visuals work together to tell a story. Develop the skills to interpret and evaluate photographs, maps, charts, interactive graphics, websites and motion graphics. Learn and apply basic design principles. Gain proficiency in Photoshop, InDesign and other software.
Prerequisite: Journalism and Communications sophomore or higher.
<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
<th>Grading Scheme</th>
<th>Prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>JOU 3305</td>
<td>Data Journalism 3 Credits</td>
<td>3</td>
<td>Letter Grade</td>
<td>Experience data journalism by using tools such as spreadsheets, databases, and mapping programs to acquire, clean, and analyze data, and by performing basic data visualization. Focuses on using tools to find meaningful patterns in data and to report those patterns accurately. Prerequisite: JOU 3101 or instructor permission.</td>
</tr>
<tr>
<td>JOU 3346L</td>
<td>Multimedia Reporting 3 Credits</td>
<td>3</td>
<td>Letter Grade</td>
<td>Learn to use digital tools in reporting for Internet news sites and other online media. Focuses on the tools to gather audio and visual material that helps to tell a journalistic story. Prerequisite: JOU 3101 with minimum grade of C.</td>
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<tr>
<td>JOU 3363</td>
<td>Introduction to Web Apps for Communicators 3 Credits</td>
<td>3</td>
<td>Letter Grade</td>
<td>Introduces web markup, coding, and programming for journalism and communications students with no prior coding experience. Explore media-industry best practices for front-end web development, problem solving and algorithmic thinking, and recent examples of interactivites and apps from media organizations. Prerequisite: junior standing in college or instructor permission.</td>
</tr>
<tr>
<td>JOU 3601</td>
<td>Photographic Journalism 3 Credits</td>
<td>3</td>
<td>Letter Grade</td>
<td>Study and practice of photography as a major component of journalism. Emphasizes newspaper/magazine style photography and use of photographs; ethical, historical, legal, and stylistic aspects. Digital cameras provided by the department. Prerequisite: Journalism and Communications major with sophomore standing or higher or instructor permission.</td>
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<tr>
<td>JOU 3920</td>
<td>Professional Practice 1 Credit</td>
<td>1</td>
<td>S/U</td>
<td>Explores both traditional job-seeking methods as well as digital job hunting. Covers best practices in how to prepare for an interview and how to reach out to and search for employers online. (S-U) Prerequisite: junior standing in college.</td>
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<tr>
<td>JOU 4004</td>
<td>History of Journalism 3 Credits</td>
<td>3</td>
<td>Letter Grade</td>
<td>Origin, development and potentiality of print and broadcast media. Analyzes the evolution of standards, policies, methods and controls.</td>
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<tr>
<td>JOU 4008</td>
<td>Journalism Studies 3 Credits</td>
<td>3</td>
<td>Letter Grade</td>
<td>Gain media literacy and become an educated consumer, critical thinker and researcher of/about the media. Learn about research methods, media-business models and the connections between the media and economics. Prerequisite: JOU 3101 with minimum grade of C.</td>
</tr>
<tr>
<td>JOU 4111</td>
<td>Advanced Reporting 3 Credits</td>
<td>3</td>
<td>Letter Grade</td>
<td>Produce quality news and feature stories for publication. Gain experience enhancing your news gathering and writing skills. Produce clips for your portfolio and as possible entries in the Hearst Journalism Awards Program. Prerequisite: JOU 3101 with minimum grade of C.</td>
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<tr>
<td>JOU 4123</td>
<td>Investigative Reporting 3 Credits</td>
<td>3</td>
<td>Letter Grade</td>
<td>Learn to develop and execute an investigative reporting project employing various story platforms. Investigate a data-driven topic of public interest over the course of the semester; melding both primary research and in-depth interviewing. Prerequisite: JOU 3101 and JOU 3110 with minimum grades of C.</td>
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<tr>
<td>JOU 4181</td>
<td>Public Affairs Reporting 3 Credits</td>
<td>3</td>
<td>Letter Grade</td>
<td>Instruction and practice in basic public affairs reporting; emphasizes responsible coverage of courts, schools and city and county government. Prerequisite: JOU 3101 with minimum grade of C and JOU 3110.</td>
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<tr>
<td>JOU 4201</td>
<td>News Center Practicum 1-3 Credits</td>
<td>1-3</td>
<td>Letter Grade</td>
<td>Creating and editing local news content in our college’s professional news center for broadcast and digital platforms serving north central Florida; emphasizes news judgement that serves the audience. Prerequisite: JOU 3101.</td>
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<tr>
<td>JOU 4202</td>
<td>Advanced News Center Practicum 3 Credits</td>
<td>3</td>
<td>Letter Grade</td>
<td>Work in an advanced media setting on multiple projects, including writing, editing, and multimedia work. Emphasizes collaboration and decision-making in a real-world setting. Prerequisite: JOU 4201 with minimum grade of C and instructor permission.</td>
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<tr>
<td>JOU 4214</td>
<td>Advanced Design 3 Credits</td>
<td>3</td>
<td>Letter Grade</td>
<td>Advanced design and production of various forms of print media. Emphasizes advanced principles, picture editing, typography, and use of other design elements. Prerequisite: JOU 3101 and JOU 3213 with minimum grades of C and instructor permission.</td>
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<tr>
<td>JOU 4301</td>
<td>Literary Journalism 3 Credits</td>
<td>3</td>
<td>Letter Grade</td>
<td>Study and practice in literary journalism. Students may select a specialty and may work in writing or in writing and photography together. Prerequisite: JOU 3101.</td>
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<tr>
<td>JOU 4304</td>
<td>Science Journalism 3 Credits</td>
<td>3</td>
<td>Letter Grade</td>
<td>This seminar-style course introduces the art and craft of producing well-written, engaging science news and feature stories for print, online and broadcast media. Students learn how to find science story ideas, interview sources, simplify complex concepts, sharpen their science storytelling skills, write publication-ready stories and pitch to editors. Prerequisite: JOU 3101 or permission of instructor.</td>
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<tr>
<td>JOU 4308</td>
<td>Magazine and Feature Writing 3 Credits</td>
<td>3</td>
<td>Letter Grade</td>
<td>Preparation of features and articles for publication in newspapers and magazines coordinated with study of magazine editing problems. Supervised marketing of pieces produced. Prerequisite: JOU 3101.</td>
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<tr>
<td>JOU 4311</td>
<td>Narrative Nonfiction Writing 3 Credits</td>
<td>3</td>
<td>Letter Grade</td>
<td>Advanced writing course in which students create article ideas, research and write magazine-length nonfiction articles and submit them for publication. Prerequisite: JOU 4308 with minimum grade of B and instructor permission.</td>
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</tbody>
</table>
JOU 4313C Sports Reporting 3 Credits
Grading Scheme: Letter Grade
Instruction and practice in reporting sports with special emphasis on game coverage and interviewing techniques. Includes features, sidebars, advances and press conference coverage. Opportunities for publication of stories.
Prerequisite: JOU 3101.

