BLUE BOOK

2026

DEPARTMENT OF
JOURNALISM AND VISUAL COMMUNICATION

INTRODUCTION

Education has for its object the formation of character.”

- Herbert Spencer

1. STUDENT HANDBOOK

This handbook contains the basics of school affairs, administrative procedure, student behavior guidelines and general rules of the Journalism and Visual Communication students.

2. THE DEPARTMENT OF JOURNALISM AND VISUAL COMMUNICATION

The Department of Journalism and Visual Communication at Keimyung University is committed to cultivating professional personnel who will lead the media and visual communication era of the 21st century. Moving beyond a theory-centered approach, the department pursues specialization and professionalism through a systematic, practice-oriented educational program, with the goal of contributing to social development.

In addition, the department is equipped with faculty members and a curriculum that enable students to study both journalism and advanced visual media production. It operates a media practice laboratory for hands-on video production training, as well as a shared studio for professional video production. Students utilize a wide range of production equipment and facilities to create creative content.

Established in 1981 as the first program of its kind in the region, the department has built close cooperative relationships with alumni working in diverse fields, which greatly supports current students in their career development and employment.

◆Contact:
https://jvm.kmu.ac.kr/sites/jvm/index.do
☎ 053.580.5398

1) DEPARTMENT HIGHLIGHTS

- Active student organizations, represented by Lightsori, Er’Soul, KPI, and TAKE’O, which provide students with opportunities to directly produce and critically evaluate media content.
- Enhancement of practical skills through the Journalism and Visual Media Camp (spring semester), which focuses on hands-on training, and the Journalism and Visual Media Festival (fall semester), where students present and share their practical works.
- Outstanding achievements in nationwide competitions and film festivals, along with a wide range of student-led entrepreneurial activities.
- Strong networks with distinguished alumni working across various fields—including media companies, broadcasting stations, studios, film production companies, and public institutions—which contribute to improving employment outcomes for current students.

2) MISSIONS

- Cultivating talented individuals with creative planning and production capabilities
- Training visual content professionals equipped with both theoretical knowledge and practical skills
- Developing professional personnel who will lead next-generation advanced media and visual industries
- Nurturing professionals who will spearhead the era of journalism and visual media

3) CAREER PATHS

- Broadcasting stations (reporters, producers, writers, announcers, camera operators, etc.)
- News organizations (reporting, video production, photojournalism, etc.)
- Video journalists (VJs)
- Production companies (directors, cinematographers, video designers, editing specialists, etc.)
- Independent and one-person media creators
- Film-related industries (directors, marketers, etc.)
- Advertising and public relations agencies
- Cable program providers (PPs) and system operators (SOs)
- Government institutions, large corporations, financial institutions, public enterprises, and various other sectors

4) EMPLOYMENT

- Major terrestrial broadcasting networks, including KBS, MBC, SBS, and EBS
- National and regional newspapers
- Cable television networks
- Film production companies and independent production studios
- Media- and visual communication–related institutions, such as the Korea Creative Content Agency and the Korea Communications Commission
- Advertising agencies including HSAD
- Entertainment companies and corporate public relations teams

5) CERTIFICATIONS

- Multimedia Content Specialist
- GTQ (Graphic Technology Qualification)
- GTQi (Graphic Technology Qualification – Illustrator)
- GTQid (Graphic Technology Qualification – InDesign)
- Social Research Analyst
- ACI (Avid Certified Instructor), among others

6) HISTORY

- 1981: Established the Department of Journalism and Broadcasting within the College of Social Sciences (the first in the region)
- 1988: Launched the master's program at the graduate level (the first in the region)
- 2001: Established the doctoral program at the graduate level (the first in the region)
- 2003: Introduced a Digital Video major and expanded into the College of Media and Visual Communication
- 2007: Reorganized as the Division of Media and Visual Communication
- 2010: Reorganized into the Department of Journalism and Broadcasting and the Department of Media and Visual Communication
- 2011: Reorganized as the Department of Journalism and Visual Communication
- 2015: Reorganized as the Journalism and Visual Communication major within the School of Journalism and Advertising

