

COURSE DESCRIPTIONS

COURSE NUMBERS

The course-numbering system indicates the college level at which courses are normally taken.

NUMBERING SYSTEM GUIDE

001-009	precollege course-no credit
010-099	credit granted but not applicable to graduation
100-199	primarily for first-year students
200-299	primarily for second-year students
300-499	primarily for upper division students
500-599	graduate courses

At the end of each description, numerals indicate course credits, lecture houses and laboratory hours per week. For example, the designation 3-3-2 identifies a course in which students earn three credits and attend class for three hours of lecture and two-hour laboratory session per week. Courses with variable hours and credits are so indicated.

SEMESTER SCHEDULE

Notation to the right of the course name indicate when the course is offered. If a notation is not included, the course is offered as needed.

DEPARTMENTAL OFFERINGS

INTEGRATED MARKETING COMMUNICATIONS

All the courses listed below are taken on a cohort basis in a two-year cycle.

IMC 301 Introduction to Mass Communication

Fall 3-4-0

A study of basic principles of communication principles and the emergence of the concept of mass communication. Explores responsibilities of newspapers, magazines, radio, television, public relations, advertising and internet sources in the modern social system. This survey course is equivalent to JOUR 101.

IMC 306 Introduction to Desktop Publishing

Fall 3-4-4

In this course, students will learn basic design theory and software in order to apply digital page layout and web design skills to create the type of publications most widely required in the communications industry. Upon completion of this course, students will produce a variety of publication materials to add to their portfolios. Industry standard desktop publishing applications will provide a platform from these projects. This course is equivalent to JOUR 103.

IMC 310 Introduction to IMC

Spring 3-4-0

Students explore the background and fundamentals of how organizations use persuasive communication to reach target audiences. A study of successful case studies and exercises in program writing will build the foundation and basic understanding of how IMC can advance the mission and growth of organizations in our contemporary society. This course is equivalent to JOUR 206. Prerequisites: IMC 301 and 306.

IMC 315 Advanced Desktop Publishing

Fall 3-4-4

This course will serve as a continuation the theory and skills learned in IMC 306. Students will learn advanced desktop publishing with a focus on visual display of ideas and information. Students will apply digital page layout skills to create the type of publications most widely required in the communications industry. The theory and use of typography will also be discussed. Upon completion of this course, students will produce a variety of publication materials to add to their portfolios. Industry standard desktop publishing applications will provide a platform for these projects. This course is equivalent to JOUR 407. Prerequisites: IMC 306.

IMC 320 Web Publishing**Spring 3-4-4**

This course will incorporate Web design theory and technical skills to create a series of Web products, including graphics, animations, and Web pages. Students will learn the current practices of Web publishing, which may include HTML, Flash, PHP-coding, and the use of Content Management Systems. Upon completion of this class students will have a variety of Web design pieces to add to their portfolio, as well as be the owner of a Website. This course is equivalent to JOUR 365. Prerequisites: IMC 306 & 315.

IMC 330 PR Writing**Fall 3-4-4**

This course will cover devices used in persuasive writing, internal communication and media relations, including both paid and unpaid messages to reach target audiences and stakeholders (or publics). Students will develop creative skills and learn the many writing styles and techniques an organization uses to communicate with its varied audiences (or publics). This course is equivalent to JOUR 255. Prerequisites: IMC 301 & 306.

IMC 400 Ad Copywriting and Layout**Spring 3-4-4**

Provides students with basic planning, writing, design and production techniques for creating and enhancing persuasive communications. Students will use copywriting skills, desktop publishing and design programs, combined with solid theory in targeting and reaching audiences to complete advertising campaigns that include print ads, broadcast ads, direct mail pieces, Web advertising and a variety of the other vehicles. The use of typography, color, graphics and other design tools will be used to target these creative messages. Upon completion of this class, each student will have an advertising campaign to add to a portfolio. This course is equivalent to JOUR 301. Prerequisites: IMC 306 and 315.

IMC 401 Law And Ethics Of Corporate Communication**Spring 3-4-0**

A study of accepted ethical theories and practices and legal principles as they apply to mass communication media and agency practice. Hypothetical problems suggest practical answers to ethical and legal situations. The course objective is to make the law a tool rather than a hindrance, and to help keep practitioners out of trouble in a highly litigious society.

IMC 405 Capstone Project**Spring 3-3-0**

During their final term, working as a team, students plan, design and complete a faculty-approved and supervised communication project that demonstrates mastery of the communication theory, processes and techniques covered by their courses.

Biweekly Luncheon Workshops (8 required)

One workshop will be offered each quarter.

SCHOOL OF COMMUNICATION**JOUR 101 Survey of Mass Communication****Fall/Spring—3-3-0**

A study of basic communications principles and the emergence of the concept of mass communication. Explores responsibilities of newspapers, magazines, radio, television, public relations, advertising and Internet sources in the modern social system. This survey course aids students in deciding upon their major area of concentration.

JOUR 103 Visual Communication Design**Fall/Spring 3-2-2**

(Required of all majors) This course serves as an introduction to the theory and practice of visual communication design for print and screen-based media. Emphasis is placed on visual communication of ideas, information and messages. Students learn the fundamentals of digital imaging, page layout and web design. Upon completion of this course, students will produce a series of visual communication artifacts to add to their portfolios.

JOUR 107 History of Photography I

Survey of the origins and developmental phases of photography. Technical innovations will be examined, but emphasis will be on the historical motivations and changing climates of aesthetic intent, philosophical rationale, and visual experimentation in the history of photography from the early 19th century to the mid 20th century.

