

BA in Communication - Digital Media Production Track

Digital Media Production Track—This track offers hands-on learning of the theory and practice of creating digital productions in film, video, audio and interactive media. Students will learn techniques of pre-production, production, and post-production editing and distribution for film, streaming media, video, podcast and a variety of professional outlets. In addition to frequent student production opportunities, students will intern with media production professionals in a variety of markets.

Core Requirements for All Tracks (15 hours)

COM 1xx3 Introduction to Communication Theories

COM 1xx3 Media Culture

COM 3373 Communication Research Methods *or* COM 4313 Media Criticism
Practicum

Capstone I

Capstone II

Digital Media Production Track

IMD 1143 Tech Skills for Media

COM 2xx3 Production Methods I

COM 3xx3 Postproduction

COM 3xx3 Alternative Videography

COM 4333 Internship

15 hours of electives

Digital Media Production Track Electives

Choose 15 hours from:

COM 1xx3 Media Writing

COM 3xx3 Public Relations Strategies and Tactics

ART 1793 Digital Skills

ART 2613 Digital Image

COM 2xx3 Broadcast Journalism

COM 2xx3 Photography I

COM 3xx3 Photography II

COM 3xx3 Documentary Filmmaking

COM 3xx3 Sports Reporting

COM 3xx3 Sports Broadcasting

COM 4xx3 Digital Journalism

COM 4xx3 Media Law and Ethics

Other interdisciplinary electives approved by academic adviser