INNOVATIVE DESIGN THINKING

Do you enjoy conceptualizing and designing products that help communicate information in a visually compelling way? Do you love working with type and color, illustrating, editing visuals, and arranging information to enhance the visual-verbal message of a product, brand, or story? If so, the journalism graphics track is for you.

DON'T JUST TAKE IT FROM US...

"My undergraduate experience prepared me to take risks and challenge myself every day. I learned that if you're too comfortable, then you aren't growing and have to search for something new. Both my journalism and my Emerging Media Design & Development experiences made me a better designer, thinker, and human."

Erika Espinoza, journalism graphics, Class of 2017

"Just recently, while interviewing for a job, I referenced graphics I designed in college. Interviewers asked me how I take complex concepts and break them down so audiences will understand them. I firmly believe showing those graphics is what won me the job. After that interview, I realized how often I use those very skills on a daily basis as a product designer."

Adam Baumgartner, journalism graphics, Class of 2015

"Ball State's journalism program is unique in how they require classes in all areas of journalism. With required classes in news writing, website development and coding, general media studies, photojournalism and diversity in media, I feel like I have been given an umbrella of skills I can implement wherever I end up after college. I'll be a jack of all trades, able to do whatever is needed of me in a professional setting."

Alex Hindenlang, journalism graphics, Class of 2021

JOURNALISM GRAPHICS
CURRICULUM

VISUAL JOURNALISM CORE

Visual Journalism core course requirements, 31 credits

CCIM	210	Professional Development	1
JOUR	101	Media and Society	3
	103	Intro to Media Design	3
	206	Intro to Digital Media	3
	234	Information Design I	3
	235	Intro to Photojournalism	3
	302	Diversity and Media	3
	369	Internship	3
NEWS	105	Journ Storytelling: Intro	3
	120	Newsgathering: Sourcing	2
	215	News editing	2
	449	Media Law and Ethics	3
Total:			31 crs

TRACKS (CHOOSE ONE)

Information Design & Prototyping Track, 15 credits

JOUR	241	Information Design II	3
	320	Information Design III	3
	323	Media Design and Branding	3
	345	Data Analysis & Visualization	3
EMDD	216	Design Thinking	3
Total Program hours:			46 crs

Media Development & Analytics Track, 15 credits

JOUR	182	Media Analytics & Content Strategy	3
	282	Media Analytics Metrics	3
	242	Programming Interactive Media	3
	345	Data Analysis & Visualization	3
	482	Media Analytics in Practice	3
Total Program hours:			46 crs

Media Development & Design Track, 15 credits

JOUR	241	Information Design II	3
	242	Programming Interactive Media	3
	323	Media Design and Branding	3
	345	Data Analysis & Visualization	3
EMDD	215	Usability	3
Total Program hours:			46 crs

Photojournalism Track, 15 credits

JOUR	236	Photojournalism Lighting	3
	332	Photoj Managing & Editing	3
	335	Assignment Photojournalism	3
	434	Adv. Photoj Illustration	3
	437	Long-form Photojournalism	3
Total Program hours:			46 crs

Course Descriptions

JOUR 103 Introduction to Media Design (3)
Introduces students to the history, theories and concepts behind visual communication and how media practitioners use design and visuals to communicate information and tell stories across platforms. *Parallel: JOUR 101. Open only to students pursuing a program in the journalism department.*

JOUR 206 Introduction to Digital Media (3)
Introduces the digital media environment. Students emerge with an understanding of the seismic shift that digital media has brought to the communications field. At the end of the course, students will have a clear understanding of the importance of a personal brand and image in the digital world. This will include social media presence, digital portfolios and maintaining a digital lifestyle. Also introduces programming languages and how they are used in journalism, advertising and public relations. *Recommend parallel: JOUR 101.*

JOUR 234 Information Design I (3)
Survey of page design, type, and color theories, graphics reporting, Web design, and multimedia storytelling. Introduces the concepts of journalistic visual editing, journalistic graphics technology, and the history of visual journalism. *Prerequisite: JOUR 103.*

JOUR 235 Intro to Photojournalism (3)
Photojournalism in a multimedia world including basic digital photography, portable lighting, news value, history, and industry standard ethical concepts. DSLR camera, lens, and portable flash required for this course. *Recommended parallel: JOUR 101.*

JOUR 241 Information Design II (3)
Explores more advanced areas of journalistic design and puts them into the context of working editorial and strategic communication environments In addition to developing students' design abilities, this course will also explore visual ethics, copyright, history and diversity in the form of editorial and strategic communication worlds. *Prerequisite: JOUR 234.*

JOUR 242 Programming Interactive Media (3)
Introduces students to the role of programming and coding as it relates to multimedia storytelling and digital journalism. Students will explore how to mine and work with data sets, as well as explore programming languages most relevant to journalism, strategic marketing communications, and multimedia storytelling. Course projects will focus on the application of these programming languages through the lens of digital storytelling. Thus, students will learn to apply coding in the context of communications media. *Prerequisite: JOUR 206.*

JOUR 320 Information Design III (3)
Creative approaches to media design and presentation. Explores strategies for developing creativity and design problem solving, as well as visual literacy and visual/verbal interpretation. Emphasizes visual storytelling and conceptual approaches to design. *Prerequisite: JOUR 241.*

JOUR 323 Media Design and Branding (3)
Designing for print, online and mobile media products. Incorporates project management skills, branding strategies and content development for creating and designing multiplatform products. *Prerequisite: JOUR 241.*

JOUR 354 Data Analysis & Visualization (3)
Examination of how stories and information are improved by placing data in a visual context. Focuses on researching and using data visualization tools to enhance storytelling and information delivery. *Prerequisite: JOUR 234.*