



## Communication BA

### with an emphasis in Applied Visual Communication

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 to the US Bureau of Labor Statistics, employment in these occupations is expected to grow faster than average, in part because of increasing demand for audiovisual 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.

#### **Future Career Options**

- Announcer
- · Camera Operator
- Director
- · Film and Video Editor
- Producer

#### **Skills Developed By Degree Completion**

- · 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 combines 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

Successful alumni have gone on to fulfill many of the opportunities above. Additional possibilities are taken from the Bureau of Labor Statistics. Contact an advisor to discuss additional future career options.



# STARTS RIGHT NOW

This is a sample academic map for the courses to take each academic semester/session. This map is not a substitute for academic advisement. Contact your advisor when making final selections.



#### **UNIVERSITY STUDIES**

University studies is required for all first-year students and those with less than 24 credit hours.



#### MILESTONE COURSES

Milestone courses should be taken in the order shown to ensure you stay on a timely and accurate path toward graduation.



#### SUMMER AND INTERSESSION COURSES

Don't forget that summers and winter breaks are a way to fast-track your route to degree completion – and lighten your load during fall and spring!

#### umsl.edu

888-GO-2-UMSL 314-516-5451 admissions.umsl.edu

#### **2024-2025** 4-YEAR ACADEMIC MAP

#### **Bachelor of Arts in Communication** with an emphasis in Applied Visual Communication FALL SEMESTER (16 credit hours) Year COMM 1030: Interpersonal Communication (3) COMM 1050: Introduction to Mass Communication (3) ENGL 1100: First-Year Writing (3) GEN ED CORE: Mathematics Proficiency (3) GEN ED CORE: US History and Government I (3) INTDSC 1003: University Studies (1) SPRING SEMESTER (15 credit hours) COMM 2231: Communication in the Organization (3) GEN ED EXPLORE: Humanities and Fine Arts (3) GEN ED EXPLORE: Humanities and Fine Arts (3) GEN ED EXPLORE: Math and Life/Natural Sciences (3) Elective (3) FALL SEMESTER (14 credit hours) COMM 2235: Professional Communication (3) FGN LANG 1001: Language and Culture I (5) GEN ED CORE: Information Literacy (3) GEN ED EXPLORE: Math and Life/Natural Sciences (3) SPRING SEMESTER (14 credit hours) COMM 2332: Intercultural Communication (3) FGN LANG 1002: Language and Culture II (5) GEN ED EXPLORE: Humanities and Fine Arts (3) GEN ED EXPLORE: Math and Life/Natural Sciences (3) FALL SEMESTER (15 credit hours) Year COMM 3330: Research Methods in Communication (3) ENGL 3100: Junior-Level Writing (3) FGN LANG 2101: Language and Culture III (3) Cultural Diversity Requirement (3) Elective (3) **SPRING SEMESTER (15 credit hours)** COMM 3XXX: Applied Visual Communication Emphasis Course (3) COMM XXXX: Applied Visual Communication Emphasis Course (3) COMM XXXX: Applied Visual Communication Emphasis Course (3) Elective (3) Elective (3) FALL SEMESTER (16 credit hours) COMM 1950: Finding an Internship in Communication/Media (1) COMM 3XXX: Applied Visual Communication Emphasis Course (3) COMM XXXX: Applied Visual Communication Emphasis Course (3) Elective (3) Elective (3) Elective (3) SPRING SEMESTER (15 credit hours) COMM 4920: Communication Practicum or COMM 4950: Internship (3) Elective (3) Elective (3) Elective (3) Elective (3)

Last updated May 2024