JOU 4314 Environmental Journalism 3 Credits
Grading Scheme: Letter Grade
Introduces the most accurate, credible, and timeliest information on environmental science and related issues; discerning uncompromised expert sources, using human narratives, and descriptive storytelling to relate real world impact, and tapping the databases, records, and other tools used by environmental reporters.
Prerequisite: JOU 3101 or instructor permission.

JOU 4364 Advanced Web Apps for Communicators 3 Credits
Grading Scheme: Letter Grade
Add server-side (back-end) web skills to already developed client-side (front-end) web skills to develop web apps that include a server-side component to support presentations of stories/data for media. Also covers web scraping to enable journalists to gather open data.
Prerequisite: JOU 3363.

JOU 4447C Applied Magazines 3 Credits
Grading Scheme: Letter Grade
Provides experience in editing and publishing a magazine.
Prerequisite: JOU 4308 with minimum grade of C.

JOU 4510 Magazine Management and Publication 3 Credits
Grading Scheme: Letter Grade
Provides knowledge and training in magazine writing, editing, design, production and administration for magazine sequence majors. Stresses organization, concept, audience, budget, printing, advertising, circulation and promotion of magazines.
Prerequisite: JOU 4201 and JOU 3213 and JOU 4308.

JOU 4603 Specialized Journalistic Photography 3 Credits
Grading Scheme: Letter Grade
Journalistic still photography emphasizing technical proficiency. Specialized techniques and equipment stressed. Emphasizes color portraiture, studio products, lighting, flash and related skills. Assignments prepared using digital scanning. Students furnish some 35mm equipment and most supplies.
Prerequisite: JOU 3601 with minimum grade of C or instructor permission.

