# 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 |
| 600-799 | doctorate courses |

At the end of each description, course credits are listed. Courses with variable hours and credits are so indicated.

## BPMM – BROADCASTING

**BPMM 523 Radio and Music Programming and Sales** (3)

Students will learn the processes and principles behind radio and music programming and sales. The course will address Broadcast Radio, Internet Radio, Audio Media Distribution, and the Record Industry. Students will also learn about economic and business factors, cultural issues, and legal and ethical issues that surround these industries.

**BPMM 525 Video and Interactive Media Programming and Sales (3)**

Students will learn the processes and principles behind video and interactive media programming and sales. The course will address Broadcast Television, Cable Television, Video Games, and Video Media Distribution. Students will also learn about economic and business factors, cultural issues, and legal and ethical issues that surround these industries.

**BPMM 529 Professional Video Techniques (3)**

This course focuses on 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 planning, creation, construction, and feedback. Prerequisite: JOUR 528 or permission.

**BPMM 541 Broadcast Copywriting** (3)

This course adapts print writing ability to broadcast style techniques. It includes development of continuity in a variety of broadcast formats, including spot commercials, public service announcements, promos, info-spots and political spots. Not open to the student with credit in BPMM 341. Prerequisite: JOUR 503 and JOUR 528 or permission.

**BPMM 542 Advanced Television Production (3)**

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. Graduate students would be required to do a research project in addition to the production requirements. Prerequisites: JOUR 528 or permission.

**BPMM 595 SPECIAL TOPICS (Fall/Spring/Summer (1-3 credits)**

**BPMM 596 Independent Study (Fall/Spring/Summer (1-3 credits)**

## COMM – COMMUNICATION

**COMM 505 Multimedia Storytelling** (3)

This course provides students with a thorough grounding in writing and interviewing, including creating news and non-news content for multiple platforms.

**COMM 515 Communication Theory** (3)

This course surveys contemporary theories in the field of communication including theories of mass communication, media and society, media content, new media, social construction of technology, and the impact of media on audiences. Theories and models originating both in the social sciences and the humanities are examined.

**COMM 517 Global Communication** (3)

The information and communication technologies revolution generates a flow of global communications that transcend national boundaries. This course focuses on the emergence and growth of communication channels and networks that operate on a global scale. Emphasis is placed on the opportunities for human communication brought by globalization, such as opening new communicative spaces, increasing social interconnectedness, adding platforms for participation, and challenges associated with the global – local divides. Enables students to improve their ability to communicate and use technology effectively and appropriately in an increasingly globalized world.

**COMM 518 Communication Law and Regulation** (3)

Study of contemporary and classic cases related to state and federal law of freedom of the press and freedom of speech is the focus of this course. Problems caused by efforts by government to control mass media and the freedom of government/public information also are addressed. Not open to the student with credit in COMM 418.

**COMM 519 Media Ethics and Responsibilities** (3)

Students examine mass communication professionals' characteristics and work environments. Students also examine ethical issues presented in the modern media, including their historical contexts and practical ramifications. The course compares and contrasts ethical standards and systems with professional processes and practices, and legal principles. Not open to the student with credit in COMM 412.

**COMM 521 Podcasting (3)**

Students in the Podcasting course will learn the fundamentals of podcasting broadly, as well as specialized scenarios for sports podcasting. The course will address the variety of approaches to covering sports by podcast. Students will be acquainted with technologies for podcasting, from consumer-grade to professional level. Finally, students will develop their own storytelling skills in the creation of a multi-episode podcast.

**COMM 545 Communication Technology and Culture (3)**

This course is for students who wish to attain a comprehensive vision of communication and broaden their perspectives across the traditional fields. It explores the intersection of communication, technology and culture with a focus on six major areas: information, networking, socialization, identity, entertainment, and globalization. Covers issues such as technological determinism, social shaping of communication technologies, identity formation, cultural transnationalization and globalization.

**COMM 551, 552 Graduate Internship I, II (3)**

Student must have completed 15 credit hours toward the degree and prerequisite courses or practical experience for eligibility. This course requires a minimum of an average of 15 hours a week (a total of at least 225 hours) must be worked in a media-related position. Regular reports and periodic conferences with the instructor are required, as well as a final report. A total of six credits in internships may be earned toward the degree. Other specific criteria are published and applicable.

