

**DEPARTMENT OF JOURNALISM AND MASS COMMUNICATIONS**

# **Curriculum Guide**

*FOR MAJORS IN*

*ADVERTISING • GRAPHIC COMMUNICATIONS MEDIA • JOURNALISM • PUBLIC RELATIONS • TELEVISION PRODUCTION  
(JULY 2022)*

# DEPARTMENT OF JOURNALISM AND MASS COMMUNICATIONS

# Curriculum Guide

FOR MAJORS IN

ADVERTISING • GRAPHIC COMMUNICATIONS MEDIA • JOURNALISM • PUBLIC RELATIONS • TELEVISION PRODUCTION

---

## ADVERTISING MAJOR 35 HOURS

Required Courses (26 hours)

JMC 100T - Transitions  
JMC 168 - Media Literacy and Society  
JMC 330 - Mass Media Effects  
JMC 394 - Introduction to Advertising  
JMC 417 - Advertising Creative Strategies  
JMC 426 - Advertising Media Sales  
JMC 439 - Advertising Media Planning  
JMC 456 - Advertising Capstone: The Campaign  
JMC 499 - Senior Seminar  
JMC 590 - Mass Communication Law  
and three of the following (9 hours):  
JMC 194 - Newswriting  
JMC 270 - Media Production  
JMC 322 - Mass Media Study Abroad  
JMC 336 - Writing for Media Production  
JMC 385 - Directed Individual Study  
JMC 391 - Public Relations Principles  
JMC 400 - International Mass Communications  
JMC 440 - Research Methods for Public Relations  
JMC 586 - Special Topics  
JMC 596 - Internship  
MKT 360 - Principles of Marketing  
MKT 463 - Consumer Behavior  
Upper level MKT elective or MGT 350

## PUBLIC RELATIONS MAJOR 35 HOURS

Required Courses (29 hours)

JMC 100T - Transitions  
JMC 168 - Media Literacy and Society  
JMC 194 - Newswriting  
JMC 330 - Mass Media Effects  
JMC 391 - Public Relations Principles  
JMC 412 - Content Creation for Public Relations  
JMC 440 - Research Methods for Public Relations  
JMC 444 - Digital Technology for Public Relations  
JMC 491 - Public Relations Capstone: Cases & Campaigns  
JMC 499 - Senior Seminar  
JMC 590 - Mass Communication Law  
and two of the following (6 hours):  
BUS 140 - Foundations of Business  
GCM 250 - Principles of Photography and Photojournalism  
JMC 270 - Media Production  
JMC 305 - Copyediting  
JMC 322 - Mass Media Study Abroad  
JMC 336 - Writing for Media Production  
JMC 384 - Sports Media  
JMC 385 - Directed Individual Study  
JMC 394 - Introduction to Advertising  
JMC 396 - Publication Design  
JMC 397 - In-Depth Reporting  
JMC 398 - Advanced Multimedia Reporting  
JMC 400 - International Mass Communications  
JMC 492 - Feature Writing  
JMC 586 - Special Topics  
JMC 596 - Internship  
MGT 350 - Fundamentals of Management  
MKT 360 - Principles of Marketing

## JOURNALISM MAJOR 35 HOURS

Required Courses (32 hours)

JMC 100T - Transitions  
JMC 168 - Media Literacy and Society  
JMC 194 - Newswriting  
JMC 270 - Media Production  
JMC 304 - Multimedia Writing **OR**  
JMC 336 - Writing for Media Production  
JMC 305 - News Editing  
JMC 330 - Mass Media Effects  
JMC 397 - In-Depth Reporting  
JMC 398 - Advanced Multimedia Reporting  
JMC 499 - Senior Seminar  
JMC 590 - Mass Communication Law  
JMC 597 - Collaborative Journalism Capstone  
and one of the following (3 hours):  
GCM 250 - Principles of Photography and Photojournalism  
JMC 322 - Mass Media Study Abroad  
JMC 384 - Sports Media  
JMC 385 - Directed Individual Study  
JMC 386 - Special Topics  
JMC 396 - Publication Design  
JMC 400 - International Mass Communications  
JMC 445 - Community Journalism  
JMC 466 - Advanced Electronic News Reporting and Production  
JMC 492 - Feature Writing  
JMC 593 - Opinion Writing  
JMC 596 - Internship