JOU 4604 Advanced Photographic Journalism 1 3 Credits
Grading Scheme: Letter Grade
Primary concern is portfolio-quality single story-telling pictures and multiple picture packages, including picture stories. Introduces computer page layout. Deadline pressure emphasized; overview of picture editor duties; trends; social implications; portfolio preparation. Assignments involve computer programs. Students furnish supplies, most 35mm camera equipment and flash.
Prerequisite: JOU 3601.

JOU 4605 Advanced Photographic Journalism 2 3 Credits
Grading Scheme: Letter Grade
Continues JOU 4604 with emphasis on the picture story, layouts and the study of historical figures in photojournalism. Pays particular attention to magazines, color and new developments in the profession. Duties of the picture editor covered in-depth. Prior knowledge of computer scanning and layout programs expected. Portfolio preparation concluded. Terminal course in the sequence. Students furnish supplies and most equipment.
Prerequisite: JOU 4603 and JOU 4604.

JOU 4700 Problems and Ethics of Journalism in Society 3 Credits
Grading Scheme: Letter Grade
Reading, analysis, and planning in current and projected issues in journalism, both in their professional and societal aspects.
Prerequisite: Journalism and Communications major with senior standing.

JOU 4905 Individual Problems in Journalism 1-3 Credits
Grading Scheme: Letter Grade
Students and the instructor concerned choose a problem or project which gives the student actual experience in his or her major field.
Prerequisite: at least 10 credits of journalism in the upper division and department permission.

JOU 4910 Journalism Undergrad Research 0-3 Credits
Grading Scheme: S/U
Provides firsthand, supervised research. Projects may involve inquiry, design, investigation, scholarship, discovery, or application, depending on the topic. (S/U)
Prerequisite: JOU 3109C with grade of C or better.

JOU 4930 Special Study in Journalism 1-3 Credits
Grading Scheme: Letter Grade
Variable content provides opportunity for study in academic areas of journalism, such as the literature of journalism and other fields within the province of the college.
Prerequisite: instructor permission.

JOU 4940 Journalism Internship 1-3 Credits
Grading Scheme: S/U
Student and instructor select an appropriate work area related to the field of journalism for on-the-job training. Student works a minimum of 100 hours on the job for every credit to be received. Progress reports and summary required. (S-U)
Prerequisite: minimum 3.0 GPA and completion of specialized courses in journalism appropriate to the internship. Must have department approval to receive credit.

JOU 4950 Applied Journalism 3 Credits
Grading Scheme: Letter Grade
By assuming the role of a professional journalist, prepare for professional-caliber reporting, writing, and production of multimedia storytelling suitable for publication in various traditional/digital outlets. Classes are conducted through a series of seminars and heavily coached group projects.
Prerequisite: Senior College of Journalism and Communications student and JOU 3346L.
JOU 4951 Noticias 1-3 Credits
Grading Scheme: Letter Grade
This course focuses on Spanish-language news production. Students take on roles for WUFT's Noticias, including writer, reporter, sports reporter/anchor, co-anchor/executive producer, producer, associate producer, writer, reporter, sports reporter/anchor, and co-anchor, entertainment reporter/anchor, camera operators, teleprompter.
Prerequisite: JOU 3109C Multimedia Writing or JOU 3101 Reporting and completion of Spanish-language writing-proficiency test administered by the instructor.

MMC 1009 Introduction to Media and Communications 1 Credit
Grading Scheme: Letter Grade
Introduces the tools, resources and academic and extra-curricular activities offered by the College of Journalism and Communications. Includes lessons on the history and organization of the college and academic and career preparation.
Prerequisite: 1JM or exploratory major, 2JM, or 3JM classification, or instructor approval.

MMC 2121 Writing Fundamentals for Communicators 3 Credits
Grading Scheme: Letter Grade
One-third of the course is to ensure students have sufficient skill in grammar and punctuation to write with clarity. In two-thirds of the course, students put principles of good writing into practice with short writing assignments that have real-world applications.

MMC 2450 Data Literacy for Communicators 1 Credit
Grading Scheme: Letter Grade
Numeracy which enables data literacy; to use, evaluate, and communicate numbers in situations commonly faced in advertising, journalism, public relations, and telecommunications.