**COMM 589 Media Entrepreneurship (3)**

Students in this course will learn to identify potential business concepts, assess their viability, and create business plans. In addition, students will learn to analyze the media business marketplace to determine opportunities for growth, whether in their own business or as part of another organization.

**COMM 590 International Media (3)**

This course combines classroom preparation and readings in professional and research-oriented scholarly source for the international setting of mass media in a designated country. Students will compare and contrast the designated country and U.S. media corporate and business models, law/regulations, production, and content. Prerequisites: six graduate credits in the School of Communication.

**COMM 591 Professional Track I (3)**

**Prerequisite: Successful completion of 18 units**

The following research or publication projects comprise this course. Neither this course, nor COMM 592, may be repeated, but they may be taken in any sequence. Also, the projects that comprise this course may not be repeated; students may do only one directed readings, one publication project, or one directed research.

**DIRECTED READINGS**: The student will read, summarize, and critique six selected books, at least four of which must be scholarly, in a significant area of mass communication not otherwise covered in the curriculum, then synthesize them into a major paper comparing and contrasting them in multiple ways. A full-time faculty member must oversee the project, a proposal for which must be approved by that faculty member and by the program director. Final paper's text must be at least 20 pages. Students must have the approval of the faculty member expected to supervise the study and the program director prior to registration. May constitute three of the six hours of the candidate's required professional track research obligation.

**PUBLICATION PROJECT**: The student earns credit for off-campus work on an investigative, interpretive series in a medium such as print, a media script, publications/advertising campaign, or other significant project. Proof of intended implementation is required. A full-time faculty member must oversee the project, a proposal for which must be approved by that faculty member and the program director. Also, a manager/owner of the organization or company for which the student does the publication project must submit an email or letter to the program director promising to publish/implement the project, and the organization/company for which the student does the project may not be affiliated with Point Park University, may not be a relative of the student, and may not be a current employer of the student. May constitute three of the six hours of the candidate's required research obligation. Students must have the approval of the faculty member expected to supervise the study and the program director prior to registration. May constitute three of the six hours of the candidate's required professional track research obligation.

**DIRECTED RESEARCH**: The student works with the instructor on a comprehensive research project in an area of inquiry that is not available through any course offered at Point Park University. A formal paper of at least 40 pages, plus notes, references, and appendices, culminates the study. Students must have the approval of the faculty member expected to supervise the study and the program director prior to registration. May constitute three of the six hours of the candidate's required research obligation.

**COMM 592 Professional Track II (3)**

**Prerequisite: Successful completion of 18 units**

The following research or publication projects comprise this course. Neither this course, nor COMM 591, may be repeated, but they may be taken in any sequence. Also, the projects that comprise this course may not be repeated; students may do only one directed readings, one publication project, or one directed research.

**DIRECTED READINGS:** The student will read, summarize, and critique six selected books, at least four of which must be scholarly, in a significant area of mass communication not otherwise covered in the curriculum, then synthesize them into a major paper comparing and contrasting them in multiple ways. A full-time faculty member must oversee the project, a proposal for which must be approved by that faculty member and by the program director. Final paper's text must be at least 20 pages. Students must have the approval of the faculty member expected to supervise the study and the program director prior to registration. May constitute three of the six hours of the candidate's required professional track research obligation.

**PUBLICATION PROJECT:** The student earns credit for off-campus work on an investigative, interpretive series in a medium such as print, a media script, publications/advertising campaign, or other significant project. Proof of intended implementation is required. A full-time faculty member must oversee the project, a proposal for which must be approved by that faculty member and the program director. Also, a manager/owner of the organization or company for which the student does the publication project must submit an email or letter to the program director promising to publish/implement the project, and the organization/company for which the student does the project may not be affiliated with Point Park University, may not be a relative of the student, and may not be a current employer of the

student. May constitute three of the six hours of the candidate's required research obligation. Students must have the approval of the faculty member expected to supervise the study and the program director prior to registration. May constitute three of the six hours of the candidate's required professional track research obligation.

**DIRECTED RESEARCH:** The student works with the instructor on a comprehensive research project in an area of inquiry that is not available through any course offered at Point Park University. A formal paper of at least 40 pages, plus notes, references, and appendices, culminates the study. Students must have the approval of the faculty member expected to supervise the study and the program director prior to registration. May constitute three of the six hours of the candidate's required research obligation.

Students seeking to enroll in the publication project option of COMM 591 Professional Track I or COMM 592 Professional Track II focusing on concentration-specific projects may, with the agreement of a professor/instructor knowledgeable in that concentration, take this course as an independent study with approval by the director of the School's graduate program.

