Major Map: Visual Communications
Bachelor of Arts in Journalism & Mass Communications (B.A.J.M.C.)
College of Information and Communications
School of Journalism and Mass Communications
Bulletin Year: 2024-2025

UNIVERSITY OF South Carolina

This course plan is a recommended sequence for this major. Courses designated as critical (!) may have a deadline for completion and/or affect time to graduation. Please see the Program Notes section for details regarding "critical courses" for this particular Program of Study.

Critical	Course Subject and Title	Credit Hours	Min. Grade[1]	Major GPA[2]	Code	Prerequisites	Notes
Semester One (15-16 Credit Hours)							
	ENGL 101 Critical Reading and Composition	3	C		CC-CMW		
	STAT 110 Intro. to Statistical Reasoning *or* STAT 112 Statistics and the Media *or* STAT 201 Elementary Statistics *or* STAT 205 Elem. Statistics for the Bio. & Life Sci. *or* STAT 206 Elem. Statistics for Business	3			CC-ARP	See Bulletin Listing	
	JOUR 101 Media & Society	3	C		MR		
	Foreign language[3] *or* other Carolina Core Requirement[4]	3-4			CC-GFL		
	UNIV 101 The Student in the University *or* Carolina Core Requirement[4]	3			PR/CC		
Semester Two (15-16 Credit Hours)							
	ENGL 102 Rhetoric and Composition	3	C		CC-CMW CC-INF	C or better in ENGL 101	
	Carolina Core ARP	3			CC-ARP		
!	JOUR 203 Principles of Visual Communications	3	C		MR		
	Carolina Core Requirement[4]	3-4			CC		
	Foreign language[3] *or* other Carolina Core Requirement[4]	3			CC-GFL		
Semester Three (15-16 Credit Hours)							
	JOUR 291 Writing for Mass Communications	3	C		MR		
!	JOUR 346 Graphics for Visual Communications *or* JOUR 347 Photography for Visual Communications	3	C		MR	JOUR 203	
	Cognate *or* Minor Course[5]	3	C		PR		
	Carolina Core Requirement[4]	3-4			CC		
	Foreign language[3] *or* Carolina Core Requirement[4]	3			CR/CC		
Semester Four (15 Credit Hours)							
	JOUR 303 Law & Ethics of Mass Communications *or* JOUR 304 Internet and Social Media Law	3	C		MR		
!	JOUR 346 Graphics for Visual Communications *or* JOUR 347 Photography for Visual Communications	3	C		MR	JOUR 203	
	Cognate *or* Minor Course[5]	3	C		PR		
	Carolina Core GHS Requirement[4] (HIST 111, 112, 201, 214, *or* SOST 202)	3			CC-GHS		
	Carolina Core Requirement[4]	3			CC		
Semester Five (15 Credit Hours)							
	JOUR 446 Informational Graphics *or* JOUR 447 Video for Visual Communications	3	C		MR/ CC-INT	JOUR 203, 346, & STAT 110 *(JOUR 446 only)*; C or better in JOUR 347 *(JOUR 447 only)*	
	JOUR Major Course[6]	3	C		MR	See Bulletin listing.	
	Cognate *or* Minor Course[5]	3	C		PR		
	ECON 224 Introduction to Economics *or* MKTG 350 Principles of Marketing *or* MGMT 371 Principles of Management	3			CR	ECON 224 & ACCT 222 for non-Business majors *(MKTG 350)*	
	Carolina Core Requirement[4] *or* Approved Elective[7]	3			CC/PR		
Semester Six (15 Credit Hours)							
	JOUR 446 Informational Graphics *or* JOUR 447 Video for Visual Communications	3	C		MR/ CC-INT	JOUR 203, 346, & STAT 110 *(JOUR 446 only)*; C or better in JOUR 347 *(JOUR 447 only)*	
	JOUR Major Course[6]	3	C		MR	See Bulletin listing.	
	Cognate *or* Minor Course[5]	3	C		PR		
	Social Science[8]	3			CR		
	Carolina Core Requirement[4] *or* Approved Elective[7]	3			CC/PR		
Semester Seven (15 Credit Hours)							
	JOUR 448 Multimedia for Visual Communications	3	C		MR	C or better in JOUR 347 & 447	
	JOUR 449 Design of Online Content	3	C		MR	JOUR 346	
	JOUR Major Course[6]	3	C		MR	See Bulletin listing.	
	Minor Course[5] *or* Approved Elective[7]	3	C *(minor)*		PR		
	Social or Behavioral Science[9] *(300-level or above)*	3			CR		
Semester Eight (15 Credit Hours)							
	JOUR 560 Capstone Portfolio Development	3	C		MR CC-INT	JOUR 446, 447, & 449	
	JOUR Major Course[6]	3	C		MR	See Bulletin listing.	
	JOUR Major Course[6]	3	C		MR	See Bulletin listing.	
	Minor Course[5] *or* Approved Elective[7]	3	C *(minor)*		PR		
	History[10]	3			CR		