Academic Calendar

2026

Acadmic Calendar

Spring Semester 2026

MAR	1(Sun)	Samiljeol(National Holiday)
	1(Sun)	Spring Semester Begins
	3(Tue)~5(Thu)	Add/Drop Confirmation Period
	3(Tue)~6(Fri)	Enrollment(2nd round)
	10(Tue)~23(Mon)	Lecture satisfaction Survey Period(1st)
	11(Wed)~13(Fri)	Enrollment(3rd round)
	16(Mon)~27(Fri)	Application for Early Graduation(EDWARD System)
	23(Mon)~31(Tue)	Final Course Drop(Withdrawal) Period
	23(Mon)~4/24(Fri)	Application for Dual Degree, Minor and Micro Degree
APR	3(Fri)	Major Change Application for Fall Semester 2026(EDWARD System)
	14(Tue)~5/4(Mon)	Lecture satisfaction Survey Period(2nd)
	21(Tue)~27(Mon)	Mid-term Examination Recommended Period
MAY	1(Fri)	Labor Day(Holiday)
	5(Tue)	Children's Day(National Holiday)
	20(Wed)	Foundation Day(Holiday)
	22(Fri)	Interview for Major Change
	25(Mon)	Buddha's birthday(Alternative National Holiday)
	26(Tue)~6/8(Mon)	Lecture satisfaction Survey Period(3rd)
JUN	1(Mon)~4(Thu)	Course Registration for Summer Session 2026
	3(Wed)	2026 Local Election(National Holiday)
	9(Tue)~7/6(Mon)	Lecture satisfaction Survey Period(4th)
	9(Tue)	Make-up Date for Friday May 1
	10(Wed)	Make-up Date for Tuesday May 5
	11(Thu)	Make-up Date for Wednesday May 20
	12(Fri)	Make-up Date for Monday May 25
	15(Mon)	Make-up Date for Wednesday June 3
	16(Tue)~22(Mon)	Final Exam
	23(Tue)	Summer Vacation Begins
	23(Tue)~7/13(Mon)	Summer Session 2026

Acadmic Calendar

JUL	1(Wed)~15(Wed)	Application for Return from Absence(1st Round)
	1(Wed)~16(Thu)	Application for Re-Admission(Fall Semester 2026)
	2(Thu)~6(Mon)	Grade Checking Period for Spring Semester 2026
	2(Thu)~7(Tue)	Grade Correction Period for Spring Semester 2026
	8(Wed)	Confirmation of Grade
	9(Thu)	Application for Leave of Absence(Fall Semester 2026)
	16(Thu)~23(Thu)	Application for Return from Absence(2nd Round)
AUG	3(Mon)~6(Thu)	Course Registration for Fall Semester 2026
	3(Mon)~9(Sun)	Application for Postponement of Graduation
	18(Tue)~27(Thu)	Application for Return from Absence(3rd Round)
	20(Thu)	Commencement Ceremony
	24(Mon)~27(Thu)	Enrollment for Fall Semester 2026(Including Re-admitted Students)

- **Web master** Academic Affairs Team
- **Tel** +82-53-580-6069

Update date 2026-02-20

Academic Guide

"Tomorrow hopes we have learned something from yesterday."

1. CURRICURUM

Courses to be completed at the university are divided into required courses, which must be taken by all students, and elective courses, which students choose according to their interests. By area, the curriculum is classified into general education courses (common general education, balanced general education, and general electives), major courses (major required, major electives, and major-recognized courses), and teacher education courses.

Credits are assigned on a course-by-course basis. If a student fails to achieve the minimum required grade in a course, the student receives a failing grade, and the course is not counted toward the credits required for graduation.

2. CREDIT

	Description
0credit	Courses such as Chapel and the graduation thesis do not carry academic credits; however, when they are designated as required courses, students must receive a Pass (P) grade in order to graduate.
1credit	One hour per week of lecture, or two hours per week of laboratory, practice, or performance courses per semester.
2credit	Two hour per week of lecture, or four hours per week of laboratory, practice, or performance courses per semester.
3credit	Three hour per week of lecture, or six hours per week of laboratory, practice, or performance courses per semester.

