

VISUAL COMMUNICATIONS, BS

Contact

Renée Stevens, Chair
Department of Visual Communications
318 Newhouse 3, 315-443-3367

Faculty

Rafael Concepcion, Seth Gitner, MaryAnne Golon, Ken Harper, Gregory Heisler, Paula Nelson, Milton Santiago, Hal Silverman, Michael Snyder, Renée Stevens, Bruce Strong, Claudia Strong, Jason Webb

Overview

The Visual Communications program offers five tracks: Cinematography, Commercial & Advertising Photography, Design, Editorial Photography & Photojournalism, and Emerging. Students are encouraged to let their passions drive their focus and academic path, and the program is created to support and foster the individuality of its students and their unique voices and vision. Collaboration with students from various programs across departments is highly encouraged. Students also study entrepreneurship, business, communications law and ethics, as well as develop relevant skills in writing, and presentation.

Cinematography

The Cinematography track focuses on lighting, lensing, composition, movement, crew management, color science, and photochemistry. Cinematic storytelling expands beyond motion picture and television production allowing the same skills associated with narrative cinematography to cross pollinate with other forms of visual storytelling such as documentary, branded content, industrial films, commercial advertising, music video, journalism, animation, social media, augmented reality, virtual reality, game design, and livestreaming.

Commercial & Advertising Photography

The Commercial & Advertising Photography track covers the areas of advertising, commercial, fashion, portraiture, and illustration photography for print and digital publications. Courses cover lighting, concept, editing and sequencing as well as project management, critique and communication using visual language.

Design

The design track emphasizes problem-solving, storytelling, design thinking, and a human-centered approach to design. This focus allows students to create smart, compelling, innovative solutions in print and pixels, including UI/UX, augmented reality, virtual reality, brand systems, product design, 2D and 3D design, and motion design.

Editorial Photography & Photojournalism

The Editorial Photography & Photojournalism track focuses on documentary storytelling and visual journalism across all genres and focuses on building foundational technical and creative skill sets. Additional courses include lighting; editing and sequencing; project management, building visual narratives; and critique and communication using visual language.

Emerging

The Emerging track focuses on multidisciplinary innovation and emerging media trends and technologies. Students gain foundational skills in photo, video, cinematography, and design while creating unique portfolios across skillsets.

Admission

A portfolio is not required for admission into the Visual Communications program; however, an optional portfolio submission is allowed and will be reviewed as part of the application. This optional portfolio should be sent separately to Associate Professor Renée Stevens, Chair, Visual Communications Department. Images should be presented on a personal website, a shared cloud folder, or through social media channels.

Please send relevant URLs to Professor Stevens at rcsteven@syr.edu.

Student Learning Outcomes

In addition to the comprehensive Newhouse School learning outcomes listed in the school's Educational Mission (<https://coursecatalog.syracuse.edu/undergraduate/public-communications/>) students in the Visual Communications major are expected to achieve the following learning outcome:

1. Produce professional quality visual communication by synthesizing the best practices and current theories of traditional still, motion, interactive, and emerging media.

Major Requirements

Visual Communications majors must complete 45 credits within the Newhouse School of Public Communications and other requirements as outlined below.

Code	Title	Credits
Newhouse Core		15
COM 107	Communications and Society	
COM 117	Multimedia Storytelling	
Select one of the following:		
COM 346	Race, Gender, and the Media	
COM 348	Beauty and Diversity in Fashion Media	
COM 350	Topics in Media, Diversity and Inclusion	
Select one of the following:		
COM 505	Communications Law for Journalists	
COM 506	Communications Law for Television, Radio, Film	
COM 507	Communications Law for Advertising and Public Relations	
COM 509	Communications Law for Public Communicators	
MMI 510	Topics in Media Entrepreneurship	
Students take 3 1-credit modules. Topics Include:		
Entrepreneurial Thinking		
New Ventures in Media		
Starting a Freelance Business		
Visual Communications Core		9
JNL 211	Cross-Media News Writing	
or TRF 211	Screenwriting	
VIS 201	Introduction to Photography for Multimedia	
VIS 207	Introduction to Graphic Design	

Tracks	
Select one of the tracks listed below:	21
Cinematography	
Commercial & Advertising Photography	
Design	
Editorial Photography & Photojournalism	
Total Credits	45