## TELEVISION PRODUCTION MAJOR 35 HOURS

Required Courses (32 hours)

JMC 100T - Transitions  
JMC 168 - Media Literacy and Society  
JMC 270 - Media Production  
JMC 330 - Mass Media Effects  
JMC 336 - Writing for Media Production **OR**  
JMC 304 Multimedia Writing  
JMC 358 - Studio Production  
JMC 369 - Audio/Video Post Production  
JMC 448 - Media Production Enterprises  
JMC 451 - Television Field Production  
JMC 455 - Capstone in Media Production  
JMC 499 - Senior Seminar  
JMC 590 - Mass Communication Law  
and one of the following (3 hours):  
JMC 322 - Mass Media Study Abroad  
JMC 384 - Sports Media  
JMC 385 - Directed Individual Study  
JMC 391 - Public Relations Principles  
JMC 394 - Introduction to Advertising  
JMC 398 - Advanced Multimedia Reporting  
JMC 400 - International Mass Communications  
JMC 426 - Advertising Media Sales  
JMC 440 - Research Methods for Public Relations  
JMC 586 - Special Topics  
JMC 596 - Internship

## CO-REQUIREMENTS FOR ALL JMC MAJORS 6 HOURS

CSC 125 - Internet and Web Page Design  
or  
CSC 199 - Introduction to Information Technology  
and  
GCM 152 - Introduction to Digital Imaging

## GRAPHIC COMMUNICATIONS MEDIA MAJOR 38 HOURS

Required Courses (35 hours)

JMC 100T - Transitions  
GCM 151 - Introduction to Print Media Management  
GCM 153 - Electronic Imaging  
GCM 250 - Fundamentals of Photography  
GCM 252 - Digital Image Conversion  
GCM 351 - Graphic Communication Processes  
GCM 354 - Principles of Estimating  
GCM 365 - Customer Experience in Graphic Arts  
GCM 441 - Desktop Multimedia  
GCM 442 - Digital Interactive Technology  
GCM 454 - Color Management and Quality Control  
GCM 558 - Trends in Graphic Communications  
JMC 499 - Senior Seminar  
and one of the following (3 hours):  
ACC 200 - Principles of Financial Accounting  
ART 353 - Web Design  
JMC 394 - Introduction to Advertising  
JMC 596 - Internship  
MGT 350 - Fundamentals of Management  
MKT 360 - Principles of Marketing

Co-Requirements for Majors (6 hours)

ART 111 - Two-Dimensional Design  
ENG 324 - Technical Writing

## GRAPHIC COMMUNICATIONS TECHNOLOGY MINOR 24 HOURS

GCM 151 - Introduction to Print Media Management  
GCM 153 - Electronic Imaging  
and 18 hours selected from the following:  
GCM 250 - Fundamentals of Photography  
GCM 252 - Digital Image Conversion  
GCM 351 - Graphic Communication Processes  
GCM 354 - Principles of Estimating  
GCM 365 - Customer Experience in Graphic Arts  
GCM 441 - Desktop Multimedia  
GCM 442 - Digital Interactive Technology  
GCM 454 - Color Management and Quality Control  
Six hours must be upper-level courses completed in residence at Murray State University. Graphic Communications Media majors may not choose this minor.