**COMM 593 Applied Mass Communication Research Methods (3)**

This course offers analysis and application of social scientific research methods used by academic researchers and/or in industry and professional research, especially surveys, polls, content and textual analysis, controlled experiments, focus groups, in-depth interviews, case studies, ethnography, and cultural/critical studies. Students also learn the structure, purpose, and philosophy of mass communication theory, and tailor homework assignments and term papers to their own professional/industry interests.

**COMM 595 Special Topics in Journalism and Mass Communication (3)**

Courses are offered in specialized topics including branding, government lobbying, international advertising, media relations, history of public relations and advertising, high school journalism, alternative and minority media, community and citizen journalism, and others. Students may elect to take several COMM 595 courses as long as the topics differ.

**COMM 596 Independent Study (Fall/Spring/Summer (1-3 credits))**

Students have the option of making a written proposal to the Gradate Programs Director for 1-3 credits of independent study credit. Proposals will be considered on a case-by-case basis and need to be granted.

**COMM 597, COMM 598 Thesis in Journalism and Mass Communication I, II (3)**

The student works with a faculty committee of three on a topic and research for a major paper that will require two terms for completion. A proposal and committee chair must be approved before registration. Development of a bibliographic essay, outline, and research method(s) are emphasized in the first semester. Writing a fully documented original thesis of not less than 90 pages using the American Psychological Association's (APA) style is the goal for the second term. In order to participate in graduation ceremonies in the Spring, Thesis I must be completed by April. For the diploma to be dated that year, Thesis II must be completed before the last day of the following term. COMM 597 and COMM 598 may be Pass ("P"), Fail ("F"), or Incomplete ("I") depending on progress in Thesis. Student with Incomplete ("I") in COMM 598 must continue work by enrolling in JOUR 599 for one regular academic term only. Prerequisite for COMM 597:COMM 593

## GRID – GRAPHIC DESIGN

**GRID 507 Graphic Design II (Fall/Spring—3-2-2)**

Using Macintosh and PCs for desktop publishing. This course emphasizes on technical skills, design and creativity in producing professional publications. Beginning skills taught, advancing to projects involving newsletters, newspaper and magazine pages, advertisements and brochures, as time permits. Not available to the student with credit in GRID 307

**GRID 520 Magazine and Marketing Design** (3)

This course provides students with advanced planning, design and production techniques for creating and enhancing persuasive editorial design. Students will use industry standard software combined with solid theory in

targeting and reaching audiences. Students will conceive and create designs for promotional campaigns, including newsletters, brochures, magazine spreads and marketing collateral. Prerequisite: JOUR 507 or JOUR 307.

**GRID 536 Branding and Identity Design** (3)

This course provides students with advanced planning, design and production techniques for creating and enhancing persuasive communications. Students will use industry standard software, combined with solid theory in targeting and reaching audiences through creative and persuasive messages. Students will conceive and create and apply designs including logos, stationary systems and graphic standards for a variety of organizations. Prerequisites: GRID 307

**GRID 595 SPECIAL TOPICS (Fall/Spring/Summer (1-3 credits)**

**GRID 596 Independent Study (Fall/Spring/Summer (1-3 credits)**

## JOUR – JOURNALISM

**JOUR 503 Writing and Editing in the Journalistic Style** (3)

This course combines techniques of journalistic writing and editing. This is for the graduate student who has earned a bachelor's degree in a discipline other than journalism or those required to, or wishing to polish their skills in writing and editing on a professional level. Graduate students who have professional experience, undergraduate credit for journalistic writing and editing may be granted a waiver for the course.

**JOUR 504 Broadcast News Reporting (3)**

This course teaches broadcast writing and reporting skills that include radio-television 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. Not open to the student with credit in JOUR 304. Prerequisite: JOUR 503.

**JOUR 506 Public Affairs Reporting (3)**

This course consists of a series of real reporting assignments under deadline conditions beginning with the University and extending into the city of Pittsburgh and the surrounding area. Not open to the student with credit in JOUR 406. Prerequisite: JOUR 503 or equivalent.

**JOUR 509 Specialized Reporting (3)**

This course combines concentrated research and writing experience in one of the following reportorial areas: economics, finance and business; health and welfare; labor; arts and entertainment; religion; sports; politics; or education. Faculty guidance will be coupled with input from working professionals in lecture and advisory sessions related to their specialties. Prerequisites: JOUR 503 or permission.

