

SMAD Academic Advising Checksheet

Students admitted prior to fall 2023

These requirements apply to all students notified of acceptance to the major prior to fall 2023. 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			F/S/ Su	<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

This document is provided as an advising resource only. Official curriculum requirements are listed in the JMU Undergraduate Catalog, for the year you were admitted. In the case of discrepancies, the University Catalog for your year of admission is the official curriculum students must follow. This document was reviewed by the SMAD Director on August 1, 2023.

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 417 Business & Management of Interactive Media	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	3	308+317	S
<input type="checkbox"/> SMAD 408 Converged Media Lab		307+317 + 305, 315, 327, 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		309+310	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 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