## PHOTOGRAPHY MINOR 21 HOURS

GCM 153 - Electronic Imaging  
GCM 250 - Fundamentals of Photography  
and 15 hours selected from the following:  
ART 350 - Introduction to Graphic Design I: Digital Art  
ART 382 - Introduction to Photography I  
GCM 350 - Basic Color Photography  
GCM 357 - Industrial Photography  
GCM 358 - Commercial Photography  
GCM 359 - Publication Photography  
GCM 360 - Portraiture Photography  
GCM 440 - Digital Photography  
GCM 454 - Color Management and Quality Control  
JMC 270 - Media Production  
GCM majors may substitute an elective from this list. Six hours must be upper-level courses completed in residence at Murray State University.

## ADVERTISING MINOR 24 HOURS

JMC 394 - Introduction to Advertising  
JMC 417 - Advertising Creative Strategies  
JMC 426 - Advertising Media Sales  
JMC 439 - Advertising Media Planning  
JMC 456 - Advertising Capstone: The Campaign  
MKT 360 - Principles of Marketing  
MKT 463 - Consumer Behavior  
MGT 350 - Fundamental of Management  
or An upper-level MKT course  
Six hours must be upper-level courses completed in residence at Murray State University.

## JOURNALISM MINOR 24 HOURS

JMC 194 - Newswriting  
JMC 270 - Media Production  
JMC 304 - Multimedia Writing  
JMC 305 - News Editing  
JMC 397 - In-Depth Reporting  
JMC 398 - Advanced Multimedia Reporting  
JMC 590 - Mass Communication Law  
JMC 597 - Collaborative Journalism Capstone  
Co-Requirements for Minors (6 hours)  
CSC 125 - Internet and Web Page Design  
or  
CSC 199 - Introduction to Information Technology  
and  
GCM 152 - Introduction to Digital Imaging  
Advertising, Public Relations, and Television Production majors may substitute GCM 250 for JMC 270 and any upper-level JMC course for JMC 590. Public Relations majors may substitute JMC 336 for JMC 194.

## MASS COMMUNICATIONS MINOR 24 HOURS

JMC 168 - Contemporary Mass Media  
JMC 194 - Newswriting  
JMC 330 - Mass Media Effects  
JMC 590 - Mass Communication Law  
and 12 hours of approved JMC electives  
Six hours must be upper-level courses completed in residence at Murray State University. Students cannot minor in mass communications if they have a major in the department. They can, however, minor in advertising, journalism or media production.

## MEDIA PRODUCTION MINOR 24 HOURS

JMC 270 - Media Production  
JMC 336 - Writing for Media Production  
JMC 358 - Studio Production  
JMC 369 - Audio/Video Post Production  
JMC 448 - Media Production Operations  
JMC 451 - Television Field Production  
JMC 455 - Capstone in Media Production  
JMC 590 - Mass Communication Law  
Co-Requirements for Minors (6 hours)  
CSC 125 - Internet and Web Page Design  
or  
CSC 199 - Introduction to Information Technology  
and  
GCM 152 - Introduction to Digital Imaging  
Advertising, Journalism, and Public Relations majors may substitute GCM 250 for JMC 270 and any upper-level COM course for JMC 590.

## **ABOUT JOURNALISM & MASS COMMUNICATIONS**

Murray State University's Department of Journalism and Mass Communications is one of only 117 programs accredited by the Accrediting Council on Education in Journalism and Mass Communications (ACEJMC). The undergraduate programs in advertising, journalism, public relations, and television production have been accredited since 1987 and were reaccredited in May 2016 for a six-year period.

ACEJMC has established the following curriculum requirements: (1) a student must complete all University Studies requirements; (2) a student may count no more than six semester hours of practicums, internships or cooperative education toward the major; (3) a student must complete a minor.

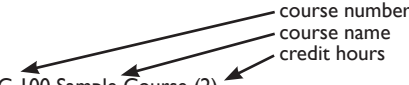
Students must pass ENG 105 or 150 with a grade of B or better and have basic keyboarding skills to be eligible for the department's basic courses: JMC 194, JMC 270, JMC 391, and JMC 394.