JOUR 108 History of Photography II

Overview of the key critical writings and theoretical debates, their social and political contexts, and their expression in key works within the history of photographic discourse. JOUR 108 builds upon the introduction to historical practice presented in JOUR 107 to facilitate informed looking at and thinking about photographs as densely-coded cultural artifacts which operate in a complex system of social and cultural relationships. Intended to provide a broad understanding of the theory and practice informing photographic history and discourse, the course is the foundation for advanced photography courses whose preoccupations are not largely technical and which lead to the integration and culmination of critical theory in the Senior Thesis.

JOUR 150 Journalistic Writing and Editing**Fall/Spring—3-2-2**

This course will introduce students to professional-level writing and editing skills and techniques. Students will learn to recognize news, conduct interviews, report and collect information, and then write in a variety of formats, including news, feature and narrative, opinion and news feature, all of which are applicable to information provided in the traditional mass media, advertising and public relations, and multimedia applications. Students will learn how to edit and prepare copy for publication and dissemination in those formats.

JOUR 151 Broadcast Writing and Editing**Fall/Spring—3-2-2**

This course will introduce students to professional-level broadcast writing and editing skills and techniques. Students will conduct interviews, report and collect information, and then write scripts in a variety of formats, understanding the relationship and importance of audio and video in broadcast formats. Students will learn how to edit and prepare copy for broadcast and dissemination in accompanying multimedia formats.

JOUR 191 Internship in University Media**Fall/Spring—1-0-5**

Experience in college media under the supervision of a department faculty member. Working for the student newspaper, magazines, radio station, TV studio, media relations or marketing offices, or relevant project sites on campus. May be in editorial, advertising or in another area of the field. May be repeated three times for credit. Pass/Fail basis only.

JOUR 202 Introduction to Broadcasting**Fall/Spring—3-3-0**

A general overview of the broadcasting industry, key historical events and people and study of the existing economic and regulatory forces acting upon it.

JOUR 204 Introduction to Black & White Photography**Fall/Spring—3-2-2**

A basic photography course designed to give students proficiency in picture taking and processing. Stresses importance of photography in modern-day journalism. A limited number of school cameras are available.

JOUR 206 Introduction to Advertising and PR**Fall/Spring—3-3-0**

Students explore the background and fundamentals of how organizations use persuasive communication to reach target audiences. A study of successful case studies and exercises in program writing will build the foundation and basic understanding of how advertising and public relations can advance the mission and growth of organizations in our contemporary society.

JOUR 215 Video Production and Editing I**Fall/Spring—3-2-2**

Introductory field video pre-production, production and post-production concepts and techniques are demonstrated and practiced. Students apply fundamentals of planning, videography, video lighting, audio recording, and editing to common short-form video productions. Prerequisites: JOUR 101, JOUR 202.

JOUR 216 Multi-Camera Video Production and Directing**Spring—3-2-2**

Multi-camera video production and directing concepts and techniques are developed and applied. Students apply fundamentals of all multi-camera production crew positions, organize and direct crew personnel, and adapt multi-camera production skills for video productions. Prerequisite: JOUR 215 or equivalent.

JOUR 220 Writing for Multimedia and the Web**Fall/Spring 3-3-0**

This course will provide students with the skills necessary to write multimedia content for many different media platforms, including advertising, public relations, journalism, photography, and video. This class will cover Web writing skills, including writing for search engine optimization (SEO), social media and blogging. Upon completion of this course, students will have a variety of written assignments spanning multiple disciplines to add to their portfolios. Prerequisite: JOUR 150.

JOUR 223 Radio Production**Fall/Spring—3-2-2**

Study and practical experience at the WPPJ radio studio emphasizing the basic elements of radio program production and direction, including technical aspects, basic programming, scripting and the development of audio materials. Prerequisite: JOUR 202.

JOUR 239 Integrated Communications Research for Ad/PR**Spring 3-3-0**

Course will explore various secondary research techniques using available government and organizational databases, media coverage/analysis, library resources and other tools. Course will also cover primary research methods, including surveys (planning, methods and analysis), observation, experimentation and focus groups. Students will develop capabilities in planning and designing research objectives, tools and evaluation systems, including survey construction, tabulation and interpretation, as well as focus group management. Prerequisite: JOUR 206

JOUR 255 Advertising and PR Writing**Fall—3-2-2**

Persuasive writing for paid and public service advertising, internal communications and news media relations. Develops creative skills and provides training in the many writing styles and techniques used in an organization's communications with varied publics. Prerequisite: JOUR 151.

JOUR 257 Feature and Interpretive Writing**Fall 3-2-2**

A lecture-laboratory and personal conference course in the writing of feature stories and analytical perspectives for newspapers, magazines and online, ranging from personality profiles and social trends to interpretive and contextual reporting. Prerequisite: JOUR 151

JOUR 260 Reporting**Fall/Spring 3-2-2**

This course offers advanced training in reporting techniques, record searches, computer-assisted research and other skills. After students learn how to find interesting stories, they will be schooled in specific writing structures and how to organize, write, and publish stories for a portfolio that will be presented at the end of the semester. Prerequisite: JOUR 151

JOUR 280 Introduction to Multimedia**Fall/Spring 3-2-2**

This course will provide an introduction to multimedia production, writing and theory. Students will learn the industry from a historical perspective, as well as learn the basics of blogging and promoting content, video and audio for the Web, slide shows, podcasting, RSS feeds, creating interactive quizzes and timelines, mobile publishing, and other relevant topics. Upon completion of this course students will have a comprehensive technical knowledge of the many opportunities for multimedia production. Prerequisite: JOUR 103

JOUR 300 Career Preparation Seminar**Fall/Spring—1-1-0**

A combination lecture, discussion and critique of student work. The goal is to enable students to make educational and professional choices early in their college years. Surveys entry requirements, duties and job-satisfaction in professions of the J&MC concentrations. Topics include recommended electives, internships, networking, resumes, interviewing, portfolios and research sources. Required of majors and planned for the sophomore level.