MMC 2604 Media, Cultures, and Identity 3 Credits
Grading Scheme: Letter Grade
Examines the role of media in facilitating, challenging, and enabling power dynamics as well as shaping identity in the United States and globally. Looks at various media forms and constructions of race, gender, sexuality, class, religion, and ability. Analyses the relationship between media, identity and power, as well as individual role as a media consumer.

MMC 2613 Journalism, Justice & Civic Change 3 Credits
Grading Scheme: Letter Grade
Covers intersection between news media and state/local government. Students will analyze how media interacts with societal power structures in ways that influence social and racial justice. Through analysis of investigative journalism and theories like agenda-setting and framing, students will learn how to use information to become more effective civic participants.

MMC 3030 Personal Branding for Communicators 1 Credit
Grading Scheme: Letter Grade
Professional development course that stresses how to communicate and connect as professionals. Emphasizes mastery of writing, speaking, presentation and employment-seeking skills, working with media, handling media interviews and using social media to establish a professional identity.
Prerequisite: Journalism and Communications major of junior standing or higher.

MMC 3203 Ethics and Problems in Mass Communications 3 Credits
Grading Scheme: Letter Grade
A cross-disciplinary introduction to ethics-relevant situations faced by media professionals. Topics include professional standards of conduct, audience representation and engagement and issues associated with the production, presentation and delivery of messages that reflect the best interests of audiences, clients and stakeholders.
Prerequisite: Journalism and Communications major of sophomore standing or higher and (ADV 3008 or MMC 1009 or MMC 2604 or PUR 3000 or RTV 3001 with minimum grade of C).

MMC 3254 Media Entrepreneurship 1 Credit
Grading Scheme: Letter Grade
Introduces media entrepreneurship with a focus on how digital technologies are transforming industries. Work in teams to develop new digital media businesses. Develop and pitch ideas, explore market analysis, develop business and financial plans, and study social media strategies.
Prerequisite: sophomore standing or higher.

MMC 3420 Consumer and Audience Analytics 3 Credits
Grading Scheme: Letter Grade
Provides practical analytical skill-sets, benefiting those who plan careers in analytics/research, social media, media business, advertising/marketing, and public relations.
Prerequisite: junior standing or higher.

MMC 3702 Rock 'N Roll and American Society Part 1 3 Credits
Grading Scheme: Letter Grade
Prerequisite: sophomore standing or higher.

MMC 3703 Sports Media and Society 3 Credits
Grading Scheme: Letter Grade
Examines the role of sports media from the early sportswriters to the day when athletes control their own messages via Twitter. Covers the various mediums (newspapers, magazines, books, radio, TV, online, forums, blogs, and social media) in terms of their history, function, and impact.
Prerequisite: sophomore standing or higher.

MMC 3742 Rock 'N Roll and American Society Part 2 3 Credits
Grading Scheme: Letter Grade
Prerequisite: Sophomore standing or higher.

MMC 3744 Law of Mass Media and Society 2 3 Credits
Grading Scheme: Letter Grade
Examines the role of law in shaping the media industry. Includes an introduction to mass communication, media law, and the legal issues surrounding the media industry.
Prerequisite: MMC 1009 or MMC 2009 or MMC 3009 or MMC 3109 or MMC 3209 or MMC 3309 or MMC 3409 or MMC 3509 or MMC 3609 or MMC 3709 or MMC 3809 or MMC 3909 or MMC 4009 or MMC 4109 or MMC 4209 or MMC 4309 or MMC 4409 or MMC 4509 or MMC 4609 or MMC 4709 or MMC 4809 or MMC 4909 or MMC 5009 or MMC 5109 or MMC 5209 or MMC 5309 or MMC 5409 or MMC 5509 or MMC 5609 or MMC 5709 or MMC 5809 or MMC 5909 or MMC 6009 or MMC 6109 or MMC 6209 or MMC 6309 or MMC 6409 or MMC 6509 or MMC 6609 or MMC 6709 or MMC 6809 or MMC 6909 or MMC 7009 or MMC 7109 or MMC 7209 or MMC 7309 or MMC 7409 or MMC 7509 or MMC 7609 or MMC 7709 or MMC 7809 or MMC 7909 or MMC 8009 or MMC 8109 or MMC 8209 or MMC 8309 or MMC 8409 or MMC 8509 or MMC 8609 or MMC 8709 or MMC 8809 or MMC 8909 or MMC 9009 or MMC 9109 or MMC 9209 or MMC 9309 or MMC 9409 or MMC 9509 or MMC 9609 or MMC 9709 or MMC 9809 or MMC 9909.
MMC 4341L Advanced Online Media Production 3 Credits
Grading Scheme: Letter Grade
Advanced skills in appropriate technologies for producing online journalism. Sophisticated design of navigation interfaces for online information; screen/page design and site structure planning; web video, audio, photos and animation; web forms and databases. Emphasizes professional techniques and standards. Several software packages used; students must be able to take initiative in learning. Students complete a final portfolio project.
Prerequisite: JOU 3601 and MMC 3260.