For more information, visit us online at [www.murraystate.edu/jmc](http://www.murraystate.edu/jmc) or contact the department at (270) 809-2387 or write to Chair, Department of Journalism and Mass Communications, Murray State University, 114 Wilson Hall, Murray, KY 42071-3311, email [msu.jmc@murraystate.edu](mailto:msu.jmc@murraystate.edu).

For information about the graduate program, visit us online or contact the graduate coordinator at (270) 809-2387 or write to Graduate Coordinator, Department of Journalism and Mass Communications, 114 Wilson Hall, Murray, KY 42071-3311, email [msu.jmc@murraystate.edu](mailto:msu.jmc@murraystate.edu).

# JMC COURSE DESCRIPTIONS

JMC 100 Sample Course (2).  
Course description is listed in this area. Prerequisites: Requirements you must meet before taking this course are listed at the end of the course description.



**JMC 100T Transitions (1).**  
Course is designed to assist students in their transition to Murray State University. Content includes orientation to the specific area or major(s) and minor(s) within the academic program; university procedures, policies, and resources; strategies for personal and academic success, and extracurricular opportunities. Only one transitions course will count toward graduation. Graded pass/fail.

**JMC 168 Media Literacy and Society (3).**  
This course examines the cultural, communicative and institutional factors shaping media industries and their roles in the exchange of public information. It examines the major media industries, including books and newspapers, advertising, journalism, public relations, radio, television, film, recorded music, and digital and social media. Open to non-majors as an elective. It is a prerequisite for further in-depth studies of advertising, journalism, mass communication, public relations, and television production.

**JMC 194 Newswriting (3).**  
Principles of newswriting for print and electronic media. Prerequisites: ENG 101 or ENG 105 or 150 with a grade of B or better.

**JMC 210 Podcasting: Telling Stories with Sound (3).**  
The course will provide an introduction to podcasting that includes writing, researching, interviewing, recording, and production techniques.

**JMC 268 Diversity, Equity and Inclusiveness in Media (3).**  
The course critiques and explores the vital role of diversity, equity and inclusion in Advertising, Digital Media, Journalism, Public Relations and Television. This course examines the roles of gender, ethnicity, and social class as represented and documented in the mass media. These issues are analyzed within the context of media content, development, policy, and ownership, including stereotypes and the role of alternative and community media. Critical thinking is emphasized through the review of mass media, focusing on the contributions of diverse groups to mass media and mass communication as an agent and documenter of social change.

**JMC 270 Media Production (3).**  
Introduction to production technology including audio control room operations, audio and video recording, camera operations and editing. Prerequisites: ENG 101 or 105 with a grade of B or better.

**JMC 304 Multimedia Writing (3).**  
Advanced news story construction for print and electronic media as well as basics of copy preparation for the World Wide Web. Emphasized new style, language usage, and news story construction. Prerequisites: JMC 194 with a grade of C or better; and GCM 152.

**JMC 305 News Editing (3).**  
Basics of handling newspaper copy, including headline writing, copy editing and proofreading. Prerequisite: JMC 194 with a grade of C or better.

**JMC 322 Mass Media Study Abroad (3).**  
Study of current trends and practices in mass media in foreign nations; specific content will vary. Prerequisites: consent of supervising instructor and department chair; acceptance in a study abroad program approved by Murray State University.

**JMC 330 Mass Media Effects (3).**  
A systematic approach to mass media in terms of structure, functions and effects; includes such topics as meaning, perception, selectivity, ethics persuasion, subliminal seduction, violence and erotica, political socialization, learning, agenda-setting, and uses and gratifications. Prerequisite: Sophomore standing.

**JMC 336 Writing for Media Production (3).**  
Theory and practice of writing for radio and television. Includes dramatic scripts; radio and TV copy conventions; script outlines and documentaries. Prerequisites: ENG 101 or ENG 105 or 150 with a grade of B or better.

**JMC 358 Studio Production (3).**  
Television studio production technology including camera operation, recording, audio and video control, video switching, electronic graphics, lighting, staging, and production organization, with an emphasis on broadcast-quality results. Prerequisites: JMC 270 and 336 with a grade of C or better; ENG 101 or 105 or 150 with a grade of B or better.

