

# CREATIVE MEDIA PRODUCTION, BACHELOR OF ARTS IN JOURNALISM

Minimum Total Credit Hours: 124

Major Hours: 43

Minimum Upper-Division Hours: 48

Upper-Division Hours Within Major: 27

Overall GPA - Combined and OU: 2.50

Major GPA - Combined and OU: 2.50

Last 60 Hours GPA: 2.50

Program Code: B256

## Requirements for Full Admission to the Gaylord College of Journalism and Mass Communication

All incoming freshmen or transfer students are classified as Pre-Journalism majors until the following requirements are met:

- Successfully pass the Gaylord College Entrance Exams;
- Successfully complete JMC 1013 (Introduction to Media) with a grade of C or better;
- Successful completion of at least 21 hours of courses acceptable for General Education credit; and
- Achieve a minimum combined retention grade point average of 2.75 on all work attempted, as well as a 2.75 on all major work.

Once admitted as a major in the Gaylord College of Journalism and Mass Communication you may choose a major in one of the following: Advertising, Creative Media Production, Journalism, Professional Writing, or Public Relations.

If you have any questions or advising concerns, please contact: Student Services Center, Gaylord Hall, Room 2533, (405) 325-5684.

- A maximum of 50 hours of Journalism and Mass Communication may be counted in the 124 hours required for graduation. No student will be awarded a BA in Journalism degree without completing at least 80 semester credit hours outside the College. At least 65 of these hours must be in liberal arts and sciences courses.
- A grade of C or better is required in all Journalism and Mass Communication courses.

## Major Requirements

Code	Title	Credit Hours
<b>JMC Core</b>		
JMC 1013	Introduction to Media	3
JMC 2033	Media Writing & Storytelling <sup>1</sup>	3
JMC 4813	Media Law	3
<b>Creative Media Production Core</b>		
JMC 2623	Electronic Media Writing	3
JMC 2644	Introduction to Video Production	4
JMC 2683	Survey of Electronic Media	3

JMC 3613	Electronic Field Production	3
JMC 4653	Issues And Ethics In Electronic Media (Capstone Course)	3

### Creative Media Production Tracks

Choose one track (p. 1) 9-10

#### JMC Electives

Choose 3 hours in the following: 3

JMC 3011 Practicum (2 repeats)

Choose 6 hours of 3000-4000-level JMC Electives 6

Total Credit Hours 43-44

<sup>1</sup> Satisfies Computer Literacy Requirement.

## Required Minor

All Gaylord College students pursuing a baccalaureate major are also required to complete an academic minor of their choice in accordance to JMC policies.

Code	Title	Credit Hours
Choose a minor <sup>1</sup>		15-21
Total Credit Hours		15-21

<sup>1</sup> Required Completion of a Minor – 15-21 hours (hours vary due to minor chosen).

## Creative Media Production Tracks

Students should select one of the following tracks by their first semester, junior year. The track may be changed or more than one track may be selected. A track consists of three courses (9-10 hours) chosen in consultation with academic advisor and area faculty.

### Audio Production

Code	Title	Credit Hours
JMC 3633	Audio Production	3
JMC 4643	Advanced Audio Production	3
CMP Production/Writing Elective		3-4
Total Credit Hours		9-10

### Corporate & Commercial Media Design <sup>1</sup>

Code	Title	Credit Hours
JMC 4633	Advanced Video Production	3
JMC 4793	Broadcast Advertising Production	3
JMC 4903	Production for Clients	3
Total Credit Hours		9

<sup>1</sup> This track is offered on an irregular basis.

### Documentary Production <sup>1</sup>

Code	Title	Credit Hours
JMC 3723	Introduction to Documentary	3
JMC 4753	Documentary Research and Writing	3

JMC 4763	Documentary Producing and Directing	3
Total Credit Hours		9

<sup>1</sup> This track is offered on an irregular basis.

### Electronic Film Making

Code	Title	Credit Hours
JMC 3763	Visual Writing and Aesthetics	3
JMC 4633	Advanced Video Production	3
JMC 4913	Dramatic Series/Short Productions	3
Total Credit Hours		9

### Interactive Multimedia & Graphics <sup>1</sup>

Code	Title	Credit Hours
JMC 4683	Multimedia Content Management	3
JMC 4773	Post Production and Graphics	3
JMC 4783		3
Total Credit Hours		9

<sup>1</sup> This track is offered on an irregular basis.