**JOUR 510 Investigative Reporting (3)**

This course concentrates on practical reporting experience with heavy emphasis on investigative techniques and computer-assisted reporting; development of sources and information; development of advanced research and interview skills; determination of subjects, organization and writing of stories and series for newspaper publication. Students enrolled in this course will be required to complete a set of online modules covering the basics of Journalistic Writing and Reporting at the beginning of class. Dual listed with JOUR 410. Prerequisites: JOUR 503 or demonstrated equivalency

**JOUR 517 On Camera Reporting (3)**

Experiential training to develop "on screen" presentation skills through practice of performance techniques in various television formats. Dual Listed with JOUR 317

**JOUR 530 Television Anchoring and Producing (3)**

This course provides students with experience in producing and anchoring news and feature television programs. Students will also work as writers and reporters. Students will collaborate with others in the class to create television programs.

**JOUR 546 History of Documentary Cinema (3)**

Students will review the history of documentary film and profile innovative documentary filmmakers. Students will view and analyze major works within the context of major film theories, as well as a wide variety of documentary archetype, styles, and methods. The films and filmmakers profiled in the course represent a diverse sampling of modern world cultures. This course is cross-listed with CINE 301 and JOUR 446.

**JOUR 547 Electronic Media Management (3)**

This course will introduce students to the fundamental theories and concepts of management in the media industry. Students will demonstrate their understanding of these concepts through projects, case studies and management simulations.

**JOUR 553 Journalism Initiative I (3)**

In this course, to be taken in sequence with JOUR 554, students will research, report, write and peer-edit in-depth, long-form journalism focusing on issues or trends in a specific subject area. Students will work independently to produce enterprise or investigative series; single magazine-length journalism (including documentary), but may collaborate on story ideas, story input and story editing. The instructor will fill the role of editor and will work one-on-one with the students during the course. The objective is to prepare students for a career in enterprise/investigative journalism in multiple platforms with a solid foundation in specific subject concentrations. Course assignments are intended for publication or presentation in industry publications and/or media organizations, and thus for preparation of a student portfolio of professional work. Prerequisite: 6 credit hours of MSES courses completed.

**JOUR 554 Journalism Initiative II (3)**

In this course, taken in sequence with JOUR 553, students will research, report, write and peer-edit in-depth, long-form journalism focusing on issues or trends in a specific subject area. Students will work independently to produce enterprise or investigative series; single magazine-length journalism (including documentary), but may collaborate on story ideas, story input and story editing. The instructor will fill the role of editor and will work one-on-one with the students during the course. The objective is to prepare students for a career in enterprise/investigative journalism in multiple platforms with a solid foundation in specific subject concentrations. Course assignments are intended for publication or presentation in industry publications and/or media organizations, and thus for preparation of a student portfolio of professional work. Prerequisite: 6 hours of journalism initiative concentration courses completed.

**JOUR 562 Documentary Thesis I (3)**

This course, to be taken in sequence with JOUR 563, is designed for students to research, report, write and produce in-depth entrepreneurial or investigative long-form visual documentary reportage in the context of actual political, societal or cultural issues, events or news. Students will produce documentaries for possible publication, display or broadcast to the community in public venues or through existing, professional media and informational outlets. This is a capstone project that will be approved by the program director and a full-time faculty member, overseen and graded as an independent project by a full-time faculty member; and it can comprise, as determined in consultation with the program director and supervising faculty member, a single, long-form project produced over the course of two semesters in conjunction with JOUR 563, or two or more shorter projects.

**JOUR 563 Documentary Thesis II (3)**

This course, to be taken in sequence with JOUR 562, is designed for students to research, report, write and produce in-depth entrepreneurial or investigative long-form visual documentary reportage in the context of actual political, societal or cultural issues, events or news. Students will produce documentaries for possible publication, display or broadcast to the community in public venues or through existing, professional media and informational outlets. This is a capstone project that will be approved by the program director and a full-time faculty member, overseen and graded as an independent project by a full-time faculty member; and it can comprise, as determined in consultation with the

program director and supervising faculty member, a single, long-form project produced over the course of two semesters in conjunction with JOUR 562, or two or more shorter projects.