**JMC 369 Audio/Video Post Production (3).**  
A project-based course that emphasizes the integration of nonlinear video editing with graphic production, 3-D compositing, enhanced audio and DVD authoring. Prerequisites: JMC 270 and 336 with a grade of C or better.

**JMC 384 Sports Media (3).**  
The symbiotic relationship between sports and the media that cover them. Also, the impact these two institutions working in tandem have on American society. Prerequisite: permission of instructor.

**JMC 385 Directed Individual Study (1-3).**  
Repeatable up to three hours.

**JMC 391 Public Relations Principles (3).**  
A study of the profession of public relations, skills, jobs, case studies, media relations, and writing. Students may not be enrolled in JMC 391 and JMC 412 simultaneously. Prerequisites: ENG 101 or 105 or 150 with a grade of B or better. Business program students: MKT 360.

**JMC 394 Introduction to Advertising (3).**  
A survey course on the role and function of advertising in society; emphasis on the basic structure and techniques of advertising, marketing, media roles, creative strategies and the agency system. Prerequisites: ENG 101 or 105 or 150 with a grade of B or better. Business program students: MKT 360.

**JMC 396 Publication Design (3).**  
Advanced editing class emphasizing newspaper design, layout and graphics. Prerequisite: JMC 305 with a grade of C or better.

**JMC 397 In-Depth Reporting (3).**  
Techniques of news gathering and reporting for the print media. Provides general assignment, specialized and beat reporting experiences by emphasizing the acquisition of information through interviews, direct observation and journalistic research. Prerequisites: JMC 304 with a grade of C or better.

**JMC 398 Advanced Multimedia Reporting (3).**  
News gathering and reporting for broadcast and online media. Surveys news operations and emphasizes construction of news copy, elementary news packaging techniques, and journalistic ethics. Includes 30 hours arranged lab work. Prerequisites: JMC 194 and JMC 270 and JMC 304 with a grade of C or better.

**JMC 400 International Mass Communications (3).**  
Study of world's communications systems and the roles they play. Analysis of international news flow. The effect of the basic philosophical differences among the media in the developed and developing worlds and the changing communication technologies will be examined. Prerequisite: junior standing or permission of instructor.

**JMC 412 Content Creation for Public Relations (3).**  
Emphasis placed on writing across the media, for diverse publics, to achieve organizational objectives. Basic formats include, but are not limited to, news releases, feature articles, fact sheets, newsletters, brochures, and business correspondence. Basic copy editing and design concepts will be covered. Analysis of publicity methods used in professional campaigns will also be included. Prerequisites: JMC 194 and 391 with a grade of C or better; and GCM 152.

### JMC 417 Advertising Creative Strategies (3).

A study of the theory, techniques and practical skills needed for both writing advertising copy and doing basic advertising layout. Prerequisites: JMC 394 with a grade of C or better; and GCM 152.

### JMC 426 Advertising Media Sales (3).

Theory and practical application of media advertising sales. Advertising strategy, policy formulation and implementation. Creative and media decision-making structure and procedure. Management of media sales personnel. Students prepare and present advertising sales plan. Prerequisite: JMC 394 with a grade of C or better.

### JMC 439 Advertising Media Planning (3).

The study and application of media analysis, planning, and buying. Students prepare and present an advertising media campaign. Prerequisite: JMC 394 with a grade of C or better.

### JMC 440 Research Methods for Public Relations (3).

Use of social science research methods in public relations. Emphasis will be on survey techniques and focus groups, interpretation, application, and communication of research findings to the public. Prerequisites: JMC 394 with a grade of C or better.

### JMC 444 Digital Technology for Public Relations (3).

A study of the strategy, tactics, tools, techniques and trends pertinent to the "business" of public relations. The course focuses on new and digital media; social networks and promotional applications; and event planning. Course work includes hands-on use of the latest tools and technologies, including blogs and social websites, monitoring with metrics and analytics, online news releases and new digital methods of disseminating information, Internet promotion and content generation, and special event planning and implementation. Prerequisites: JMC 194, 391 and 412, with a grade of C or better.