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Graduation Requirements Summary

Minimum Total Hours	Minimum Major Requirements Hours	College & Program Requirements Hours	Carolina Core Hours	Minimum Institutional GPA
120	48	30-42	31-43	2.5

1. Regardless of individual course grades, students must maintain a minimum 2.5 cumulative GPA.
2. Some colleges require a minimum GPA for major courses. Courses indicated in this column are included in the major GPA for this program of study.
3. Students in the College of Information and Communications are required to demonstrate proficiency in one foreign language equivalent to the 122 course through course credit or the corresponding foreign language placement score.
4. The Carolina Core provides the common core of knowledge, skill and academic experience for all Carolina undergraduate students.
5. Students must complete either a minor (18 hours) or a cognate (12 hours) from courses outside the SJMC. The minor is intended to develop a coherent basic preparation in a second area of study. Courses applied toward general education requirements cannot be counted toward the minor. No course may satisfy both major and minor requirements. A cognate requires a minimum of 12 hours of courses in other departments related to the student's major and/or career goals. Cognate courses may be taken in one or more departments depending on the interest and requirements of the student, but must have approval of the student's advisor. Journalism courses may not be used in the cognate. At least 6 of the 12 hours must be at the 300-level or higher. No 100-level courses may be used in the cognate.
6. Journalism major courses include: 1) a Visual Communications Special Topics course (3 hours); 2) a JOUR concept/lecture course (3 hours); and 3) three JOUR electives (9 hours) of the student's choice.
7. Electives cannot include courses of a remedial or developmental nature.
8. **Social Science (3 hours):** any CC-GSS course or one of the following JOUR courses: JOUR 243, 285, 303, 304, 307, 308, 309, 311, 345, 391, 394, 398, 596.
9. 300-level or higher course in **Social or Behavioral Sciences (3 hours)**: any course from AFAM (African American Studies); ANTH (Anthropology); COLA (College of Liberal Arts); CRJU (Criminal Justice); GEOG (Geography – except GEOG 545 & 546); HIST (History); LASP (Latin American Studies); POLI (Political Science); PSYC (Psychology); SOCY (Sociology); SOST (Southern Studies); WGST (Women's & Gender Studies) or any one of the following JOUR courses: JOUR 243, 285, 303, 304, 307, 308, 309, 311, 345, 391, 394, 398, 596.
10. **History Course (3 hours): HIST** 101, 102, 103, 104, 105, 106, 107, 108, 109, 110; **ARTH** 107; **FAMS** 300; **GERM** 280.

Program Notes:
- Courses identified as "critical" may affect time to graduation due to prerequisite requirements for subsequent required courses.
- All undergraduate students must take a 3-credit course or its equivalent with a passing grade that covers the founding documents. This course may fulfill any requirement in the program of study. Courses that meet this requirement are listed in the academic bulletin.
- All majors within the school will be expected to pass all journalism and mass communications courses used toward the degree with a minimum grade of C.
- The last 30 credit hours toward your degree must be earned in residence at the University of South Carolina-Columbia.

University Requirements: Bachelor's degree-seeking students must meet Carolina Core (general education) requirements. For more information regarding these requirements, please visit the Carolina Core page on the University website.

Codes:			
CC	Carolina Core	**CC-INF**	Carolina Core – Information Literacy
CC-AIU	Carolina Core-Aesthetic and Interpretive Understanding	**CC-INT**	Carolina Core – Integrative Course
CC-ARP	Carolina Core-Analytical Reasoning and Problem-Solving	**CC-SCI**	Carolina Core – Scientific Literacy
CC-CMS	Carolina Core-Effective, Engaged, and Persuasive Communication: Spoken Component	**CC-VSR**	Carolina Core – Values, Ethics, and Social Responsibility
CC-CMW	Effective, Engaged, and Persuasive Communication: Written Component	**CR**	College Requirement
CC-GFL	Carolina Core-Global Citizenship and Multicultural Understanding: Foreign Language	**MR**	Major Requirement
CC-GHS	Carolina Core – Historical Thinking	**PR**	Program Requirement
CC-GSS	Carolina Core – Social Sciences		

Disclaimer: Major maps are only a suggested or recommended sequence of courses required in a program of study. Please contact your academic advisor for assistance in the application of specific coursework to a program of study and course selection and planning for upcoming semesters.