**JOUR 565 Mass Media History (3)**

This course details the development of journalism in print, electronic, and digital media form international roots through the developmental history of the professions, primarily in the United States. Business (advertising and subscription), noncommercial and other models of support for news gathering and dissemination will be traced and analyzed. Development of the philosophical construct of free speech will be explored, as will the role and significance of free expression to politics, governance, social systems, cultural expression, diversity, and economic activity.

**JOUR 599 Completion of Thesis in Journalism & Mass Communication II (1)**

This course is to be taken only if the student does not complete the Thesis requirement in JOUR 598. If the adviser deems progress has been satisfactory in one of the above, even though the project was not completed, a grade of "P" may be awarded. The student must register for JOUR 599 during one regular academic term, but not summer sessions, and complete all requirements during the term for which registered. Pass ("P") or ("F") grade only. No Incomplete ("I") permitted. Fail ("F") in JOUR 599 precludes the student from re-enrolling in the course failed. Successful completion must be verified by presentation of the finished project for graduate director's files.

## MULT - MULTIMEDIA

**MULT 511 Visual Communication Technology (3)**

This course applies visual communication theories to the analysis, interpretation, and critical assessment of visual messages. Examines the implications of various means of creating, manipulating, and disseminating visual messages. Course topics include but are not limited to visual language, semiotics, visual rhetoric, visual ethics, and visualization strategies for professional communicators. Enables students to develop a range of visual communication competencies.

**MULT 516 Technology Mediated Communication (3)**

This course examines technology mediated communication with special attention to the role of communication technology in diverse settings ranging from interpersonal to group communication, organizational communication and business communication. Emphasis is placed on strategies for communication problem solving in mediated contexts.

**MULT 528 Multimedia Production (3)**

Students in this class develop and apply foundational techniques in digital storytelling, including video, sound, lighting, audio, editing, and photography. The course will emphasize acquiring production skills and understanding the theory and principles of digital media storytelling.

**MULT 530 Multimedia Design (3)**

This course serves as an intermediate study of visual communication design. Students will learn to apply theory, concepts, and technical skills to visual and interactive design in order to create products used by advertising, public relations, and journalism professionals. Projects will span print and digital design, and may include page layouts, newsletters, brochures, infographics, social media design, photo essays and more.

**MULT 545 Communication, Technology, and Culture (3)**

This course is for students who wish to attain a comprehensive vision of communication and broaden their perspectives across the traditional fields. It explores the intersection of communication, technology and culture with a focus on six major areas: information, networking, socialization, identity, entertainment, and globalization. Covers issues such as technological determinism, social shaping of communication technologies, identity formation, cultural transnationalism and globalization.

**MULT 550 Web Publishing and Editing (3)**

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. (Dual listed with MULT 365)

**MULT 595 SPECIAL TOPICS (Fall/Spring/Summer (1-3 credits)**

**MULT 596 Independent Study (Fall/Spring/Summer (1-3 credits)**

## PRAD – PUBLIC RELATIONS

**PRAD 513 Social Media Practices (3)**

This course provides students the conceptual and technical understanding of the power and philosophy of social media, with a focus on how social media is changing media, business, journalism and government in fundamental ways. Upon completion of this course, students will have practical knowledge in the use of social media tools and building and maintaining an online community as well as a solid foundation in writing and reporting for social media. Dual listed with PRAD 306.

**PRAD 521 Writing for Public Relations & Advertising** (3)

This course involves intensive work in preparation of information for newspapers, radio, television, magazines; speech writing; brochures, newsletters; planning publicity campaigns. It also includes coursework addressing persuasive writing techniques for advertising. This includes copywriting for digital media, social media, branding, direct marketing, etc. The course includes instruction in Associated Press style and journalistic news writing. Prerequisite: JOUR 503 or equivalent competency.

**PRAD 522 Social Media Crisis & Strategic Communication** (3)

This course examines strategic communication practices throughout the stages of a crisis event. Special emphasis is placed on crisis planning, media relationships, image restoration, legal and ethical responses, and how to effectively handle a social media crisis using solid, effective crisis communication theories and techniques. Students will examine recent crises and the proper management of information flow. Emphasis will be placed on the use of social media in the management of various crises.

**PRAD 531 Advertising and Public Relations Research (3)**

This course provides an overview of all major research methods used in advertising and public relations research, including focus groups, media measurement sources, ethnography, pretesting (including copy testing) and post-testing and clients' internal data. Students will learn how these resources fit into the public relations and advertising processes.