### Video Production

Code	Title	Credit Hours
JMC 4623	Producing and Directing for Multi-Camera	3
JMC 4633	Advanced Video Production	3
CMP Production/Writing Elective		3-4
Total Credit Hours		9-10

### Writing <sup>1</sup>

Code	Title	Credit Hours
JMC 3763	Visual Writing and Aesthetics	3
JMC 4734	Film Script Writing	4
JMC 4753	Documentary Research and Writing	3
Total Credit Hours		10

<sup>1</sup> This track is offered on an irregular basis.

### Planned Studies

Code	Title	Credit Hours
Students may propose a self-designed program at the beginning of their studies in CMP for faculty approval.		9-10
Total Credit Hours		9-10

## General Education and College Requirements

Courses graded S/U or P/NP will not apply.

Courses for fulfillment of General Education and College of Journalism requirements must be from the approved General Education course list.

## University-Wide General Education Requirements

(minimum 40 hours)

Code	Title	Credit Hours
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### Core Area I: Symbolic and Oral Communication

<i>English Composition</i>		
ENGL 1113	Principles of English Composition	3
ENGL 1213	Principles of English Composition	3
or EXPO 1213	Expository Writing	

### *Foreign Language*

(0-10 hours, 2 courses in the same language) May be met by successful completion of 2 years of the same foreign language in high school (additional foreign language requirement – see below)		
Beginning Course		0-5
Beginning Course, continued		0-5

### *Mathematics*

Choose one course		3
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### Core Area II: Natural Science

Choose two courses from different disciplines; one must include a laboratory		7
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### Core Area III: Social Science

P SC 1113	American Federal Government	3
Choose one course		3

### Core Area IV: Humanities

<i>Understanding Artistic Forms</i>		
Choose one course		3

### *Western Civilization and Culture*

HIST 1483	United States, 1492 to 1865	3
or HIST 1493	United States, 1865 to the Present	
Choose one course <sup>1</sup>		3

### *Non-Western Culture*

Choose one course		3
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### Core Area V: Senior Capstone Experience

The capstone is satisfied within the major requirements.		0
Total Credit Hours		34-44

<sup>1</sup> Excluding HIST 1483 and HIST 1493.

## Additional Gaylord College of Journalism and Mass Communication Requirements

Code	Title	Credit Hours
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### Foreign Language

Choose one course at the intermediate level or demonstrated competency at that level		0-3
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### Western Civilization

Choose 2 upper-division courses outside the major and in addition to University General Education Core IV		6
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Total Credit Hours		6-9
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## Free Electives

Electives to bring total applicable hours to the minimum total required for the degree including 48 upper-division hours.

## Information Concerning General Rules, Regulations and Minimum Requirements

**Total Hours:** A Bachelor of Arts in Journalism degree requires 124 hours, 48 of which must be upper-division (3000-4000 level courses). Transfer work will be counted as lower-division or upper-division credit depending on the level at which it was offered at the institution where the work was taken. All two-year college work is considered to be lower-division.

**Hours by Exam, Correspondence Study and/or Extension:** A maximum of 31 semester hours (or 1/4 of the total hours required for a preprofessional program of study) may be completed by a combination of exam, correspondence study and/or extension credit.

**Attendance:** Students who do not attend a JMC class or lab on the first day of classes may be dropped from the class or lab.

**Transfer Work:** Students may transfer in a maximum of 12 credit hours of journalism and mass communication coursework prior to full admission to the Gaylord College. Once fully admitted to the college, students may petition the faculty to have an additional three (3) credit hours from an outside ACEJMC institution applied to their University of Oklahoma degree. A maximum of fifteen (15) credit hours of JMC transfer coursework may be applied to a degree.

**Individual Studies (e.g., courses titled "Independent Study"):** A maximum of 12 total semester hours may be counted toward graduation.

**Repeat of Failed Coursework:** A student earning a grade of "F" in an upper-division course at OU may not repeat the course for credit at another institution without the prior written permission of the department that offered the course at OU.

**Senior Institution Hours:** A minimum of 60 semester hours applied toward graduation must be earned at senior (4-year) institutions.