1) GRADUATION CREDIT REQUIREMENTS

FOR STUDENTS ADMITTED FROM THE 2024 ACADEMIC YEAR: 120 CREDITS

MINIMUM REQUIRED CREDITS							타전공 MicroDegree 이수	Micro Degree 개수
GENERAL EDUCATION	SINGLE MAJOR	DOUBLE MAJOR		MINOR		CREDITS REQUIRED FOR GRADUATION		
	PRIMARY MAJOR	PRIMARY MAJOR	OTHER MAJOR	PRIMARY MAJOR	OTHER MAJOR			
30(12)	69	42(42)	42(33)	54(54)	21(15)	120		MD(1개)

※ For students admitted from the 2024 academic year onward, enrollment is limited to a maximum of 18 credits per semester and 34 credits per academic year.

FOR STUDENTS ADMITTED IN THE 2023 ACADEMIC YEAR OR EARLIER: 130 CREDITS

Classification		Type	Course Credit	Year of study	Required credits	Notes
Liberal Arts	Common	Mandatory	1-3	1	**15 credits**	Common liberal arts courses: Chapel(1), Chapel(2), Culture Seminar Writing, Understanding of Christianity, Keimyung Spirit (Servant Leadership Social Service), Academic English, Communication English, Managing University Life & Career, Fundamentals of writing and etc. **Instead of Academic English (2 credits) and Communication English (2credits), international student should take 2 courses among the designated Korean courses (Current Topics in Korean, Practical Korean Conversation, Reading in Korean, Writing in Korean). Other common liberal arts courses can be replaced with other liberal arts courses.**
	Balanced	Mandatory	3	1-4	**15 credits**	15 credits from the 5 course fields should be completed out of the 6 course fields. For students of the Natural Sciences, Science and Technology course field should be

						included. Balanced liberal arts course field: Philosophy and History, Society and Culture, Science and Technology, Literature and Arts, Global Leadership, Career exploration/Self Improvement
	Gene -ral	Electi -ve	3	2-4	**0 credit or higher**	History of Lifelong Education, courses for international exchange students, online courses, foreign languages, IT information, Startup of Enterprise

Classification		Type	Course Credit	Year of study	Required credits	Notes
Major Basic		Mandatory	3	1	**0-15 credits**	Courses designated by each college or department (1-3 courses)
Major	Major Manda -tory	Mandatory	0-3	1-4	**69 credits or higher**	Completing **69 credits** in combination of **54 credits** from Major (1st Major) and Minor courses. Major Mandatory courses and graduation thesis should be completed. Some departments (major) may not require graduation thesis to be completed.
	Major Elective	Elective	1-3			

※ For students admitted up to the 2023 academic year, enrollment is limited to a maximum of 20 credits per semester and 36 credits per academic year.

4. MAJOR CURRICULUM

Major courses consist of major required courses, major electives, and major-recognized courses, and all courses designated as major required must be completed.

Curriculum	Description
Major Foundation	Courses designed to provide foundational (introductory-level) theories and knowledge required for completing the major curriculum.
Major Core	Courses designed to provide in-depth (intermediate-level) theories and knowledge in general fields and topics related to the major.
Major Advanced	Courses designed to provide an advanced (upper-level) understanding of specialized fields and topics related to the major, thereby laying the foundation for students to develop into professionals.

1) MAJOR CURRICULUM

Academic Year	Semester	Course Code	Course Title	Credits	Hours of Instruction	Practicum
2026	1/1	22013	UNDERSTANDING OF COMMUNICATION	3	3	0
		25213	UNDERSTANDING OF VISUAL GRAMMAR	3	3	0
		31961	DESIGNING UNIVERSITY LIFE AND CAREER	1	1	0
	1/2	25222	BASIC COURSE FOR VISUAL PRODUCTION	3	3	0
		33802	CREATIVE READING OF ADVERTISING	3	3	0
		33803	CREATIVE MEDIA READING	3	3	0
	2/1	16865	INFORMATION SOCIETY & NEWMEDIA	3	3	0
		32293	VIDEO CAMERA SHOOTING & DIRECTING	3	3	0
		33738	CREATIVE PLANNING OF VISUAL CONTENTS	3	3	0
		34827	CHARACTER STUDIES OF FILMS	3	3	0
		38387	DIGITAL MEDIA AND ADVERTISING	3	3	0
		38389	CREATIVE MEDIA WRITING IN THE DIGITAL AGE	3	3	0
		42818	XR STUDIO	3	3	0
		44524	UNDERSTANDING JOURNALISM	3	3	0
	2/2	21382	PUBLIC SPEECH PRACTICE	3	3	0
		24800	CULTURAL INDUSTRY IN DIGITAL	3	3	0
		25227	INTRODUCTION TO DIGITAL EDITING	3	3	0
		28898	SCENARIO WRITING	3	3	0
		32292	INTRODUCTION TO VISUAL COMMUNICATION	3	3	0
		43026	XR CONTENTS PRODUCING	3	3	0

