

MASS COMMUNICATION *Visual Communication*

COLLEGE OF ARTS + SCIENCES



COURSES

In addition to 3 core courses, students choose from discipline-specific electives to personalize the program. Here's a sample of what you can expect to learn and do:

Brand Lab

This student run agency offers real-world experience in public relations, design, photography and videography, social media, advertising, event and strategic planning by working with for-profit companies to create communication solutions.

Photography

The course covers the technical skills and the aesthetic understanding needed to produce quality photographs with a digital still camera. Emphasis is given to the composition and content of photographs during regular lab and critique sessions. The course also explores the significance of photography in both historical and contemporary contexts.

Videography

Videography builds skills in visual storytelling. Students work with state-of-the-art digital cameras to shoot, write and edit news stories including several video news packages, one of which must focus on a social justice topic.

Advertising

This is an introduction to the field of advertising with attention given to market planning, message strategies, media planning, and advertising's impact on society.

THE WORLD around us is a picture. But it's an ever-changing one that continues to evolve. And as the industry faces so much change at the hands of technology, we need thinkers who are ready to refine that image for us, to show us which parts are important. Whatever field you plan to do it in, our program will teach you to tell a story—introduce a brand or issue in a relevant way and promote it through the lens of a global camera. You've heard picture is worth a thousand words. At Loyola, we'll teach you the skills to decide which ones are worth a million.

Possible Careers:

- Advertising creative director
- Brand strategist
- Videographer
- Photographer
- Multimedia journalist

ATTENDING LOYOLA means being in the heart of New Orleans. Our campus is located in the city's historic Uptown neighborhood, just a short drive from the Central Business District, the city's hub of innovation, creativity, and strategic thinking. You'll learn to hone your talents in the city named #1 new brainpower city in America and #1 best city in the U.S. for creative professionals.