JOUR 301 Advertising Copy Writing and Layout**Spring—3-2-2**

Provides students with basic planning, writing, design and production techniques for creating and enhancing persuasive communications. Students will use copywriting skills, desktop publishing and design programs, combined with solid theory in targeting and reaching audiences to complete advertising campaigns that include print ads, broadcast ads, direct mail pieces, Web advertising and a variety of other vehicles. The use of typography, color, graphics and other design tools will be used to target these creative messages. Upon completion of this class, each student will have an advertising campaign to add to his or her portfolio. Prerequisite: JOUR 206.

JOUR 302 Introduction to Photojournalism I**Fall—3-3-0**

Photojournalism students will learn the basic skills, theory and history to obtain and report with a camera under deadline conditions. Assignments will be within the university and extend into the community. An emphasis will be placed on students publishing assignments to begin portfolios. Critiques will be an integral part of the course. Prerequisite: JOUR 204 or permission.

JOUR 303 Broadcast Graphics**Odd Years/Fall 3-2-2**

The course introduces fundamental concepts for both motion and static graphics as applied to graphics, titles and promos for television, including graphics and promos for television networks and film titles and logos for advertising. The focus is on design presentation and development, screen composition, graphic transitions and content for all areas of television production, including TV news, general TV programming, commercial productions, promotions, and others. Students will construct graphic elements and typography for use in projects while addressing issues of motion and dynamic relationships. Prerequisite: JOUR 103

JOUR 304 Broadcast News Writing**Spring—3-2-2**

Broadcast writing and reporting skills, including radio-TV news style, terms, rules and format. Exercises move from leads to entire newscasts. Students develop "news sense" for visual and aural media as well as how to make news judgments on deadline. Some outside class work is expected. Students can contribute to student-produced newscasts broadcast on U-View. Prerequisites: JOUR 151 and JOUR 202. Dual listed as JOUR 504.

JOUR 306 Social Media**Spring 3-3-3**

This course will provide students the conceptual and technical understanding of the power and philosophy of social media. The course will specifically focus on how social media is changing media, business, development and government in fundamental ways. The course will also introduce students into the idea of participatory journalism, the act of citizens "playing an active role in

the process of collecting, reporting, analyzing and disseminating news and information.” Upon completion of this course, students will have practical knowledge in the use of social media tools and building and maintaining an online community. Prerequisite: JOUR 103.

JOUR 307 Introduction to Digital Photography

Fall/Spring 3-2-2

A basic digital photography course designed to give photography and photojournalism students proficiency in digital image making and processing. It stresses the importance and uses of digital photography in the current media environment, including terminology, practical exercise, and presentation. Students are encouraged to have their own digital SLR; however, a very limited number of school cameras are available. Prerequisite: JOUR 103 or permission

JOUR 308 Publications Production I

Fall—3-3-0

Students apply management, news writing, feature writing, copy editing, desktop publishing, photography, and advertising skills learned in other J&MC classes to produce *The Pioneer*, the University newsmagazine. For more than 30 years, *The Pioneer* has been a laboratory for students to enhance and develop their practical journalistic skills. With the addition of *The Pioneer On-line*, students will continue to position themselves for work within a changing industry. (Note: Jour 308 or 310 can be taken in any order or singly. One is not dependent on the other.) Prerequisite: JOUR 103, JOUR 151. Upon completion of this class, students will have two issues of this award-winning magazine to add to their portfolios.

JOUR 309 Advanced Black & White Photography

Fall/Spring—3-3-0

An advanced course emphasizing individualized photographic assignments and photographs with copy. Students must provide their own 35mm cameras. Cameras must have adjustable lens openings and shutter speeds. Prerequisite: JOUR 204 or permission.

JOUR 310 Publications Production II

Spring—3-2-2

Students will further develop and apply management, news writing, feature writing, copy editing, desktop publishing, photography, and advertising skills learned in their first semester of *The Pioneer*. Advanced publication and management skills will be expected through serving as Editor, Copy Editor, Photo Editor, Advertising Manager, Designer, or On-line Editor. For more than 30 years, *The Pioneer* has been a laboratory for students to enhance and develop their practical journalistic skills. With the addition of *The Pioneer On-line*, students will continue to position themselves for work within a changing industry. Prerequisite: JOUR 103, JOUR 151.

JOUR 311 Practicum

Fall/Spring/Sum—1-0-5

Journalism and Communications majors complete a practicum in a concentration of their choice. The goal is that students gain practical, hands-on experience through working as apprentices for various University media and applicable offices. Faculty supervise all students who complete an agreed-upon list of assignments at sites such as the campus newspaper, broadcast studio, tasks in appropriate school offices and endeavors involving advertising, marketing, sports information, public relations, alumni affairs, or admissions and recruitment. A site supervisor will evaluate the student's minimum 70 hours effort for the semester. The site list must be approved by the faculty, and it will be expanded or reduced as needed. The practicum is to be completed by the junior year to enable students to take internships at outside media, advertising and public relations agencies or appropriate corporate, governmental or community organizations. The practicum is pass/fail only and may be repeated one time.

