BACHELOR OF JOURNALISM DEGREE REQUIREMENTS

Area Of Emphasis – Visual Journalism

Visual journalists tell stories with words, pictures and design. Designers work in every type of media environment, including newspapers, magazines, multimedia, social media, corporate communication and broadcast media. Visual journalists craft compelling designs using color, typography, visual hierarchy, assignment and selection of images and visual organization. Through the journalism curriculum, students interested in the Visual Journalism area of emphasis will receive a solid grounding in journalism basics, how to report news and feature stories across multiple platforms, photography, multimedia reporting, slideshows and hands-on experience using the latest design and digital tools. Through non-journalism electives, students will learn 2-D and 3-D digital media, drawing skills, design theory, production processes, entrepreneurial skills, marketing and management.

DEPARTMENT CORE: Required of all CMJN majors (3 hours)
• CMJN 2100 Principles of Communication & Journalism (3)

REQUIRED COURSES: Must take all of the courses listed below (28 hours)
• JRNL 1100 Newspaper Fundamentals (3) – Course change to Journalism Fundamentals (pending approval)
• JRNL 2210 Newswriting (3)
• JRNL 2310 Reporting (3)
• JRNL 2910 Practicum in Journalism (1)
• JRNL 3220 Feature Writing (3) – Course change to Magazine & Feature Writing (pending approval)

GROUP 2 COURSES: Select two courses (6 hours) from the following list of Communication & Journalism electives. While students may take any of the courses listed below, the courses highlighted in yellow are particularly recommended for students with an interest in Visual Journalism.
• JRNL 3530 Sports Reporting (3) – New course added to journalism curriculum (pending approval)
• JRNL 4320 Newspaper Management (3) – Course change to Entrepreneurial Journalism (pending approval)
• JRNL 4410 Journalism History (3)
• JRNL 4417 Honors Journalism History (3)
• JRNL 4420 Community Journalism (3)
• JRNL 4430 Sports, Media & Society (3) – Planned addition to journalism curriculum (pending approval)
• JRNL 4480 Advanced Publication Design (3)
• JRNL 4490 Literary Journalism (3)
• JRNL 4970 Special Topics in Journalism (3)
• JRNL 4990 Directed Studies (1-4)
• JRNL 4967 Honors Special Problems (1-3)
• JRNL 4997 Honors Thesis (1-3)
• COMM 2010 Message Preparation and Analysis (3)
• COMM 2400 Communication in Organizations (3)
• COMM 2410 Small Group Communication (3)
• COMM 3100 Speaking Before Audiences (3)
• COMM 3110 Persuasive Discourse (3)
• COMM 3300 Communication and Conflict (3)
• COMM 3450 Intercultural Communication (3)
• COMM 3500 Foundations of Human Communication (3)
• COMM 3600 Foundations of Rhetoric and Social Influence (3)
• COMM 3650 The Rhetoric of Sports (3)
• COMM 3700 Argumentative Discourse (3)
• COMM 3970 Special Topics in Communication (3)
• JRNL 4470 Advanced Feature Writing (3) – offered every spring – Course change to Advanced Magazine and Feature Writing (pending approval)

GROUP 3 COURSES
Must take one (3 hours) of the advanced reporting/writing courses listed below
• JRNL 4230 Advanced Reporting (3) – offered every fall

• JRNL 4370 Newspaper Editing & Design (3) – Course change to Editing & Design (pending approval)
• JRNL 3510 Multimedia Journalism (3)
• CMJN 4000 Mass Media Law & Regulation (3)
• JRNL 4920 Journalism Internship (3)
In addition to the required journalism coursework, all journalism majors take a variety of classes that provide the opportunity for interdisciplinary learning, information literacy, informed citizenship and global awareness. Journalism majors are required to take 33 elective credit hours and 41 hours in Auburn University’s core curriculum. Please consult with the Auburn Bulletin and your academic adviser as to prerequisites and class standing requirements for these courses before registration.

**RECOMMENDED NON-JOURNALISM ELECTIVES (33 HOURS):** Journalism majors may take any electives of their choosing. However, selecting electives from the list below is strongly encouraged for a student interested in the Visual Journalism area of emphasis. **Note: Of the 33 required hours, at least 16 hours must be in the College of Liberal Arts, but outside of the Department of Communication and Journalism.**

- ARTS 1010 BASIC DRAWING (3)
- ARTS 1030 BASIC CERAMICS (3)
- ARTS 1040 BASIC PAINTING (3)
- ARTS 1110 DRAWING I (3)
- ARTS 1210 2-D DESIGN FOR FINE ART & GRAPHIC DESIGN (3)
- ARTS 1220 3-D DESIGN FOR FINE ART & GRAPHIC DESIGN (3)
- ARTS 1710/1717 INTRODUCTION TO ART HISTORY I (3)
- ARTS 1720/1727 INTRODUCTION TO ART HISTORY II (3)
- ARTS 1730/1737 INTRODUCTION TO ART HISTORY III (3)
- CAHS 1740 AESTHETICS FOR DESIGN (3)
- CAHS 2000/2007 GLOBAL CONSUMER CULTURE (3)
- CAHS 5450 HISTORY OF COSTUME (3)
- CCEN 2000 INTRODUCTION: COMMUNITY & CIVIC ENGAGEMENT (3)
- CCEN 2100 WOMEN AND LEADERSHIP (3)
- ENFB 4190 NEW VENTURE CREATION (3)
- ENFB 4200 BUSINESS PLAN FOR THE NEW VENTURE (3)
- INDD 1120 INDUSTRIAL DESIGN IN MODERN SOCIETY (3)
- MKTG 3310 PRINCIPLES OF MARKETING (3)
- MKTG 4320 PROMOTION STRATEGY (3)
- MKTG 4400 INTERNATIONAL MARKETING (3)
- MKTG 4500 MARKETING ON THE INTERNET (3)
- MNGT 3100/3107 PRINCIPLES OF MANAGEMENT (3)
- MNGT 3460 ORGANIZATIONAL BEHAVIOR (3)
- MNGT 3810 MANAGEMENT FOUNDATIONS (3)

- Students must apply for admission to the Journalism program after 30 core hours.
- Students who transfer to Auburn University’s JRNL major are required to take a minimum of 21 credit hours in the AU program.

**TOTAL HOURS REQUIRED**

- University core: 41 hours
- College core: 8 hours
- Department core: 3 hours
- Major Core/Required: 37 hours
- Electives: 33 hours (At least 16 hours must be in the College of Liberal Arts, but outside of the Department of Communication and Journalism)
- TOTAL: 122 hours

Please consult the Auburn Bulletin for information on the University and College of Liberal Arts Core.