

Choose
UMSL

And your major.

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 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.

Future Career Options

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

Skills developed through 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.

4-YEAR ACADEMIC MAP

Bachelor of Arts in Communication

Emphasis in Applied Visual Communication

Year

1

FALL SEMESTER (16 credit hours)

COMM 1050: Introduction to Mass Communication (3)

COMM 1030: Interpersonal Communication (3)

ENGL 1100: First-Year Writing (3)

GEN ED CORE: Mathematics Proficiency (3)

GEN ED CORE: US History & Government (3)

INTDSC 1003: University Studies (1)

SPRING SEMESTER (15 credit hours)

COMM 2231: Communication in the Organization (3)

GEN ED EXPLORE: Math & Life/Natural Sciences (3)

GEN ED EXPLORE: Humanities & Fine Arts (3)

GEN ED EXPLORE: Humanities & Fine Arts (3)

Elective (3)

Year

2

FALL SEMESTER (14 credit hours)

COMM 2235: Professional Communication (3)

GEN ED EXPLORE: Math & Life/Natural Sciences (3)

GEN ED CORE: Information Literacy (3)

FGN LANG 1001: Language & Culture I (5)

SPRING SEMESTER (14 credit hours)

COMM 2332: Intercultural Communication (3)

GEN ED EXPLORE: Humanities & Fine Arts (3)

GEN ED EXPLORE: Math & Life/Natural Sciences (3)

FGN LANG 1002: Language & Culture II (5)

Year

3

FALL SEMESTER (15 credit hours)

COMM 3330: Research Methods in Communication (3)

ENGL 3100: Junior-Level Writing (3)

FGN LANG 2101: Language & Culture III (3)

Cultural Diversity (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)

Year

4

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)













Degree completed!

2023-2024

4-YEAR ACADEMIC MAP

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

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



– 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!



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an UMSL Triton?
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