Communication BA, Applied Visual Communication Emphasis

This emphasis area covers digital audiovisual media production, helping students master the art of telling stories and effectively communicating information through digital media. Students receive practical instruction in areas such as camera work, location shooting, digital video editing, directing, and performance for the camera, typically in small, applied skills courses. This coursework is complemented by instruction in areas such as interpersonal, intercultural, and professional communication that help students gain jobs, advance in the workplace, and better connect with diverse audiences.

Career Outlook

New graduates often enter this career path as video editors or camera operators. According the U.S. Bureau of Labor Statistics, employment in these occupations is expected to grow faster than average, in part because of increasing demand for audio-visual media on internet-only platforms such as streaming services. The job outlook for more experienced positions in the field, such as producers and directors, is also robust.

Students majoring in communication must complete a minimum of 36 credit-hours in communication courses. Students may complete either a general communication degree or they may select one of four different emphasis areas as a focus for their studies: Interpersonal Communication, Mass Communication, Applied Visual Communication, or Strategic Communication. To complete the degree with one of these emphases, the student must complete the 21 credit-hour core and at least 15 hours of electives from within the selected emphasis area. In addition, the skills and knowledge applied in the required Practicum/Internship should be consistent with the selected emphasis area. Students seeking a general communication degree must complete the 21 credit-hour core and can select elective courses from any combination of the emphasis areas.

General Education Requirements

Majors must satisfy the university and college general education requirements. The college's foreign language requirement may be taken in any language. Communication courses may not be taken on a satisfactory/unsatisfactory basis.

Degree Requirements

At least 18 credit hours must be taken at UMSL. Furthermore, at least 12 credit hours of the communication courses completed must be numbered 3000-4999 for students seeking a general communication degree, as well as for students pursuing an emphasis area. All students must earn a C or better in each of the required core courses of the major and maintain a 2.0 grade point average in all of the courses applied to the communication degree.

Required Courses

COMM 1030	Interpersonal Communication I (MOTR COMM 120)	3
COMM 1050	Introduction to Mass Communication	3
COMM 2231	Communication in the Organization	3
COMM 2332	Intercultural Communication	3
COMM 2235	Professional Communication	3
COMM 3330	Research Methods in Communication I	3
COMM 4920	Practicum in Applied Communication	3
or COMM 4950	Internship in Applied Communication	
Total Hours		**21**

Emphasis Area Requirements

The applied visual communication emphasis area offers hands-on learning related to media production, focusing on developing skills to convey information and tell stories through time-based digital media. 15 credits are needed.

Choose five of the following courses:

MEDIA ST 1070	Introduction to Cinema
MEDIA ST 2113	Media Production I
THEATR 2020	Acting for the Camera
MEDIA ST 2210	Video Production I
MEDIA ST 3310	Video Production II
MEDIA ST 3313	Advanced Video Editing
MEDIA ST 2225	
MEDIA ST 3113	Media Production II
THEATR 4020	Directing for the Camera
Total Hours	**15**

Learning Outcomes

- Recognize and apply the fundamental principles of effective visual communication
- Design, implement, and critique media content based on appropriate production, design, and aesthetic principles
- Light, block and record digital video footage in studio and location settings
- Edit digital footage into a coherent narrative or persuasive message, including the addition of titles and graphic effects
- Produce work that contributes knowledge and creativity with effective communication skills in all forms of media: written, visual, and oral
- Effectively work in groups as both leaders and collaborators

Sample Four Year Plan

First Year

Fall	Hours	Spring	Hours
INTDSC 1003[1]	1	COMM 2231	3
COMM 1030	3	EXPLORE: Mathematics & Life/Natural Sciences	3
COMM 1050	3	EXPLORE: Humanities & Fine Arts	3
ENGL 1100	3	EXPLORE: Humanities & Fine Arts	3
CORE: Mathematics Proficiency	3	Elective or minor	3
CORE: US History & Government	3		
	16		**15**

Second Year

Fall	Hours	Spring	Hours
COMM 2235	3	COMM 2332	3
CORE: Information Literacy	3	EXPLORE: Humanities & Fine Arts	3

EXPLORE: Mathematics & Life/Natural Sciences	3	EXPLORE: Mathematics & Life/Natural Sciences	3
FGN LANG 1001	5	FGN LANG 1002	5
	14		**14**

Third Year			
Fall	**Hours**	**Spring**	**Hours**
COMM 3330	3	COMM XXXX: Applied Visual Communication Emphasis Course	3
ENGL 3100	3	COMM XXXX: Applied Visual Communication Emphasis Course	3
FGN LANG 2102	3	COMM XXXX: Applied Visual Communication Emphasis Course	3
Cultural Diversity Requirement	3	Elective or minor	3
Elective or minor	3	Elective or minor	3
	15		**15**

Fourth Year			
Fall	**Hours**	**Spring**	**Hours**
COMM 1950	1	COMM 4920 or 4950	3
COMM XXXX: Applied Visual Communication Emphasis Course	3	Elective or minor	3
COMM XXXX: Applied Visual Communication Emphasis Course	3	Elective or minor	3
Elective or minor	3	Elective or minor	3
Elective or minor	3	Elective or minor	3
Elective or minor	3		
	16		**15**

Total Hours: 120

[1] INTDSC 1003 is required only for first-time freshmen and transfer students with less than 24 college credits.

PLEASE NOTE: This plan is an example of what a four year plan could look like for a typical student. Placement exam scores in math as well as the completion of coursework may change the plan. It should not be used in the place of regular academic advising appointments. All students are encouraged to meet with their advisor each semester. All requirements are subject to change.