

CAREER PROGRAMS

Journalism

The following certificate programs are for the individuals who are interested in a concentrated exposure to writing and/or design for publications in the media, the business world or home-based business.

Students may tailor their programs to emphasize advertising, design, public relations, publishing or writing. Desktop publishing is emphasized in JNM 230, JNM 232, JNM 233 and JNM 235. Contact the program coordinator for assistance in planning and selecting courses.

Media Design Certificate

This is an 18 credit-hour certificate program designed for those students who want to focus on design for the media.

Required:

JNM 137	Media Writing	3
JNM 230	Graphic Design Communication1	3

Electives: Select 12 credit hours from the following:

ART 110	Drawing I	3
ART 121	Design I	3
ART 240	Computer Graphics Studio	3
JNM 130	Fundamentals of Journalism	3
JNM 133	Feature Writing.....	3
JNM 232	Advertising Copywriting and Design.....	3
JNM 233	Public Relations Writing and Design.....	3
JNM 235	Magazine Editing and Design	3
JNM 240	Topics in Journalism	1-6

Media Writing Certificate

This is an 18 credit-hour certificate program designed for those students who want to focus on writing for the media.

Required:

JNM 130	Fundamentals of Journalism	3
JNM 137	Media Writing.....	3

Electives: Select 12 credit hours from the following:

JNM 131	News Reporting and Writing	3
JNM 133	Feature Writing.....	3
JNM 136	Broadcast Writing	3
JNM 230	Graphic Design Communication ¹	3
JNM 232	Advertising Copywriting and Design.....	3
JNM 233	Public Relations Writing and Design.....	3

JNM	235	Magazine Editing and Design.....	3
JNM	240	Topics in Journalism	1-6

¹ This course is strongly recommended before taking JNM 232, JNM 233, or JNM 235.

Media Writing and Design Certificate

This is a 21 credit-hour certificate program designed for those students who want skills and background in both media writing and design.

Required:

JNM	130	Fundamentals of Journalism	3
JNM	137	Media Writing.....	3
JNM	230	Graphic Design Communications ¹	3

Electives: Select 12 credit hours from the following:

ART	110	Drawing I	3
ART	121	Design I	3
JNM	131	News Reporting and Writing	3
JNM	133	Feature Writing.....	3
JNM	136	Broadcast Writing	3
JNM	232	Advertising Copywriting and Design.....	3
JNM	233	Public Relations Writing and Design.....	3
JNM	235	Magazine Editing and Design.....	3
JNM	240	Topics in Journalism	1-6

¹ This course is strongly recommended before taking JNM 232, JNM 233, or JNM 235.

Online Communications Certificate

This is an 18-19 credit-hour certificate program that provides a background in writing, editing, and design.

Required:

CIS	118	Introduction to the Internet.....	1
JNM	130	Fundamentals of Journalism	3
JNM	140	Writing, Editing, and Design for the Internet	3
JNM	230	Graphic Design Communications.....	3
JNM	241	Online Magazine Publishing	3
JNM	243	Communication Web Site Applications	3

Electives: Select one course from the following:

CIS	119	Web Site Development I	2
JNM	131	News Reporting and Writing	3
JNM	133	Feature Writing.....	3
JNM	137	Media Writing.....	3
JNM	232	Advertising Copywriting and Design.....	3
JNM	233	Public Relations Writing and Design.....	3
JNM	242	Using the Internet as a Communications Tool	2