### JMC 445 Community Journalism (3).

An examination of community news media, including organization, content, production, and distribution. Prerequisite: JMC 394 or permission of instructor. Students are encouraged to take ACC 200 and MGT 350 before enrolling in this course.

### JMC 448 Media Production Operations (3).

Creating a plan and proposal for a television program, including audience analysis, market appraisal, concept, treatment, script, budget, facilities, crew, cast, location, shooting schedule, and distribution across multiple digital platforms. Prerequisites: JMC 336 and 358.

### JMC 451 Television Field Production (3).

Single camera and multi-camera electronic field production, non-linear editing and postproduction to create a variety of television productions from spots to full-length programs, with an emphasis on broadcast-quality results. Prerequisites: ENG 101 or 105 or 150, JMC 270, and 336; junior standing or permission of instructor.

### JMC 455 Capstone in Media Production (3).

Capstone seminar in creating television programs. Topics include program concepts, target audiences, scripting, budgeting, pre-production planning, producing and marketing pilots. It is anticipated that for a successful outcome, students will commit a minimum of nine hours per week to this course plus an additional 30 hours during the semester working on special projects and productions. Work outside the studios may be required for some productions. Prerequisites: JMC 270, 336, 358, 451. Preference given to television production majors.

### JMC 456 Advertising Capstone: The Campaign (3).

A seminar course designed to bring together the knowledge acquired in advertising, marketing and communications courses and apply them to a realistic problem. Students develop management ability in analysis and preparation of complete advertising campaign. Students are required to work in teams to prepare plans books and give formal ad agency presentations. Prerequisites: JMC 417, 426, and 439 with a grade of C or better.

### JMC 466 Advanced Electronic News Reporting and Production (3).

Advanced electronic journalism, including emphasis on compiling, writing, videotaping, editing and producing news for television. Students serve as reporters, photographers and producers and gain practical work experience at MSU-TV. Includes 30 hours arrangeable lab work. Prerequisites: JMC 270 and 398 with a grade of C or better.

### JMC 488 Cooperative Education/Internship (1-3).

A meaningful, planned, and evaluated work experience related to the career and educational objectives of the student for which he/she may receive academic credit and possible financial remuneration. May be repeated for a maximum of six hours from any 488/489 courses. Graded pass/fail. Prerequisite: permission of chair.

### JMC 491 Public Relations Capstone: Cases and Campaigns (3).

A capstone seminar course designed to provide students an opportunity to demonstrate their mastery of the skills, techniques, and knowledge acquired in previous major and minor courses. Working in teams, students will research, develop, and create a public relations campaign, as well as give formal presentation of their work that includes production of all materials supporting the campaign. This semester-long project should further enhance the students public relations skills and knowledge, as well as develop their management and analytical skills. Prerequisites: JMC 412, 440, and 444 with a grade of C or better.

### JMC 492 Feature Writing (3).

Techniques of researching, writing, editing and marketing feature articles. Prerequisite: JMC 194 with a grade of C or better.

### JMC 499 Senior Seminar (1).

A required course for all graduating seniors in advertising, public relations, journalism, and radio-TV. A forum for career preparation on such topics as resume and portfolio preparation, job searches, interviews and graduation requirements. Graded pass/fail. Prerequisite: Senior standing.

### JMC 586 Special Topics (3-6).

Seminar for juniors or seniors concerning a current topic affecting the mass media. May be repeated one time for a total of six hours of credit. Prerequisite: permission of instructor; Junior standing.

### JMC 590 Mass Communication Law (3).

The law as it affects journalism and broadcasting. History and background of the freedom of the press and broadcast industries with emphasis on First Amendment and FCC regulations, including such areas as seditious libel, libel, obscenity, privacy, copyright, advertising and the Fairness Doctrine. Primarily a lecture and reading course. Prerequisite: Junior standing.