Academic Year	Semester	Course Code	Course Title	Credits	Hours of Instruction	Practicum
2026	2/2	44528	MEDIA WRITING AND REPORTING	3	3	0
		44531	SOCIAL MEDIA CONTENTS PRODUCTION	3	3	0
	3/1	13340	THEORY OF BROADCASTING	3	3	0
		25226	SPECIAL EFFECTS OF VISUAL PRODUCTION	3	3	0
		29630	STUDIO PRODUCTION	3	3	0
		32297	EFFECTS OF MEDIA AND AUDIENCE	3	3	0
		34817	CREATIVE PROBLEM SOLVING METHODOLOGY	3	3	0
		34823	MUSIC VIDEO PRODUCTION	3	3	0
		36764	THE FINDING OF PROBLEMS AND SELF-ASSERTIVENESS	3	3	0
		46446	AI-BASED CONTENT PLANNING AND PRODUCTION	3	3	0
	3/2	21227	PHOTOGRAPHY & VIDEO	3	3	0
		24717	DOCUMENTARY PRODUCTION	3	3	0
		25196	PUBLIC OPINION & POLITICS	3	3	0
		32299	MEDIA AND CULTURE	3	3	0
		32300	NEWS PRODUCTION PRACTICE	3	3	0
		35284	THE PRINCIPLE AND APPLICATION OF COMMUNICATION THEORY	3	3	0
		36797	THE ANALYSIS AND APPLICATION OF DATA IN COMMUNICATION	3	3	0
		38388	DIGITAL MEDIA ETHICS AND LAW	3	3	0
		41343	ONE-MAN BAND VIDEO PRODUCTION	3	3	0
		43500	DIGITAL TECHNOLOGY AND MEDIA EVOLUTION	3	3	0

Academic Year	Semester	Course Code	Course Title	Credits	Hours of Instruction	Practicum
2026	3/2	44466	SPORT AND MEDIA	3	3	0
		44533	MEDIA AND CURRENT AFFAIRS	3	3	0
	3/1-2	36798	TREND ANALYSIS OF MEDIA CONTENTS	3	3	0
		38689	JOURNALISM & VISUAL COMMUNICATION COVERGENCE AND PRACTICE	3	0	90
	4/1	15224	MANAGEMENT & ECONOMICS OF MEDIA	3	3	0
		34820	FILM THEORY & CRITICAL APPROACH	3	3	0
		36799	MEDIA PHILOSOPHY & HISTORY	3	3	0
	4/2	21518	VIDEO MARKETING	3	3	0
		24938	BROADCASTING & TELECOMMUNICATION POLICY	3	3	0
		29633	VISUAL PRODUCTION WORKSHOP	3	3	0
	4/1-2	29636	JOURNALISM PROJECT	2	0	60
	ALL/1	30712	PRACTICE FOR ESTABLISHING VISUAL PRODUCTION	3	3	0
	ALL	34006	STARTUP FIELD TRAINING(1)	3	0	160
		34093	STARTUP FIELD TRAINING(2)	3	0	160
		34184	LONGTERM STARTUP FIELD TRAINING	15	0	480
		35874	FIELD PLACEMENT(1)	3	0	160
		35952	FIELD PLACEMENT(2)	3	0	160
		36030	FIELD PLACEMENT(3)	3	0	160
		36109	FULL-SEMESTER FIELD PLACEMENT	15	0	480
		39262	FIELD PLACEMENT(4)	5	0	320

※ EDWARD SYSTEM → ACADEMIC ADMINISTRATION → COURSES → CURRICULUM MANAGEMENT → VIEW CURRICULUM BY YEAR

2) INTERDISCIPLINARY MAJOR

(1) Creative Digital Content Major

- Courses: Creative Concepts and Powerful Writing; Creative Problem-Solving Methodologies; One-Person Media Content Production; Search Advertising
- For detailed curriculum information for the Creative Digital Content Major, refer to K-Cloud College.

