

SMAD Academic Advising Checksheet

2023-2024

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

- 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.

NOTES

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
<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, determined by concentration, 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.	S
<input type="checkbox"/> SMAD 373 Media Analysis & Criticism	3	301 or 301L+201+202+203+204, Jr. or Sr.	S
<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/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/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 301 or 301L+201+202+203+204, Jr. or Sr.	Su
<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)
Required of all Creative Advertising Concentrators			
<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
Choose one Applied Skills course from the following:	3		
<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	F/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/S
<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
Choose two Critical Analysis courses from the list on pg 1	6		

DIGITAL VIDEO AND CINEMA (DVC)

Class	Credits	Pre-requisites and/or Co-requisites	Semester(s)
Required of all Digital Video and Cinema Concentrators			
<input type="checkbox"/> SMAD 302 Video Production	3	201+202, Pre or Co 203	F/S
Choose one writing course from the following:	3		
<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
Choose one from the following:	3		
<input type="checkbox"/> SMAD 407 Business & Management of Digital Media		302+Sr.	F/S
<input type="checkbox"/> SMAD 410 The Creative Producer		Admission into JMU in LA	Su
Choose two Applied Skills courses from the following:	6		
<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	F
<input type="checkbox"/> SMAD 340 Advanced Screenplay Writing		251	S
<input type="checkbox"/> SMAD 402 Motion Graphic Design & Production		303	S
<input type="checkbox"/> SMAD 403 Documentary Production		302	F
<input type="checkbox"/> SMAD 405 Producing and Directing		302+Sr.	F/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.	F or S
<input type="checkbox"/> SMAD 463L British Literature & Film		Admission to JMU semester in London	F/S/Su
Choose two Critical Analysis courses from the list on pg 1	6		

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

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INTERACTIVE DESIGN (ID)

Class	Credits	Pre-requisites and/or Co-requisites	Semester(s)
Required of all Interactive Design 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 417 Business & Management of Interactive Media	3	307+Sr.	F/S
Choose one Applied Skills course from the following:	3		
<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
<input type="checkbox"/> SMAD 315 Digital Social Media Advertising		201, Pre or Co 203	F/S
<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
Choose one from the following:	3		
<input type="checkbox"/> SMAD 404 Advanced Interactive Design		308+317	S
<input type="checkbox"/> SMAD 408 Converged Media Lab		307+317+ 305, 315, 327, or 332 +Sr.	F/S
Choose two Critical Analysis courses from the list on pg 1	6		

JOURNALISM (J)

Class	Credits	Pre-requisites and/or Co-requisites	Semester(s)
Required of all Journalism Concentrators			
<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
Choose one Applied Skills courses from the following:	3		
<input type="checkbox"/> SMAD 220 Copy Editing		Pre or Co 210	F/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/S
<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
Choose one Applied Skills course from the following:	3		
<input type="checkbox"/> SMAD 409 Electronic News Production & Editing		309	S
<input type="checkbox"/> SMAD 421 Feature Magazine Production		309+310 or 311	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.	
Choose one Critical Analysis course from the list on pg 1	3		

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