

Department of Communication Studies **Digital Media**

Program Requirements

Prerequisite: **COM 504 Introduction to Graduate Communication Studies (1)** - Online self-paced course required of all students without sufficient undergraduate work in communication; does not count toward degree program required hours; is assigned upon admission. The course is an overview of the historical roots, methodological groundings and present state of the communication field with particular attention to its specialized vocabulary, important writers and works and significant scholarly journals.

University Requirement

- **UNIV LIB** University Library Information Course (non-credit, fee based, online)

Required Courses (35 credit hours)

- **COM 600 Communication Theory, Ethics & Worldview (3)**

Various Christian historical, theoretical and ethical perspectives and their application to the communication field, professions and media, to understand the role of media and communication in the development of one's own worldview and the worldviews existent within our culture.

- **COM 636 Critical & Cultural Approaches to Digital Communication (3)**

Exploration of the rhetorical, historical and critical framework for thinking about the convergence of digital media technologies and cultural norms and practices. Will include the study of the confluence of digital media and society; how these confluences exert symbolic/persuasive force to shape how individuals and communities think; how they see reality, themselves and their relationships with other people; what they value; and what they hope for and how they view the world. Students will apply critical skills to learn how to analyze all forms of digital communication, including films, television and video programs, scripts, new media and advertisements.

- **COM 641 Directed Project in Digital Media (5)**

Provides a culminating experience (student's final semester) within a professional digital media industry. Since the project is intended to be a technologically immersive and practical experience, the students will be placed in a professional organization that employs digital media. Throughout the term, students will meet weekly with the Lead Professor who will mentor and monitor progress, assign appropriate readings etc. Assessment of the students' work will be provided by an industry supervisor in consultation with the Lead Professor.

- **COM 642 The Christian in the Digital Age (2)**

Goal of this course is to provide a synthesis of the theoretical and practical learning experienced in the Digital Media program with an emphasis on implementing the Christian worldview into an understanding of the rapidly changing industries utilizing digital media.

- **SCA 542 Writing for the Digital Media (3)**

Examines the principles, aesthetics and professional practices of writing for multi-media, interactive and related digital formats. Students will engage the principles and practices of writing and storytelling for video, audio, and text-based formats in digital media. A full range of professional writing will be explored, and students will engage in some associated creative production that will help develop their integrated multi-media writing skills. Further, students will seek to develop and publish some of their work during the course.

➤ **SCA 507 Digital Media Marketing (3)**

Current and emerging digital media marketing theories, principles, strategies, and evaluation methods that are applicable for film, television, journalism, theatre arts, and other fields, including research and marketing through websites, search engines, social network platforms, blogs, virals, mobile media and other digital media marketing vehicles and its effects.

➤ **CTV 505 Aesthetics for the Contemporary Communicator (3)**

Aesthetic experience in various media, including the relationships between morality and art, between beauty and truth seen through the lens of the Christian faith, provide an emergent media literacy.

➤ **SCA 505 Being Digital: Past, Present, Future (3)**

The process that produces news, information, and entertainment for a multi-cultural global marketplace through exploration of historical context, discussion of current issues, and evaluation of primary trends and technologies integral to the future of mediated content.

➤ **SCA 610 Changing the World through Entertainment (3)**

Study of the strategic use of entertainment media and the arts for social change, including dramatic serials, *telenovelas*, music videos, films, novels, plays, street theatre, sports, entertainment news, webisodes, and other popular forms of entertainment. Includes the study of relevant social change theories and review of research that explains the power of entertainment media to reinforce and change attitudes, values, beliefs, and behavior. Projects studied will include entertainment-education productions throughout the world. Course designed for students enrolled in both masters degree and doctoral programs.

➤ **SCA 628 Leadership Issues in Media (3)**

Leadership and communication theory specifically applied to media industry environments in an effort to prepare students for executive and management positions upon graduation.

➤ **SCA 641 Law, Policy & Ethics in the Interactive Age (3)**

Analysis of the legal and ethical principles related to creating all forms of content for mass and interactive communication, including issues of intellectual property, freedom of the press, production contracts, music licensing, obscenity, privacy, unions, guilds, libel, and trends emerging from the changing relationship between producer and consumer.

➤ **SCA 550 Digital Content Development (3)**

Study and application of leading tools and concepts used in the production of digital media content. Class is applicable to the fields of journalism, communication studies, cinema-television and related digital content production milieu. Participants learn to use web authoring and graphic design software, and gain an understanding of the design principles necessary to develop effective interactive web content. Design software includes Adobe Photoshop and Dreamweaver. Prior knowledge or experience in web develop is not required.

➤ **SCA 551 Advanced Internet & World Wide Web Technologies (3)**

Designed to provide practical "hands on" experience with digital web technologies and leading Internet applications used in the creation and distribution of multi-media media content. Applicable to the fields of journalism, communication studies, cinema-television and related digital content production environments. Students are introduced to chief WEB 2.0 technologies such as Flash, CSS, Audio and Video streaming and database mining. Emphasis is placed on interactive web concepts and the distribution of digital media content across all platforms, ranging from social networks to mobile applications.

Culminating Activity

COM 641 Directed Project in Digital Media taken in the last semester is the culminating activity.