(2) Immersive Content Major

- Courses: Fundamentals of Video Production; Immersive Media and Content; Video Shooting and Directing; XR Studio; Introduction to Video Editing; Screenwriting; XR Content Producing; Visual Storytelling (Journalism and Visual Communication); Immersive Media Capstone Design
- For detailed curriculum information for the Immersive Content Major, refer to K-Cloud College.

5. COURSE REGISTRATION

1) COURSE REGISTRATION PACKAGE

- A system that allows students to preselect and save courses prior to the official course registration period.
- A separate application period for the Course Registration Package is provided before the official registration date. Courses saved in the package are automatically registered if all eligibility requirements are met.
- EDWARD System → Academic Administration → Courses → Course Registration Management → Course Registration Package Application

2) COURSE REGISTRATION

- During the EDWARD course registration period, log in at http://sugang.kmu.ac.kr.
- Course registration is conducted on a first-come, first-served basis.
- To check course registration details: EDWARD System → Academic Administration → Courses → Course Registration Management → Course Registration Status / Class Timetable Inquiry

3) COURSE ADD/DROP

During the course add/drop period, students may register for newly opened courses, make changes to courses registered during the initial registration period, enroll in courses with increased enrollment capacity among existing offerings, register for online courses, and add courses that still have available seats within the approved enrollment limit.

4) COURSE WITHDRAWAL

If a student determines that they cannot continue taking a registered course, the student may withdraw from the course during the relevant semester (withdrawal is not permitted after the designated period). The course withdrawal period will be announced later on the university website. Courses that have been withdrawn are counted toward the annual maximum allowable credits. First-year students are not permitted to withdraw from common general education courses that are automatically registered.

6. GRADING

- Course grades are determined by the instructor in charge based on a comprehensive evaluation of examination results, assignments, attendance, and learning attitude. Students are advised to refer to the grading criteria specified in the course syllabus.
- For special courses such as laboratory, practice, or performance-based courses, or in the case of students who have secured early employment, grades may be evaluated using alternative methods.
- If a student is absent for more than one-third of the total class hours in a semester, the student will receive a failing grade (F) for the course.

- Grade Point Average (GPA) is calculated as follows: the sum of (grade points for each course × number of credits) divided by the total number of registered credits. Credits from withdrawn courses are excluded from the GPA calculation.
- Grade Appeals: After the end of each semester, during the designated grade review and appeal period, students may contact the course instructor individually via email or through the method specified by the instructor to inquire about their grades. However, as instructors determine grades according to established criteria and relative grading standards after multiple reviews, final grades and credits are not subject to change except in cases of grading or data entry errors.

등급	평점	등급	평점
A+	4.50	C0	2.00
A0	4.00	D+	1.50
B+	3.50	D0	1.00
B0	3.00	F(실격)	0.00
C+	2.50	P	불계

등급	권장 적정 비율		최대 허용 비율		최대허용 누적비율	
	교양	전공	교양	전공	교양	전공
A+~A0	10-30%	10-30%	30%	30%	30%	30%
B+~B0	20-40%	20-50%	40%	50%	60%	65%
C+~C0	20-40%	20-40%	100%	100%	100%	100%
D+~D0	10-30%	10-30%	100%	100%	100%	100%
F	0-20%	0-20%	100%	100%	100%	100%

- Grades are assessed on a relative grading system according to predetermined ratios. However, absolute grading may be applied to courses with fewer than 20 enrolled students.
- Academic Warning: An academic warning is issued if a student's grade point average (GPA) for the semester falls below 1.50. However, grades earned during the expected final semester of graduation (the 8th semester or later) are excluded from academic warning consideration.
- Dismissal Due to Academic Warning: A student who receives academic warnings for three consecutive semesters during their enrollment period will be subject to dismissal. In addition, dismissal may occur in cases where a student is deemed unable to achieve academic progress due to illness; fails to register within the designated period after the expiration of a leave of absence or fails to submit an application for an extension of leave; enrolls in another university; fails to complete registration within the prescribed period; or becomes subject to dismissal due to disciplinary action.

