

A professional visual journalism education has become even more important to differentiate oneself and one's work in the eyes of potential employers.



Why a Bachelor of Science Degree in Visual Journalism?

This is a question you should be asking if you are a potential student or the parents of a potential student.



In the digital age, professional journalists must be able to photograph, write, blog, produce video and audio stories, and upload them all to attractive, navigable websites. Often referred to as *convergence*, the lines are no longer clear between photographers and reporters, between print and broadcast media, and between those on the creative side and those on the technical side of mass media publications and broadcasting agencies.

With all the new apps for smart phones, inexpensive point-and-shoot cameras, do-it-yourself web templates and online tutoring, why spend the time and money on a four year education that gives you a Visual Journalism degree?

The short answer is that the future of Journalism is Visual Journalism, namely image-driven storytelling. By enrolling in a college program you have the opportunity to use your college education to better compete in the industry at many different levels, both as a staff employee and as a freelance entrepreneur.

At a time when any untrained citizen journalist can sit in his or her home and produce a web-based publication by piggybacking on other sources, a professional visual journalism education has become even more important to differentiate oneself and one's work in the eyes of potential employers.

What today's would-be photo-journalist is missing, in the absence of a professional education in Visual Journalism, is the ability to combine photography, research, reporting, videography and multimedia story packaging in different and creative ways – and how to master the business and organizational skills.

This is the value-added that a comprehensive, integrative education in visual

Photo credits:

- Aaron Schmidt
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journalism gives you for every specific job or assignment that you might be competing for.

Becoming a professional photo and video journalist requires creativity, problem-solving skills and technical know-how that is second-nature, no matter what situation you find yourself in. This takes intensive, hands-on training by experienced professionals. The Visual Journalist needs more than to understand what equipment will best be suited for a particular assignment. He or she needs to to be a critical thinker, to see the story in a unique way, and to produce a higher quality result than the rest of the pack. It is a competitive field, and flexibility among media platforms is the key to success.

An ordinary journalism program will ground you in the field and train you in the basics. A great Visual Journalism program will offer the expertise of experienced faculty, industry-current facilities and equipment, creative courses, business acumen and proven outcomes (alumni placement) to help you become an accomplished journalist in the visual age.

About Brooks Institute

Whether you are interested in pursuing a degree in visual journalism, film, graphic design or photography, you can find a program at Brooks Institute that meets your needs. The undergraduate and master's degree programs cater to students who are new to the fields of photography, film, graphic design and visual journalism as well as those who seek new skills to advance an established career.

Brooks Institute's multidisciplinary approach to education promotes collaboration, critical thinking, and creativity to help students become technologically adept and visually sophisticated. The faculty of awardwinning industry professionals and academics help students discover their creative style as they grow toward becoming trained professionals.

Brooks Institute is celebrating over 67 years of educating students in the visual and media arts in sunny California. Our Santa Barbara campus offers

Photo credits:

- 1. Afton Almaraz
- 2. Ryan Loughridge
- 3. Isabela Eseverri

a Bachelor of Fine Arts in Professional Photography, as well as a Masters of Fine Arts in Photography. Our Ventura campus offers undergraduate degrees in the fields of visual journalism, film, graphic design and screenwriting.

We practice an educational philosophy of learning by doing. This hands-on approach makes our graduates responsible, resourceful and accomplished. Our degree programs emphasize experiential learning as essential for success as visual/media artists and communicators. We provide a balance between art and technology, and between creativity and business skills.

Photo credits (front):

- 1. Damon Jacoby
- 2. Evelyn Cervantes
- 3. Aaron Schmidt

Photo credits (back):

- 1. Ryan Buller
- 2. E. Goren
- 3. E. Goren





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