

CURRICULUM MAPS: LEARNING OUTCOMES 1 - 6
USC SCHOOL OF JOURNALISM & MASS COMMUNICATIONS: VISUAL COMMUNICATIONS MAJORS

The six majors within the SJMC share three core courses in which students are exposed to many of the values/competencies embodied in our six learning outcomes. Students are also required to take a statistics course outside of the SJMC. Other values/competencies are introduced and practiced in the major coursework students are required to take. All majors require at least one “capstone course” in which all of the six learning outcomes are included.

During our recent curriculum revision, we strengthened existing course offerings to adapt to the changing digital media environment and created a better balance between the number of conceptual and skills courses required to graduate.

The following course mapping outlines the learning outcomes students should master when taking SJMC core and major courses (the mapping does not include SJMC elective courses).

Course Chart Key	
	Value or competency introduced/practiced
	Not applicable to course

<u>SJMC Core Courses</u>	Research <i>Gathering information/ writing clearly</i>	Creativity <i>Think critically and independently</i>	Diversity <i>Understanding the history and global society</i>	Ethics and Law <i>Understanding ethical and legal implications</i>	Technology <i>Gaining/demonstrating ability to apply technology</i>	Analysis <i>Incorporating basic statistical concepts</i>
JOUR 101 – Media and Society						
JOUR 291 – Writing for Mass Comm						
JOUR 303 – Law and Ethics						

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ADDITIONAL REQUIRED COURSES: VISUAL COMMUNICATIONS

<u>VISUAL COMMUNICATIONS</u>	
Required Courses	Credit Hours
JOUR 203 – Principles of Visual Communications	3
JOUR 346 – Graphics for Visual Communications	3
JOUR 347 – Photovisual Communications I: Photography	3
JOUR 446 – Informational Graphics	3
JOUR 447 – Photovisual Communications II: Advanced Photography	3
JOUR 448 – Photovisual Communications III: Video for Mass Comm	3
JOUR 449 – Design of Online Content	3
JOUR 560 – Capstone Portfolio Development	3
Visual Communications special topics course	3
SJMC concept/lecture course ²	3
SJMC electives (any JOUR course)	9

**Visual
Communications
Required
Courses**

Research <i>Gathering information/ writing clearly</i>	Creativity <i>Think critically and independently</i>	Diversity <i>Understanding the history and global society</i>	Ethics and Law <i>Understanding ethical and legal implications</i>	Technology <i>Gaining/demonstrating ability to apply technology</i>	Analysis <i>Incorporating basic statistical concepts</i>
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JOUR 203 – Principles of Vis Comm					
JOUR 346 – Graphics for Vis Comm					
JOUR 347 – Intro. Photography					
JOUR 446 – Informational Graphics					
JOUR 447 –Advanced Photography					
JOUR 448 – Video					
JOUR 449 – Design of Online Content					
JOUR 560 – Capstone Portfolio Dev.					