### JMC 593 Opinion Writing (3).

A course in the writing of opinion, including editorials, personal columns, commentaries, Web logs, and reviews. Prerequisites: JMC 194 and 330 with a grade of C or better or permission of instructor.

### JMC 596 Internship (3).

Course for students majoring in advertising, journalism, public relations, or television production who have completed a minimum of eight weeks as an intern with the media or an advertising or public relations organization. Students will prepare and present case studies on their work experience. Prerequisite: permission of instructor.

### JMC 597 Collaborative Journalism Capstone (3).

Capstone course in journalism. Project-based advanced techniques of specialized reporting, emphasizing community-based journalism and civic journalism for print, broadcast, and online platforms. Includes overview of issues concerning diversity, journalism ethics, and legal concerns. Prerequisites: JMC 397 and 398 with a grade of C or better.

## **WILSON HALL**

Historic Wilson Hall, the second-oldest building on the campus, houses the main classrooms and offices for Journalism and Mass Communications, as well as the Murray State News, a national award-winning student newspaper and its companion website TheNews.org.

The department also publishes three magazines a year and a biannual alumni newsletter. Television production facilities are located on the 8th floor of the Price Doyle Fine Arts Center, and include MSU-TV 11 student cable access channel. The department is affiliated with such organizations as the Association for Education in Journalism and Mass Communication (AEJMC), the Association of Schools of Journalism and Mass Communication, Kentucky Intercollegiate Press Association, College Media Advisers, American Advertising Federation, and the Public Relations Society of America. Broadcast affiliations include the Broadcast Education Association, Radio-Television News Directors, and the Kentucky Broadcasters Association. There are active student chapters of the American Advertising Federation, the Public Relations Student Society of America, and Kappa Tau Alpha, honorary journalism fraternity.

# **GCM COURSE DESCRIPTIONS**

## **GCM 151 Introduction to Graphic Communications (3).**

Reviews the graphic reproduction systems of mass-communication including print manufacturing, digital imaging, computer animation, video capturing, customer service, business operations, and global media marketing. Lecture and laboratory.

## **GCM 152 Introduction to Digital Imaging (3).**

An introduction to production skills and critical awareness of digital media practices which include Internet production, video, gaming, still imaging, and 3D modeling. There is strong emphasis on cross platform, digital communication, teamwork, and leadership skills. The course is designed to give direction to students who are computer literate, but need information on the various opportunities available in the imaging world. Current computer programs are utilized. Lecture and laboratory.

## **GCM 153 Electronic Imaging (3).**

This course deals with the technology of electronic imaging relating to the field of graphic communications. The course covers image generation and electronic printing and publishing. Lecture and Laboratory.

## **GCM 250 Fundamentals of Photography & Photojournalism (3).**

Camera techniques and film selection. Experience with various cameras, photographic techniques, developing and printing procedures. Lecture and laboratory. Prerequisite: permission of instructor.

## **GCM 252 Digital Image Conversion (3).**

Introduction to converting continuous tone and line illustration to digital and film formats. Covers materials, equipment, camera/scanner operation, problem-solving, pre-flighting and imposition techniques. Lecture and laboratory. Prerequisite: GCM 151.

## **GCM 340 Introduction to Gravure (3).**

This course covers the magazine and packaging industry as they relate to high volume printing. Included in the course are: pre-flighting, customer service, press production, problem-solving techniques, and distribution systems. Prerequisite: GCM 151.

## **GCM 342 Finishing and Distribution (3).**

Introduction to post-press and finishing operations and distribution practices common to the packaging and printing industries. Course covers historical as well as modern aspects of finishing, embossing, foil stamping, die-cutting, and material fulfillment. Prerequisite: GCM 151.

## **GCM 350 Basic Color Photography (3).**

A study of color photographic materials and processes including color transparencies, negative analysis, internegatives, transparency duplicates, and color prints. Lecture and laboratory. Prerequisite: GCM 250.