JOUR 311 Practicum for TV Majors

Fall/Spring/Sum - 1-0-5

Students produce, shoot, write and edit a magazine story for the student TV magazine program “Wood Street Connection,” which airs on U-View, Point Park’s closed circuit television channel, and a local television station. Students must complete 70 hours of supervised work to attain credit for this course. Prerequisites: JOUR 215 and 329. The practicum is pass/fail only and may be repeated one time.

JOUR 312 Point Park News Service I

Fall—3-3-0

The course operates as a news wire service based at the university. This is an advanced-level writing and reporting class for 10 to 15 dedicated students. The focus of the class is newspaper reporting and writing in a simulated professional environment, drawing upon all the skills learned in prior required and elective courses. All stories are offered first to the Pittsburgh Tribune-Review for publication in one of its outlets, such as the morning newspaper, the afternoon tabloid – the Trib p.m. – or the Internet site, www.triblive.com. The Trib pays students a stringer fee for every published article. Stories appear under students’ bylines with a tag line identifying the source as the Point Park News Service. Note: Students can take Point Park News Service I or II in any order. Prerequisites: Jour 203, 260 or permission of instructor. Dual listed with JOUR 512.

JOUR 313 Mass Media Internship I

Fall/Spring—3-0-15

An on-the-job internship of about 200 hours of paid or unpaid work at a newspaper or other publication, a radio or TV sta-

tion, photography studio or production company, public relations or advertising agency position. Departmental handout (available from the secretary or chair), advisers and bulletin board postings should be consulted for positions and procedures on locating and registering for an internship. Prerequisites: Completion of sophomore-level core courses, basic courses relating to the specific field of the internship and permission of appropriate faculty supervisor and department chair. (Note: course numbers for internships determined by number of internships completed, not class standing.)

JOUR 314 Point Park News Service II

Spring 3-3-0

Continuation of skills developed in Point Park News Service I. Students will continue the work from earlier classes and the prerequisite class, taking the lead in developing story ideas, reporting strategies and coverage. The students draw upon reporting, writing and editing skills learned in prior required and elective courses. All stories are offered first to the Pittsburgh Tribune-Review for publication in one of its outlets, such as the morning newspaper, the afternoon tabloid – the Trib p.m. – or the Internet site, www.triblive.com. The Trib pays students a stringer fee for every published article. Stories appear under students' bylines with a tag line identifying the source as the Point Park News Service. Note: Students can take Point Park News Service I or II in any order. Prerequisites: Jour 203, 260 or permission of instructor. Dual listed with JOUR 514.

JOUR 315 Introduction to Photojournalism II

Spring 3-3-0

Photojournalism students will refine their photo reporting skills while expanding techniques to include visual storytelling and documenting with emerging technology. Students must be published. An emphasis will be placed on students publishing assignments to further portfolios. Critiques will be an integral part of the course. Prerequisite: JOUR 204, JOUR 302 or permission.

JOUR 316 Studio Photography

Fall 3-2-0

Photographic techniques for advertising and public relations. Studio lighting, composition and other elements of persuasive photography are explored. Prerequisites: JOUR 206; JOUR 309 or JOUR 312.

JOUR 317 On Camera Television Performance

Fall/Spring—3-2-2

Experiential training to develop “on screen” presentation skills through practice of performance techniques in various television formats. Prerequisite: JOUR 215 or permission.

JOUR 320 Information Graphics

Fall 3-2-2

This course will provide students with the theory and skills to create clear, accurate, informative and visually attractive information graphics. Information graphics represent the intersection of graphics, journalism and science. The goal of the graphic is to efficiently communicate information to trends to help tell stories. Upon successful completion of this course students will have a variety of published information graphics, including pictographs, charts and architectural diagrams to add to their portfolios. Prerequisite: JOUR 103.

JOUR 322 Color Photography

Fall 3-2-2

Color Photography introduces color photographic materials, both digital and analog, and their implementation into the image-making practice within the photography major. Throughout the course color materials are explored and researched to develop skills in color photographic practice and create images that communicate your vision. An understanding of color theory and its application in the image making process in tandem with developing well considered projects is vital for successful photographic growth. This course continues to expand and build on the visual communication and critical analysis forms addressed in previous courses. Exposure techniques, significance of varied light sources, film characteristics, and presentation methods are explored in the development of projects to enhance and support the intention of the work. Discussions and course work focuses on the balance between these elements of color photography and continued development in visual communications.

JOUR 323 Radio Station Practices

Odd Years/Spring—3-3-0

Study and practical experience at the WPPJ radio studio emphasizing the techniques of designing radio formats, organizing staff and managing personnel. Also commercial production, audience research, Federal Communications Commission requirements and public responsibility of radio stations. Prerequisites: JOUR 202 and Junior standing.

JOUR 324 Broadcast Announcing

Fall/Spring—3-2-2

Practice in the skills of basic performance and broadcast styles with an overview of the responsibilities required for radio and television announcing. Practical performance situations designed to develop proficiency are required. Prerequisite: By permission.

JOUR 325 Broadcast Programming and Formatting

Even Years/Spring—3-3-0

The trends and requirements of contemporary radio and television programs with special emphasis on the preparation of both radio and television formats. Prerequisite: JOUR 341.