**PRAD 537 Principles of Public Relations and Advertising (3)**

This course offers a comprehensive overview of public relations and advertising theories and principles with emphasis on the integration of the two disciplines in strategic integrated communications programs. It provides instruction and practical experience from a strategic and tactical viewpoint using readings, case studies and current event analysis. The focus is on identifying problems and issues in public relations and advertising, developing persuasive problem-solving techniques, and researching and applying creative solutions that can advance the mission and growth of organizations in contemporary society. This course is offered during the fall of odd years.

**PRAD 538 Integrated Marketing Communication (3)**

The students will study marketing theory, case studies, specific applications to communications programs, and they will develop a complete marketing communications plan for a client. This course is offered during the spring semester.

**PRAD 539 Public Relations for Non-profit Organizations (3)**

This course explores how public relations programs are managed in health care, social service and educational organizations. Students will explore programs relating to internal communications, external public relations campaigns

and special topics such as crisis communications, marketing communications, public service and fund-raising.

**PRAD 548 Sports Media and Marketing (3)**

This course is a survey of issues pertaining to sports media and the marketing of sports products and entities. Emphasis is given to the application of strategic marketing planning concepts. The guiding framework for the course is a "5Ps" model of sports marketing developed with the aim of creating exceptional customer experiences. In turn, experiences strengthen relationships between a company or organization and its customers. The course will also substantially review the emerging trends, tactics and platforms of sports media and be a weekly forum for examining analyzing "hot button" issues breaking in the industry.

**PRAD 564 Social Media Analytics & SEO (3)**

This course will teach students how to demonstrate return on investment (ROI) to clients by understanding and evaluating analytics. In addition, students will learn search engine optimization best practices to further increase a brand's social media ROI. Students will have a deeper understanding of the principles and how to measure and prove the ROI of social media and a working knowledge of various industry-standard analytics tools. Students will write social media reports for clients based on ROI and analytics results.

**PRAD 573 Social Media Campaigns (3)**

Students will research, write and implement advanced social media concepts that include analytics, advertising, activism, influencers and budgets. Social media for journalists will be emphasized. Students will either work directly with business or nonprofit clients to plan and execute a social media campaign or publish an advanced social media journalism project.

**PRAD 595 SPECIAL TOPICS (Fall/Spring/Summer (1-3 credits)**

**PRAD 596 Independent Study (Fall/Spring/Summer (1-3 credits)**

## PHOT – PHOTOGRAPHY

**PHOT 500 Photographic Art Marketing (3)**

Photographic Art Marketing provides self-motivated students with direction into today's dynamic market for photography. The course focuses on grant writing, networking, navigating gallery shows, developing resumes, CVs, portfolio development, and what it means to be a professional artist. Classroom lectures cultivate a broader awareness of career options and professional prospects for photographers seeking to pursue a successful career in the art world. Individual research and projects allow students to explore an area in-depth. Students share their research methodology and results with their classmates, fostering growth of peer relationships.

**PHOT 501 Digital Photo Editing (3)**

Students will learn to use electronic photo and graphics editing tools such as a slide and negative scanner and industry standard software such as Photoshop. As the photojournalists move out of the darkroom and into the electronic newsroom, these skills will be increasingly vital to their careers. Not open to the student with credit in PHOT 350.

**PHOT 514 Business of Photography (3)**

This 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 development, marketing, and the costs of doing business. Dual listed with PHOT 414.

**PHOT 565 Experimental Video (3)**

This course explores video as photographic writing, in particular, through the making of video from idea through realization and display. This will be accomplished through exploring and experimenting with methods, techniques, software and equipment to manipulate the moving image aesthetically and artistically. Students are expected to produce several projects, which emphasize ideas outside the traditional narrative and documentary forms and are encouraged to

develop their own form of aesthetic expression. Students will establish personal methods to focus on the meaning and content of their moving pictures, the quality of their images and the way they observe the world around them. Students show and critique their work in class weekly in preparation for a final project and screenings at the end of the term.

**PHOT 570 Documentary Photography (3)**

Students will work on photo documentary projects based on the established methodology to reduce the fast paced world to a set of still images that convey life and world experiences by creating a distinctive and compelling sense of reason, place and time. Students will gain a basic understanding of documentary photography history and principles through writing reactions to assigned books and films about documentary principles. Students will establish personal methods to focus on the meaning and content of their pictures, the quality of their pictures and the way they observe the world around them. Prerequisites: JOUR 528, or Instructor Permission.