

COMMUNICATION

BACHELOR OF ARTS IN DIGITAL CONTENT CREATION

The Digital Content Creation degree prepares students to work in the fast-changing world of media production. It gives students experience with film-making, public relations, social media, and communication ethics. Students will leave with the ability to coordinate and create content for social media efforts---either their own or for employers.

Learning goals:

- Effective and ethical use of social media
- Ability to enact public relations campaigns
- Film-making
- Performance
- Building an online presence
- Cultivating an online audience

Curriculum

The matrix below is a sample plan for all coursework required for this program.

Freshman

Fall	Credits
ENGL 1013 Composition I ¹	3
USHG 1XXX U.S. History and Government ¹	3
MATH XXXX ¹	3
COMM 1023 Exploration of Media and Communication / JOUR 1023 Exploration of Media and Communication	3
TECH 1001 Orientation to the University	1
Elective	3
Total Hours	16

Spring	Credits
ENGL 1023 Composition II ¹	3
SS 1XXX Social Science Courses ¹	3
SCIL 1XXX Science with Laboratory ¹	4
FAH 1XXX Fine Arts and Humanities Courses ¹	3
Elective	3
Total Hours	16

Sophomore

Fall	Credits
SCIL 1XXX Science with Laboratory ¹	4
TH 2703 Acting Theories and Techniques, COMM 2003 Public Speaking, COMM 2013 Voice and Diction, or COMM 3063 Oral Interpretation	3

Fall	Credits
TH 3263 Narrative Film Production	3
SS 1XXX Social Science Courses ¹	3
Elective	3
Total Hours	16

Spring	Credits
FAH 1XXX Fine Arts and Humanities Courses ¹	3
SS 1XXX Social Science Courses ¹ <i>or</i> FAH 1XXX Fine Arts and Humanities Courses ¹	3
Digital Content Creation Elective ³	3
Elective	6
Total Hours	15

Junior

Fall	Credits
JOUR 3173 Public Relations Principles	3
Digital Content Creation Elective ²	3
Elective	9
Total Hours	15

Spring	Credits
COMM 3133 Digital Civility	3
TH 4293 Social Media Influencing	3
Elective	5
Elective (3000-4000 Level)	4
Total Hours	15

Senior

Fall	Credits
JOUR 4023 Social Media	3
Elective	3
Elective (3000-4000 Level)	9
Total Hours	15

Spring	Credits
COMM 4823 Communication Capstone <i>or</i> JOUR 4823 Journalism Capstone	3
Elective	3
Elective (3000-4000 Level)	6
Total Hours	12

¹See appropriate alternatives or substitutions in "General Education Requirements".

²Digital Content Creation Electives include: COMM / JOUR / TH Internship or Practicum, JOUR 2143 Media Writing, JOUR 4073 Graphic Communication, COMM 3003 Interpersonal Communication, COMM 3163 Writing for Performance, COMM 3263 Podcast/Radio Theatre Writing, TH 4563 Sound Design for Moving Image, TH 3803 Directing Theories and Techniques, and other courses approved by advisor.