JOUR 326 Integrated Marketing Communications Planning

Fall 3-3-0

This course will explore methods of planning integrated communications programs to meet business/organizational strategic objectives. Students will gain the skills of the advertising (communications) planner and media planner by learning about target public and market behavior patterns; loyalty rationales of customers, employees and other key stakeholders; message effectiveness media management and other planning areas. Students will develop an understanding of interpreting and applying research data and strategic objectives to construct creative platforms and media plans. The course includes media planning, advanced communication research, interview techniques, ethnography, and virtual focus groups by using blogs and other social media. Prerequisite: JOUR 239

JOUR 327 Public Relations Theory

Spring—3-3-0

The principles involved in information and public relations programs with major emphasis on achieving and understanding the philosophy of public relations. Prerequisites: JOUR 101, 206.

JOUR 329 Video Production and Editing II

Fall/Spring—3-3-0

Intermediate field video pre-production, production and post-production concepts and techniques are developed and applied. Students combine fundamentals of all three phases of the production process into a unified system of video message planning, creation, construction, and feedback. Prerequisites: JOUR 215 (Dual listed with JOUR 529).

JOUR 336 AD/PR Graphics

Fall 3-2-2

This course provides students with advanced planning, design, and production techniques for creating and enhancing persuasive communications. Student will use desktop publishing and design programs, combined with solid theory in targeting and reaching audiences through creative and persuasive messages. Students will conceive and create designs for promotional campaigns, including newsletters, brochures, ads or corporate logos. Upon completion of this class, students will have an advertising or public relations campaign to add to their portfolios. Prerequisite: JOUR 407. Dual listed as JOUR 536

JOUR 341 Broadcast Copy Writing

Fall—3-2-2

The major areas of writing for radio and television that have to do with continuity between programs. Writing assignments include public service announcements, commercials, promotional materials and telespots. Prerequisites: JOUR 202, 151. Dual listed as JOUR 541.

JOUR 350 Digital Photo Editing

Fall/Spring —3-2-2

Students will learn to use the computer to prepare conventional and digital photographs for publication in print and on the Web. The responsibilities and contexts of the photo editor will be discussed. An emphasis will be placed on the production of a Web-based portfolio derived from content generated from class assignments. Critiques will be an integral part of the course. Prerequisite: JOUR 103, 204. (Dual listed as JOUR 501).

JOUR 355 Print Graphics

Spring—3-2-2

Students will learn advanced pagination, design and production techniques used to create newspapers and magazines. Desktop publishing and design tools will be combined with the study of typography, color and graphics as the basic tools of pagination. Students will design a newspaper and magazine. Prerequisite: JOUR 407 or permission. Dual listed as JOUR 520.

JOUR 365 Web Publishing I Fall—3-3-0

This course will provide technical background for those students in the Digital Media field. Students will incorporate Web design theory and technical skills to create a series of Web products, including graphics, animations, and Web pages. Students will learn the current practices of Web publishing, which may include HTML, Flash, PHP coding, and the use of Content Management Systems. Upon completion of this class, students will have a variety of Web design pieces to add to their portfolios. Prerequisite: JOUR 103, 280

JOUR 371 Strategic Planning and Applications

Fall 3-4-0

The study of communications management between organizations and their employees, customers, owners, the government and the media. Students will learn basics of IMC planning (research, objective setting, program implementation and evaluation methods). The study of campaigns/programs that enable organizations to use the tools of communications to advance their missions, help resolve problems and seize opportunities to such areas as employee motivation, customer loyalty, shareholder understanding, news media relationships and community acceptance.

JOUR 390 International Media

This course combines classroom preparation and study in an international setting of the media for a designated country. Students will compare and contrast the designated country and U.S. media models, regulations, production, and content. Prerequisites: JOUR 101 plus one JOUR 200 level in the student's major area of concentration and sophomore standing.

JOUR 401 Senior Thesis I

This self-directed Senior Thesis Seminar is designed to bring seniors together to discuss and develop their thesis projects, paper and exhibition plans. The seminar encourages teamwork on developing an exhibition and the ensuing professional practice in photography, pricing strategies; presentation formats, developing resumes, CVs and artist statements. Prerequisites: PHT 310, PHT 311, PHT 312 or JOUR 312 and JOUR 350.

JOUR 402 Senior Thesis II

A continuation of the work stated in Senior Thesis I, this segment of the course covers all areas of designing, implementing, promoting and installing an exhibition. Support and recommendations provide feedback during the developmental process of the projects for public venues; includes considerations for alternative formats in the book arts and installation projects. The class quarter review provides an opportunity to view the early stages of all class members, thesis projects with the photography faculty. During the Midterm Review, students receive feedback from a broader perspective in a public forum on their project progress. The exhibition reception celebrates the thesis endeavor in a public venue. Prerequisites: JOUR 365 and JOUR 401.

JOUR 406 Public Affairs Reporting**Odd Years/Fall—3-3-0**

Review of functions and structures of government and other public agencies with attention to special problems of obtaining and reporting information in news articles. Prerequisites: JOUR 151, 418. Dual listed as JOUR 506.

JOUR 407 Desktop/Electronic Publishing**Fall/Spring/Even Years/Summer 3-2-2**

This course serves as a comprehensive study of theory, principles, strategies and tools of desktop publishing in the digital age. In this course students learn to apply layout and design concepts to produce a variety of editorial, informational, and business materials for desktop printing and electronic distribution. Industry standard electronic publishing software provides a platform for these projects. Upon completion of this course students will have a variety of professional-level design pieces to add to their portfolios. Prerequisite: JOUR 103. Dual listed as JOUR 507

JOUR 408 Magazine Article Writing**Even Years/Spring—3-2-2**

Research and development of briefs and longer nonfiction articles with emphasis on free-lance writing, queries and techniques of magazine titles, fillers, writing and critiquing. Efforts made to sell articles for publication. Prerequisites: JOUR 151, 257. Dual listed as JOUR 508.