### Residency:

- A minimum of 30 semester hours acceptable toward graduation must be earned in residence at OU, including at least 15 of the last 30 hours applied toward the degree.
- At least 15 semester hours of upper-division major work must be completed in residence at OU.
- OU correspondence courses are not considered resident credit.
- Credits earned via examination are neither resident nor nonresident credit.

**Special Degrees:** Students may qualify for an Honors degree (cum Laude, Magna cum Laude, or Summa cum Laude) by completing specific requirements of the Honors College. A degree will be earned with Distinction if the student completes at least 60 semester hours at OU with at least a 3.60 combined retention GPA and OU retention GPA. A degree will be earned with Special Distinction if the student completes at least 60 semester hours at OU with at least a 3.80 combined retention GPA and OU retention GPA.

**Application for Graduation:** Students must apply for graduation during the term in which they complete their degree requirements in order to graduate in that term. Application forms are available in the Student Services Center, 2533 Gaylord Hall. The deadline for completion of all coursework to graduate in a particular term is the last day of classes in that term.

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## Suggested Semester Plan of Study

Course	Title	Credit Hours
<b>Freshman</b>		
<b>First Semester</b>		
ENGL 1113	Principles of English Composition (Core I)	3
HIST 1483 or HIST 1493	United States, 1492 to 1865 (Core IV) or United States, 1865 to the Present	3
Choose one of the following:		3
JMC 1013	Introduction to Media Social Science (Core III)	
Beginning Foreign Language (Core I)		5
Free Elective, lower-division		2
Credit Hours		16
<b>Second Semester</b>		
ENGL 1213 or EXPO 1213	Principles of English Composition (Core I) or Expository Writing	3
Choose one of the following:		3
JMC 1013	Introduction to Media Social Science (Core III)	
MATH (Core I)		3
P SC 1113	American Federal Government (Core III)	3
Beginning Foreign Language continued (Core I)		5
Credit Hours		17
<b>Sophomore</b>		
<b>First Semester</b>		
Choose one of the following:		3
JMC 2033	Media Writing & Storytelling <sup>1</sup> Understanding Artistic Forms (Core IV)	
JMC 2644	Introduction to Video Production	4
Intermediate Foreign Language		3
Natural Science with lab (Core II)		4
Western Civilization & Culture (Core IV)		3
Credit Hours		17

**Second Semester**

Choose one of the following:	3
JMC 2033 Media Writing & Storytelling Understanding Artistic Forms (Core IV)	
JMC 2683 Survey of Electronic Media	3
JMC 3011 Practicum	1
Natural Science without lab (Core II)	3
Non-Western Culture (Core IV)	3
Free Elective, lower- or upper-division	3
Credit Hours	16

**Junior****First Semester**

JMC 3011 Practicum	1
JMC 3613 Electronic Field Production	3
Choose one of the following:	3
Western Civilization & Culture (Core IV)	
Upper-division outside major (Gen. Ed.)	
Free Elective, upper-division (3000-4000-level)	3
Free Elective, lower- or upper-division	3
Free Elective, lower- or upper-division	3
Credit Hours	16

**Second Semester**

JMC 2623 Electronic Media Writing	3
JMC 3011 Practicum	1
JMC Major Track Elective, upper-division (3000-4000-level)	3
Choose one of the following:	3
Western Civilization & Culture (Core IV)	
Upper-division outside major (Gen. Ed.)	
Free Elective, upper-division (3000-4000-level)	3
Free Elective, lower- or upper-division	3
Credit Hours	16

**Senior****First Semester**

JMC 4813 Media Law	3
JMC Major Track Elective, upper-division (3000-4000-level)	3
Free Elective, lower- or upper-division	2
Free Elective, lower- or upper-division	3
Free Elective, upper-division (3000-4000-level)	3
Credit Hours	14

**Second Semester**

JMC 4653 Issues And Ethics In Electronic Media (Capstone)	3
JMC Major Track Elective, upper-division (3000-4000-level)	3
Free Elective, upper-division (3000-4000-level)	3
Free Elective, upper-division (3000-4000-level)	3
Credit Hours	12
Total Credit Hours	124

- Bachelor's degrees require a minimum of 48 hours of upper-division (3000-4000) coursework.
- This plan of study should not be used in lieu of academic advisement.

<sup>1</sup> Satisfies Computer Literacy Requirement.