## **GCM 351 Graphic Communication Processes (3).**

A study of printing and manufacturing reproduction processes. Includes: 1) traditional and modern image transfer, 2) finishing, 3) distribution, and 4) materials. Prerequisite: GCM 151.

## **GCM 354 Principles of Estimating (3).**

Analysis of printing cost procedures using regional costing data and norms. Also, determining cost of materials, equipment and human activity will be determined. Prerequisite: nine hours in graphic communications including GCM 153.

## **GCM 357 Industrial Photography (3).**

A study of photography as it is utilized by industry in problem-solving, security, and scientific and technical applications. Lecture and laboratory. Prerequisite: GCM 250.

## **GCM 358 Commercial Photography (3).**

A study of the making of photographs in the studio and on location; investigation of the photographic medium as a means of communicating ideas. Lecture and laboratory. Prerequisite: GCM 250.

## **GCM 359 Publication Photography (3).**

A study of the make-up of yearbooks and various other publications requiring photography, and the problems of the photographer in preparing materials for printing. Lecture and laboratory. Prerequisite: GCM 250.

## **GCM 360 Portraiture Photography (3).**

Formal and contemporary portraiture. Includes studio and informal techniques, printing and finishing instruction. Prerequisite: GCM 250.

## **GCM 365 Customer Service (3).**

This course explores all aspects of customer service including, scheduling, human resources, manufacturing, finance, computer systems, and quality control. Prerequisite: GCM 151.

## **GCM 427 Professional Photographic Practices (3).**

The course introduces students to the business and marketing practices common to photography. Emphasis is placed on developing professional objectives based upon careful consideration of the financial, legal, organizational, promotional, interpersonal and ethical practices particular to photography. Prerequisite: permission of instructor.

## **GCM 440 Digital Photography (3).**

This course deals with desktop electronic imaging and digital photography. Explored is the use of photography and production photographs with a variety of computer hardware and software programs. Lecture and laboratory.

## **GCM 441 Desktop Multimedia (3).**

Desktop digital imaging and multimedia presentations are developed with a variety of hard and software. The course is designed to allow the student to cross-platform images from diverse electronic technologies. Lecture and laboratory. Prerequisite: GCM 153.

## **GCM 442 Digital Interactive Technology (3).**

This course introduces and explores digital interactive technology as an aspect of electronic imaging. It examines the use of digital technology in the production of interactive presentations; it includes a variety of currently used computer hardware and software. Lecture and laboratory. Prerequisite: GCM 153.

## **GCM 454 Color Management and Quality Control (3).**

Materials and procedures of color management and quality control procedures. Included are ICC profiles, spectrophotometry, densitometry, masking, color proofing, quality control devices, and color scanning. Lecture and laboratory. Prerequisites: GCM 151 and 153.

## **GCM 488 Cooperative Education/Internship (1-3).**

A meaningful, planned, and evaluated work experience related to the career and educational objectives of the student for which he/she may receive academic credit and possible financial remuneration. May be repeated for a maximum of three times from any 488/489 courses. Graded pass/fail. Prerequisite: permission of chair.

## **GCM 489 Cooperative Education/Internship (1-3).**

A meaningful, planned, and evaluated work experience related to the career and educational objectives of the student for which he/she may receive academic credit and possible financial remuneration. May be repeated for a maximum of six hours from any 488/489 courses.

## **GCM 558 Trends in Graphic Communications (3).**

A study of management trends, technical advances, and problems as they pertain to the future of the communications industry. The course will include report writing, verbal presentations and a field experience. Prerequisite: senior standing and 30 hours of GCM courses or substitutes approved by instructor.

## **SCHOLARSHIPS AND AWARDS**

The department offers scholarships, internships, graduate assistantships, and special awards in journalism and mass communications. For additional information, contact the Department of Journalism and Mass Communications, msu.jmc@murraystate.edu.