

Visual Journalism and Photography Major Overview:

The Visual Journalism and Photography major focuses on combining storytelling with visual media to convey information, emotions, and narratives. Students learn the fundamentals of photography, photojournalism, video production, and digital media. They develop skills in composition, editing, ethics, and the use of photography equipment while gaining an understanding of journalism principles. The program prepares graduates for careers in newsrooms, magazines, online media, advertising, and content creation, with the ability to capture and communicate compelling visual stories.

Typical Industry Sectors:

- 1. Journalism and News Media (Print, Online, Broadcast)**
- 2. Advertising and Marketing**
- 3. Public Relations and Media Relations**
- 4. Documentary and Freelance Photography**
- 5. Corporate Communications and Content Creation**

10 Sample Entry-Level Job Titles:

- 1. Photojournalist**
- 2. News Photographer**
- 3. Social Media Content Creator**
- 4. Photography Assistant**
- 5. Editorial Photographer**
- 6. Multimedia Journalist**
- 7. Visual Content Producer**
- 8. Event Photographer**
- 9. Marketing and Communications Assistant**
- 10. Digital Photo Editor**

5 Hard Skills:

- 1. Photography and Videography**
- 2. Photo and Video Editing (Adobe Photoshop, Lightroom, Premiere Pro)**
- 3. Visual Storytelling and Composition**
- 4. Knowledge of Camera Equipment and Techniques**
- 5. Understanding of Media Ethics and Journalism Standards**

5 Soft Skills:

- 1. Creativity**
- 2. Attention to Detail**
- 3. Communication (Written and Visual)**

4. **Adaptability**
5. **Time Management**

Additional Training or Certifications:

While a degree in Visual Journalism and Photography provides essential skills, many students enhance their careers with certifications in specific software (e.g., Adobe Certified Expert), camera techniques, or specialized photography fields. Internships at media organizations or photography agencies provide practical experience. Graduates may pursue additional training in digital marketing, social media strategy, or broadcast journalism to expand career opportunities.

Student and National Organizations:

1. [National Press Photographers Association \(NPPA\)](#)
2. [Society for Photographic Education \(SPE\)](#)
3. [American Society of Media Photographers \(ASMP\)](#)
4. [Online News Association \(ONA\)](#)