7. CHANGES IN ACADEMIC STATUS

- Application for Leave of Absence:

EDWARD System → Academic Administration → Academic Records → Academic Status Change Management → Application for Academic Status Change (Leave of Absence)

- Application for Return to School:

EDWARD System → Academic Administration → Academic Records → Academic Status Change Management → Application for Academic Status Change (Return to School)

8. GRADUATION

- Students must complete the graduation credit requirements specified for their year of admission.
- Graduation Requirement Check: University Website → Campus Life → Academic Affairs → Graduation
- Early Graduation: A system that allows academically outstanding students to graduate early by shortening the standard period of study.
- Students who have transferred or been readmitted are not eligible.
- Eligibility Requirements: Students who have completed at least six semesters, earned the minimum number of graduation credits required by their department, and achieved a cumulative GPA of 4.25 or higher based on total earned credits (including withdrawn credits), thereby meeting all graduation requirements.
- Application Procedure: Applications must be submitted through the EDWARD System within 30 days after the start of the expected graduation semester.

Academic Support

Academic Support

I was always looking outsidemyself for strength and confidence,
but it comes from within.It is there all the time."

- Anna Freud

1. STUDENT COUNSELING

- Counseling Application:

EDWARD System → Academic Administration → Counseling → Integrated Counseling Application

- Advisor Confirmation:

EDWARD System → Academic Administration → Academic Records Basic Management → Personal Information (Advisor Information)

- Students may receive assistance through consultations with their academic advisor or by using the Student Counseling Center.
- Student Counseling Center: Oversees counseling-related services, conducts aptitude exploration assessments for freshmen, and manages services such as the Sexual Harassment Grievance Counseling Office.
- Contact: 580-5811
- Services:
  - Learning Counseling: 580-6300
  - Psychological Testing: 580-5745
  - Individual and Group Counseling: 580-5743
  - Educational Support: 580-5744
- Location: Room 1125, 1st Floor, Bauer Building, Seongseo Campus
- Website: http://kmusangdam.org/

3. EMPLOYMENT

- Initial employment may be substituted with academic credits through the Internship Course (15 credits) offered in the second semester of the senior year.

- Employment at companies affiliated with the university may be available through faculty recommendations. Partnered and recommended companies may vary each year.

- Employment Confirmation and Attendance Recognition Procedures for Early-Employed Students in the Expected Graduation Semester.

- Eligible Students: Students enrolled in their expected graduation semester who secure early employment.

- Attendance Recognition: Classes corresponding to the period of employment after hiring.

- The entire period approved as early employment during the expected graduation semester

- Periods of employment including cases of job change during the semester

- Employment Confirmation and Attendance Recognition Procedures

  Step 1: Employment Confirmation

  - Apply for early employment confirmation (within two weeks of the employment start date)
  - Employment confirmation conducted by the Career Support Team
  - Print the Employment Confirmation Form (within one week after confirmation)
  - Submit the Employment Confirmation Form to the course instructor and attend a consultation (within two weeks of the employment start date)

  Step 2: Attendance Recognition

  - Apply for attendance recognition (before the end date of the regular examination period)
  - Attendance recognition processed on a rolling basis by the Career Support Team after application
  - Print the Attendance Recognition Form (before the end date of the regular examination period)
  - Submit the Early Employment Attendance Recognition Form to the course instructor (before the end date of the regular examination period)

- Required Documents by Employment Type: The Career Support Team reviews all documents related to employment confirmation and attendance recognition. Students must print the Employment Confirmation Form and Attendance Recognition Form from the EDWARD System and submit them to the course instructor.

- For detailed information, refer to University Website → Notices → Employment.

4. STUDNET HEALTH

- For the international students, please contact to the Foreign Student Affairs Team

5. OTHERS

- For MORE information, please download 'Academic Information Download(English/Chinese)' at https://www.kmu.ac.kr/uni/main/page.jsp?mnu_uid=3372

- Faculty advisor for international students in the Department of Journalism and Visual Communication: Professor Jeonghyun Lee (maryjlee@kmu.ac.kr)
  - Please feel free to contact Professor Lee, if you have any further questions and/or difficulties.