JOUR 409 Specialized Reporting**Spring—3-2-2**

Students will obtain experience in a number of specialized or traditional beat reporting areas by completing reporting assignments under deadline conditions. Range of topics to include business, education, science, sports, etc. Prerequisites: JOUR 150, 151 and 260. Dual listed as JOUR 509.

JOUR 410 Investigative Reporting**Spring/Odd Years—3-2-2**

Practical reporting experience with heavy emphasis on investigative techniques and computer-assisted reporting; development of sources and information; determination of subjects, organization and writing of stories and series for newspaper publication. Dual listed as JOUR 510. Prerequisites: JOUR 151, 260 and 418.

JOUR 411 Specialized Photography**Spring 3-2-2**

Students will obtain experience in a number of specialized photography areas by completing assignments on deadline and project work to include in their portfolios. Range of topics to include architecture, nature, sports, etc. Students are encouraged to have their own digital SLR cameras. Prerequisite: JOUR 204, JOUR 307

JOUR 412 Media Ethics and Responsibilities**Fall/Spring - 3-3-0**

Examines the ethical issues presented in the modern media, including their historical context and practical ramifications. The course compares and contrasts ethical standards and systems with professional processes and practices and legal principles. Students will write a position paper in which they defend an ethical choice they make and a longer term paper. Prerequisite: 75+ Credits.

JOUR 413 Mass Media Internship II**Fall/Spring—3-0-15**

(With permission of the advisor, students may split up to 3 credits in 1 credit units among different internship providers. 3 credits maximum.)

JOUR 414 Business of Photography**Fall 3-2-2**

The course will expose the student to the essential business principles of the editorial, commercial and fine art areas of the photographic industry. Topics to be covered include contracts, copyright, trade organizations, stock photo market, portfolio devel-

opment and the costs of doing business. Course prerequisites: junior and senior standing.

JOUR 415 Integrated Marketing Communications Capstone

Spring 3-3-0

Senior students will plan, research and construct a complete integrated communications program or series of programs that integrate advertising, public relations, direct communications and promotions. The course will demonstrate mastery of communications theory/practice, processes and techniques and serve as a valuable portfolio for employment. Prerequisite: JOUR 326 and senior standing

JOUR 416 Public Relations Practice

Odd Years/Fall—3-3-0

Students handle public relations projects and activities for a variety of clients in a simulated public relations agency setting. The instructor serves as the overall supervisor. Students assume roles as account executives and assistants. Prerequisite: JOUR 327.

JOUR 418 Communication Law and Regulation

Fall/Spring—3-3-0

Study of contemporary and classic cases related to state and federal law of freedom of the press and freedom of speech. Problems caused by efforts by government to control mass media and freedom of government/public information are also addressed. Students will write a term paper. Prerequisites: JOUR 101, 150 and JOUR 202 (for broadcast majors only). 75+ credits. (Dual listed with Jour 518)

JOUR 420 Web Publishing II

Spring 3-2-2

This course will build upon the skills and theory learned in Web Publishing I. Students will incorporate Web design theory and technical skills to create a series of advanced Web products, which may include Flash, XML, PHP and mobile content coding. Upon completion of this class, students will have a variety of published Web pieces to add to their portfolios. Prerequisites: JOUR 365.

JOUR 422 Innocence Institute Research and Reporting I

Fall/Spring—3-3-0

Students will research and investigate cases of wrongful conviction on an individual and group basis. Under the professor's direction, students will employ investigative reporting techniques to collect court records, police and other public documents, and all other appropriate materials; interview witnesses and visit crime scenes; prepare evidence for further exploration and corroboration; then begin writing reports, articles and series on the results of the investigation. Students must commit to a minimum of 45 hours of work each semester on selected projects and report on a regular basis those results to the professor. Prerequisite: JOUR 150, 203, and 260 or equivalent competency. Permission of instructor may be required. Dual-listed with JOUR 522.

JOUR 423 Advanced Radio Production Workshop

Even Years/Spring—3-2-2

A course for the development of highly creative and talented students who need to refine skills to produce professional quality news, documentaries, features and commercials. Prerequisites: JOUR 206, 223, 341.

JOUR 424 Advanced Radio and Television Announcing Techniques

Fall/Spring—3-2-2

Designed to meet the needs of those students who desire to pursue careers as on-air talent in broadcasting. The emphasis is on actual performance with every student spending considerable time behind a microphone or in front of a camera. They are shown advanced techniques or "tricks" used by veteran broadcasters. Criticism from the instructor and from professionals is an integral part of the course. Prerequisites: JOUR 215, 223, 324.

JOUR 425 Innocence Institute Research and Reporting II

Fall/Spring—3-3-0

Students will continue work on selected cases of wrongful conviction started in previous class. Investigative efforts will pursue corroborative materials, witnesses and evidence; conduct final reviews of police and other public records and court documents; and final writing will begin on finished articles and series for publication. The professor will lead students through the editing and re-writing process through individual and group conferences. Students must commit to a minimum of 45 hours of work each semester on the selected projects and report on a regular basis those results to the instructor. Prerequisite: JOUR 422 or permission of instructor. Dual-listed with JOUR 525.

JOUR 433 Advertising Competition

Spring—3-2-2

Students prepare an advertising campaign and present it at the National Student Advertising Competition of the American Advertising Federation. Campaigns have been for a car, credit card company, an airline and a magazine publisher, all of which sponsored the annual competition. Students assume job titles and descriptions and do a comprehensive communications plan, involving research and all forms of media. Prerequisites: JOUR 206 and permission.