Cinematography

Code	Title	Credits
CIN 313	Cinematography I: Fundamentals	3
CIN 323	Cinematic Light & Lens	3
CIN 303	Nonfiction Video Storytelling	3
CIN 433	Cinematography II: Cinematic Storytelling	3
CIN 483	Cinematography Capstone	3
Select three credits from the list below (1 credit courses):		3
CIN 510	Topics in Cinematography	
Topics include: Cinematic Movement, Emerging Cinematography, Pre-Visualization		
TRF 510	Specialized Practice	
Topics include: Color Correction		
Newhouse Elective		3
Total Credits		21

Commercial & Advertising Photography

Code	Title	Credits
VIS 306	Image Post-Production	3
CIN 303	Nonfiction Video Storytelling	3
VIS 324	Light and Concept	3
VIS 405	Photographic Storytelling	3
VIS 434	Commercial & Advertising Photography and Multimedia	3
VIS 484	Commercial & Advertising Photo Capstone	3
VIS 489	Photography and Multimedia Capstone	3
Newhouse Elective		3
Total Credits		24

Note

Visual Communications majors completing the Commercial & Advertising Photography track may also fulfill their capstone requirement with VIS 484 Commercial & Advertising Photo Capstone depending on which course is offered the spring of their senior year.

Design

Code	Title	Credits
VIS 317	Typographic Design	3
VIS 327	Type and Image Design	3
VIS 447	Motion Design	3
VIS 457	User Interface and User Experience (UI/UX) Design	3
VIS 467	Immersive Design	3
VIS 487	Graphic Design Capstone	3
Newhouse Elective		3
Total Credits		21

Editorial Photography & Photojournalism

Code	Title	Credits
VIS 306	Image Post-Production	3
CIN 303	Nonfiction Video Storytelling	3
JNL 345	Business and Ethics of Journalism in a Changing World	3
VIS 324	Light and Concept	3
VIS 405	Photographic Storytelling	3
VIS 425	Visual Editing and Project Development	3
VIS 489	Photography and Multimedia Capstone	3
VIS 485	Multimedia and Photojournalism Capstone	3
Total Credits		24

Note

Visual Communications majors completing the Editorial Photography & Photojournalism track may also fulfill their capstone requirement with VIS 485 Multimedia and Photojournalism Capstone, depending on which course is offered the spring of their senior year.

Emerging

Code	Title	Credits
VIS 337	Motion Graphics for Production	3
VIS 437	Design and World Building for Esports	3
VIS 467	Immersive Design	3
VIS 502	AI for Creative Professionals	3

Students choose 3 credits from the 1-credit courses below:

CIN 510	Topics in Cinematography	1
or VIS 510	Specialized Practice	

Students choose one of the capstones below with their advisor:

CIN 483	Cinematography Capstone	3
or VIS 487	Graphic Design Capstone	
or VIS 489	Photography and Multimedia Capstone	

Additional Requirements

Global Experience Requirement

The Global Experience requirement may be fulfilled by studying abroad or taking an approved class. A list of courses that fulfill this requirement can be found in the Newhouse Guide Book. If a student chooses to take a Newhouse class to fulfill this requirement, the additional Newhouse hours will be added to the 122 credits needed for graduation if the student has reached the Newhouse credit maximum.

Grammar Competency Requirement

Students must complete a grammar competency as part of their degree requirements. There will be two ways students can satisfy this competency:

- First, by passing a grammar competency exam during their first semester on campus. The exam will be given twice - once before the end of the first week of classes and a second time prior to registration the next semester. A passing grade on the exam will fulfill the competency requirement.
- Secondly, by passing COM 101 Practical Grammar for Public Communications, a 0-credit grammar course which will be mandatory for students who fail the grammar competency exam. This course can be repeated until a passing grade is earned and the competency is met.

Students must meet the grammar competency to receive a degree.

Non-Newhouse Course Requirements

Code	Title	Credits
PHI 293	Ethics and the Media Professions (College of Arts and Sciences)	3

History Course

Code	Title	Credits
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Students will take one of the following courses per their track focus:

<i>Design</i>		
HOA 106	Arts and Ideas II	3
<i>Cinematography</i>		
ENG 170	American Cinema, from Beginnings to Present	3
<i>Photography</i>		
HOA 200	Selected Topics	1-3
or HOA 371	Photography & the Fine Arts	
or HOA 573	Topics in History of Photography	
<i>Emerging: any of the above</i>		

Total: 45 Newhouse credits required

Undergraduate University Requirements

The following requirements and experiences apply to all Syracuse University Undergraduate matriculated degree programs.

- IDEA Course Requirement (<https://coursecatalog.syracuse.edu/undergraduate/idea-course-requirement/>)
- First Year Seminar (<https://coursecatalog.syracuse.edu/undergraduate/courses/fys/>)