PGY 3610 Survey of Photojournalism 2 Credits
Grading Scheme: Letter Grade
Not open to photojournalism majors. Introduces still photography; selection and use of photographs in the print media; legal, historical, stylistic, ethical and technical aspects. Picture-taking minimal compared to JOU 3601. Shared cameras provided.
Prerequisite: Journalism and Communications major of junior standing or higher.

RTV 3106 Writing and Reporting for Interactive Media 3 Credits
Grading Scheme: Letter Grade
Planning and executing news and online news projects. Course lecture, readings and discussion focus on locating, evaluating and tracking Internet sources, construction of multilinear news content and the integration of Internet technology into the news process.
Prerequisite: (RTV 2100 or MMC 2100) and RTV 3303.

RTV 3303 Audio News and Reporting 3 Credits
Grading Scheme: Letter Grade
Basic writing, reporting and production of radio news stories and newscasts. Students must purchase approved recorder for class.
Prerequisite: JOU 3101 with a minimum grade of C and department permission.

RTV 3304 Advanced Audio Storytelling 3 Credits
Grading Scheme: Letter Grade
Advanced reporting, writing, and production of radio news stories and newscasts against deadlines. Requires radio news laboratory.
Prerequisite: RTV 3303 with minimum grade of C and JOU 3101.

RTV 3305 In-Depth Broadcast Reporting 3 Credits
Grading Scheme: Letter Grade
Principles of investigative reporting as applied to television and radio news.
Prerequisite: RTV 3303 or RTV 4301 with a minimum grade of C.

RTV 3601 Broadcast Performance 3 Credits
Grading Scheme: Letter Grade
Development of basic radio and television announcing skills.

RTV 3632 Broadcast News Producing 3 Credits
Grading Scheme: Letter Grade
Producing news content for television. Includes instruction in software, field producing techniques and production of long-form programs, with considerable emphasis on the role of the producer as gatekeeper and newsroom manager.
Prerequisite: JOU 3101 with a minimum grade of C and department permission.

RTV 4301 TV News Reporting 3 Credits
Grading Scheme: Letter Grade
Basic writing, reporting and production of television news stories and newscasts. Students must purchase two approved video cassettes for class.
Prerequisite: JOU 3101 with a minimum grade of C and department permission.

RTV 4594 Advanced Reporting for Interactive Media 3 Credits
Grading Scheme: Letter Grade
Teaches the advanced skills necessary to produce online journalism content utilizing video, audio, photo essays, and interactive graphics. Receive practical experience working in the college's converged newsroom.
Prerequisite: RTV 3106 with minimum grade of C and JOU 3101.

RTV 4681 Advanced TV News Reporting 3 Credits
Grading Scheme: Letter Grade
News reporting, videography, writing and editing for television newscasts on deadline. One day-long lab in television newsroom required and purchase of additional approved video cassettes may also be required.
Prerequisite: RTV 4301 with minimum grade of C and JOU 3101.

RTV 4684 Advanced Broadcast News Producing 3 Credits
Grading Scheme: Letter Grade
Supervised assignment as line or field producer for radio, TV, or online news program or series. Requires eight hours per week in newsroom.
Prerequisite: RTV 3632, RTV 3401 with minimum grades of C and JOU 3101.

VIC 3001 Sight, Sound and Motion 4 Credits
Grading Scheme: Letter Grade
Visual literacy is a prerequisite for success in most areas of mass communication. Teaches fundamentals of design across print, web, and multimedia platforms. Also emphasizes how visual forms convey messages to readers.
Prerequisite: sophomore standing.