JOUR 436 Advertising Campaigns**Spring—3-2-2**

Basic advertising skills are utilized and refined. Students are required to create and present a full campaign for a new product, including marketing concept, objectives, product positioning, goals, layouts, media and commercial presentation. Prerequisite: JOUR 206. Dual listed as JOUR 534.

JOUR 442 Advanced Television Production**Odd Years/Fall 3-2-2**

In this course students will apply producing, directing, videotaping, writing, and editing skills to non-news television programming they create. Programming produced will air on U-View, Point Park University's closed-circuit television channel. Prerequisite: JOUR 215, 329, 304, or 341. Dual listed as JOUR 542

JOUR 443 Television Programming and Sales**Even Years/Fall 3-2-2**

Students will study current television programming trends, distribution, markets and how television is financed. Prerequisites: JOUR 202, JOUR 341. Dual listed as JOUR 543

JOUR 444 U-View Newscast Production**Fall, Spring 3-2-2**

This course will teach students how to shoot/edit, write and report compelling news content. Regularly scheduled newscasts will be created for and aired on closed-circuit television, and/or via Internet delivery. Prerequisites: JOUR 215, 304, and 329. Dual listed as JOUR 544.

JOUR 445 Editing and Producing the News**Fall, Spring-3-2-2**

Traditional and transitional principles of news value, news selection, and news presentation will be discussed in class. Applying these principles, advanced Journalism students will serve as gatekeepers and decision makers (assignment editors, chief photographers, web producers, head writers, segment producers, anchors, and program producers) for television, Internet, and other student multimedia news efforts. Students will assign, guide, edit and select stories and images generated by students in JOUR 444 and other journalism courses. The instructor and students will discuss journalistic, ethical, legal, societal and professional perspectives and challenges presented by these real-world journalistic decisions. Prerequisite: JOUR 444 or POI.

JOUR 455 Capstone**Spring 3-3-0**

This course will serve as a capstone to those in the Multimedia major. The course will be conducted in a workshop format, with students producing an interactive multimedia project as a final portfolio piece. Components of the project may include text, Web design, video, audio, graphic design and interactive media design. Prerequisite: 75+ Credits, JOUR 215, JOUR 220, JOUR 280, JOUR307, JOUR 365 or permission.

JOUR 465 Mass Media History**Spring—3-3-0**

Mass Media History surveys the development of mass communication in print and electronic media and seeks to interpret their sociopolitical causes and effects.

JOUR 472 Media Planning and Buying**Fall 3-4-0**

An introduction to media planning, including the problems, techniques and strategy of choosing media as advertising space and time in all types of media as well as targeting media for publicity. Emphasis on the planning of the media schedule and its relationship to the creative strategy, paying particular attention to non-traditional and new media.

JOUR 474 IMC Writing and Design**Spring 3-4-4**

Students will combine skills acquired in previous courses (IMC 306, 315, 320, 330, 400) with solid theory in targeting and reaching audiences to complete campaigns with pieces suitable for sales promotions, direct marketing and the internet. This course will serve as a "practice run" for the Capstone course. Prerequisite: IMC 306, 315 and 365.

JOUR 295, JOUR 395, JOUR 495 Special Topics I, II, III**1-6 credits**

Courses on subjects currently at issue or of interest to faculty/students and the media. Examples may be trends, experimental topics, integrated fields, new technologies or important areas not covered by previously listed courses, such as multiculturalism, informational graphics or audio-visual techniques. Topics are selected by the department with regard to student/faculty input and current perceived needs.

JOUR 296, JOUR 396, JOUR 496 Independent Study I, II, III**1-6 credits**

The student independently studies subjects in the field not taught but of special interest to her or him and within the expertise of a supervising faculty member. A well-developed, written proposal from the student and agreement of an appropriate faculty supervisor are needed before registration. A final research paper or project is required. Prerequisite: Permission of faculty supervisor and chair. Special Request Independent Study Fee: \$50 per credit.

PHOTOGRAPHY/PHOTOJOURNALISM

These courses are taught at Pittsburgh Filmmakers, 477 Melwood Avenue, (Oakland) Pittsburgh, PA 15213

PHT 105 History of Photography I

Spring—3-3-1

This course will study the historical growth of photography from 1839 to 1945. The early works of the inventors will be closely examined. Lectures will highlight work done in Europe and the United States with an emphasis on the development of the fine art photograph.

PHT 106 History of Photography II

Fall—3-3-1

This course will explore the major impulses in the history of photography from the first part of the twentieth century through the present day but will primarily focus on the influential work that was created after World War II.

PHT 211 Black and White Photography II

Fall/Spring/Sum—3-3-2

This course covers a variety of advanced issues such as content and form, medium format cameras, and a foundation in digital printing. Designed to teach students how to visually articulate their ideas. Prerequisite: JOUR 204. Dual-listed as FILM 211.

PHT 220 Photoshop for Photographers

Fall/Spring/Sum—3-3-2

After acquiring a firm grounding in the basics of the Macintosh, students will explore the alternative realm of digital imaging. Techniques covered in class include scanning, retouching and manipulation, creating composite imagery and hard copy printing. Prerequisite: JOUR 204.

