

# B.A. Communication: Visual Communication Emphasis, Photo-Video Track

## Program Admissions Requirements

There are no program admission requirements for the B.A. in Communication, Visual Communication emphasis, Photo-Video track.

## General Education

The listing below includes program requirements that also fulfill General Education requirements.

Code	Title	Credits
Objective 1		6
Objective 2		3
Objective 3 - MATH 1123 Recommended <sup>1</sup>		3
Objective 4		6
Objective 5		7
Objective 6		6
<b>Students must fulfill Objective 7 or Objective 8</b>		<b>3</b>
Objective 7		
Objective 8		
Objective 9		3
<b>Total Credits</b>		<b>37</b>

<sup>1</sup> "P" courses are equivalent to the original course.

## Major Requirements

Code	Title	Credits
<b>Visual Communications Core</b>		
CMP 1110	Media Writing	3
CMP 2202	Photo, Graphic, and Video Editing	3
CMP 2286	Visual Rhetoric	3
CMP 3339	UI/UX Design	3
CMP 4403	Mass Communication and Society	3
or CMP 4410	Mass Media History, Law, and Ethics	
<b>Photo-Video Track</b>		
CMP 2251	Introduction to Photography	3
CMP 2271	Television and Video Production	3
CMP 3371	Narrative Video Production	3
CMP 4471	Studio-Based Content Creation	3
CMP 4475	Corporate Video Production	3
<b>Choose 3 of the following track electives:</b>		<b>9</b>
CMP 2209	Persuasion	
CMP 2231	Introduction to Graphic Design	
CMP 3307	Introduction to Social Media	
CMP 3310	Multiplatform Storytelling	
CMP 3312	Screenwriting	
CMP 3336	Studio I: Typography and Digital Media	
CMP 3351	Generative AI Fluency	
CMP 3373	Documentary Cinema	

CMP 3382	Political Communication	
CMP 4483	Rhetoric of Popular Culture	
<b>Choose TWO Department Electives (6 credits)</b>		<b>6</b>
Complete 6 credits from other course offerings in the CMP curriculum, at least three credits of which are at the 3000-level or above.		
To fulfill the department electives, students are encouraged to meet with their advisor to effectively supplement required coursework in visual communication by pursuing courses that cater to their professional interests offered in the department's other areas, which include public relations, advertising, rhetoric, and social media.		
<b>Total Credits</b>		<b>45</b>

## Degree Totals

Code	Title	Credits
	Program Admission Requirements	0
	General Education	37
	Major Requirements	45
	Upper Division Free Electives	6-15
	Free Electives	23-32
<b>Total Credits</b>		<b>120</b>

ISU Degree Requirements (<http://coursecat.isu.edu/undergraduate/degree requirements/>)

ISU General Education (<http://coursecat.isu.edu/undergraduate/academic information/generaleducation/>)

Major Academic Plan (MAP) (<https://www.isu.edu/advising/maps/>)