PHT 230 Constructed Vision

This is an intensive class that takes photography beyond the camera. It is designed to further develop the conceptual thought surrounding image making. Drawing upon the mediums of sculpture, painting and theater, students are required to create and document "staged" images. Students are encouraged to focus heavily on the content and the concept behind their images, as they do all the shooting and initial printing of a concise final portfolio. The format includes lecture, group critiques and the development of each student's projects. Grading is based on the creation of a personal artistic portfolio, an oral presentation and participating in class critiques. Prerequisites: JOUR 309 or JOUR 350.

PHT 250 Design Foundations for Photographers

A foundation in the essential elements of design, this class is geared to the visual communication needs of contemporary photographers. Students will learn the fundamentals of color, typography and composition, as well as the basics of Adobe InDesign software. A significant portion of the course will be spent on design projects, such as web pages, portfolios, and other business materials that photographers are now increasingly creating for their own use. Grading is based on class participation, assignments and individual projects. Prerequisites: JOUR 350 or permission.

PHT 251 Studio Lighting

Spring—3-3-2

An intensive hands-on production course which emphasizes lighting techniques in the studio. Assignments will include portraiture, tabletop setups and the use of flash with ambient light. Prerequisite: PHT 211.

PHT 252 Studio Lighting II

An intensive hands-on production course that emphasizes lighting techniques in the studio. Assignments will include portraiture, tabletop setups and the use of flash with ambient light. Prerequisite: JOUR 316.

PHT 261 Experimental Camera

Even Years/Fall—3-3-2

This course will cover a variety of techniques using the camera in non-traditional ways. Students will make their own pinhole cameras, shoot with plastic fantastic cameras and create their own hand made negatives. Prerequisite: PHT 211.

PHT 262 Experimental Darkroom

Even Years/Spring—3-3-2

This course is designed to introduce methods of making alternative images in the darkroom. Techniques covered in class include the use of high contrast materials, multiple printing, advanced multi-color toning and hand coloring. Prerequisites: PHT 211 or FILM 211.

PHT 304 Non-Silver Printing

Odd Years/Fall—3-3-2

A workshop course that covers a variety of historical photographic processes. The processes examined will be Liquid Light, Cyanotype, Van Dyke Brown, Gum Bichromate and Palladium. Students will make their own emulsions and experiment with artist's papers. Prerequisite: PHT 211.

PHT 305 Non-Silver II

A workshop course that builds upon knowledge gained in Non-Silver I through a variety of historical photographic processes. The processes examined will be Liquid Light, Cyanotype, Van Dyke Brown, Gum Bichromate and Palladium. Students will make their own emulsions and experiment with artist's papers. Prerequisite: PHT 304.

PHT 308 Documentary Photography

Odd Years/Spring—3-3-2

This course concentrates on the principles of personal and social documentary photography. Students will shoot numerous assignments featuring people and their environments. Topics such as sequencing and editing will also be covered.

PHT 309 Zone System

Odd Years/Spring—3-3-2

Designed to give a step-by-step approach to the zone system, which is a concise method of exposure and development of photographic materials. Students will achieve this through a series of extensive tests. This method gives the photographer complete creative control. Prerequisites: PHT 211 or FILM 211.

PHT 310 View Camera Techniques

Fall—3-3-2

An advanced course with an emphasis on the large-format, single-exposure technique, which can be used to produce high-quality, fine-grained images. Students will learn to use view cameras under a variety of circumstances. View cameras and meters are provided, but students pay for their own supplies. Prerequisites: PHT 211 or FILM 211.

PHT 311 Black and White Photography III

Fall/Spring—3-3-2

This advanced course focuses on creating a cohesive body of work and developing a personal style. Class sessions explore a variety of subjects such as large format cameras, photographic chemistry and papers, mural printing, editing and presenting work. Prerequisites: PHT 211 or FILM 211.

PHT 312 Color Photography

Fall/Spring/Sum—3-3-2

Designed to teach students how to visually articulate their ideas in a color portfolio. Assignments and lectures emphasize the effects of natural light and mixed light sources on color film. Prerequisite: PHT 211 or FILM 211.

PHT 320 Advanced Digital Imaging

Spring—3-3-2

An in-depth exploration into two-dimensional digital imaging with an emphasis on creating exhibition quality work. Lecture topics will cover contemporary digital imagemakers, the use of digital cameras, advanced Adobe Photoshop techniques, scanning and output options. Prerequisites: PHT 220 or JOUR 350.

PHT 350 Color Photography II

Even Years/Fall—3-3-2

This workshop class is an advanced exploration into color imagery. In addition to traditional color printing, students will scan their images, manipulate them in Adobe Photoshop and output their imagery as inkjet prints. Students may use both negative and transparency film. Prerequisites: PHT 220 and 312.

PHT 401 Senior Thesis I

Fall/Spring/Summer—3-2-2

This self-directed thesis class is designed to allow the student creative freedom to define and fully develop technical and aesthetic goals. Students will do all the shooting and initial printing for a final portfolio. The class format comprises lectures, demonstrations and extensive group critiques. Prerequisites: PHT 311, PHT 312 and PHT 320.

PHT 402 Senior Thesis II

Fall/Spring/Summer—3-2-2

A continuation of the work started in Senior Thesis I, students will edit their work prints from the previous semester and complete a portfolio of exhibition quality prints. Students are required to write an artist's statement, prepare a resume, make copy slides, create a Web site and prepare to submit their work to photographic competitions and publications. Before graduating each student must exhibit their thesis work at Pittsburgh Filmmaker's student gallery or at another local venue. Prerequisites: FILM 202 and PHT 401.

PHT, 195, PHT 295 Special Topics in Photography/Photojournalism

1-3 credits