

University of Northern Iowa
Department of Communication Studies—Digital Media Major: Production Emphasis
2019-2020 Degree Requirements—49 hours

Full declaration requirements:

- ✓ A 2.7 cumulative GPA in at least 24 hours of course work including Oral Communication (COMM 1000) and College Writing and Research (ENGLISH 1005) or their equivalents
 - ✓ A 2.7 average GPA or better in the designated core courses (COMM COR 1010, COMM DM 1650, & COMM DM 1651)
 - ✓ File a New Declaration of Curriculum with the department
- * 2.5 cumulative GPA or above is required for graduation by the Department of Communication Studies**

Core Courses for Full Declaration of Digital Media: Production 3 courses (7 hrs.)

<input type="checkbox"/>	COMM COR 1010	Mass Communication and Society	3 hrs.
<input type="checkbox"/>	COMM DM 1650	Digital Media Seminar (co-requisite COMM DM 1651)	1 hr.
<input type="checkbox"/>	COMM DM 1651	Digital Media Production I (co-requisite COMM DM 1650)	3 hrs.

Required Courses: Digital Media: Production—Select 1 in each of the highlighted group (27 hrs.)

<input type="checkbox"/>	COMM COR 2020	Communication Research Methods **	3 hrs.
<input type="checkbox"/>	COMM COR 4124	Communication Theories **	3 hrs.
<input type="checkbox"/>	COMM DM 1652	Writing for Digital Media	3 hrs.
<input type="checkbox"/>	COMM DM 2651	Digital Media Production II (COMM DM 1651 & 1652)	3 hrs.
<input type="checkbox"/>	COMM DM 3179 OR	Cooperative Education	
<input type="checkbox"/>	COMM DM 3900	Internship in Digital Media (see Internship/Coop requirements)	3 hrs.
<input type="checkbox"/>	COMM DM 4612	Digital Media: Processes and Effects (COMM COR 2020; Jr.)	3 hrs.
<input type="checkbox"/>	COMM DM 4621	Digital Media Analysis (COMM COR 2020; Jr.)	3 hrs.
<input type="checkbox"/>	COMM DM 4631	Digital Media Law (COMM COR 1010; Jr.)	3 hrs.
<input type="checkbox"/>	COMM DM 4632	Senior Seminar in Digital Media (COMM DM 1650; Sr.)	3 hrs.

Advanced Media Production: Select 2 courses (6 hrs.)

<input type="checkbox"/>	COMM DM 3651	Advanced Digital Media Production: Television News (COMM DM 1651 & COMM DM 2651)	3 hrs.
<input type="checkbox"/>	COMM DM 3652	Advanced Digital Media Production: Documentary (COMM DM 1651 & COMM DM 2651)	3 hrs.
<input type="checkbox"/>	COMM DM 3653	Advanced Digital Media Production: Fiction (COMM DM 1651 & COMM DM 2651)	3 hrs.
<input type="checkbox"/>	COMM DM 3654	Advanced Digital Media Production: Video Editing (COMM DM 1651 & COMM DM 2651)	3 hrs.
<input type="checkbox"/>	COMM DM 3655	Advanced Digital Media Production: Audio (COMM DM 1651 & COMM DM 2651)	3 hrs.

Electives: Select 3 courses from the following: (9 hrs.) No more than 2 courses (6 hrs.) can be taken from Art, Comm, Computer Science, English, and Marketing

Digital Media:			Art:				
<input type="checkbox"/>	COMM DM 1620	Fundamentals of Journalism	3 hrs.	<input type="checkbox"/>	ART 2030	Graphic Design I	3 hrs.
<input type="checkbox"/>	COMM DM 2652	Emerging Digital Media (COMM DM 1651)	3 hrs.	<input type="checkbox"/>	ART 2070	Creative Photography I: Digital Photography	3 hrs.
<input type="checkbox"/>	COMM DM 2653	News Writing for Media (COMM COR 1010, COMM DM 1620)	3 hrs.	<input type="checkbox"/>	ART 3035	Graphic Design: Motion Graphics (ART 3030)	3 hrs.
<input type="checkbox"/>	COMM DM 2950	Applied Digital Media (instructor consent)	1 hr.	Communication:			
<input type="checkbox"/>	COMM DM 3651	Adv. Dig Media Prod Television News (COMM DM 1651 & 2651)	3 hrs.	<input type="checkbox"/>	COMM 2555	Interactive Digital Communication	3 hrs.
<input type="checkbox"/>	COMM DM 3652	Adv Dig Media Prod Docum. (COMM DM 1651 & 2651)	3 hrs.	<input type="checkbox"/>	COMM 4447	Performance & Social Change (Jr.)	3 hrs.
<input type="checkbox"/>	COMM DM 3653	Adv Dig Media Prod Fiction (COMM DM 1651 & 2651)	3 hrs.	Computer Science:			
<input type="checkbox"/>	COMM DM 3654	Adv Dig Media Prod Video Edit (COMM DM 1651 & 2651)	3 hrs.	<input type="checkbox"/>	CS 1000	Computing Skills and Concepts	3 hrs.
<input type="checkbox"/>	COMM DM 3655	Adv Dig Media Prod Audio (COMM DM 1651 & 2651)	3 hrs.	<input type="checkbox"/>	CS 1120	Media Computation	3 hrs.
<input type="checkbox"/>	COMM DM 3656	Digital Media Industries (COMM COR 1010 or consent)	3 hrs.	<input type="checkbox"/>	CS 2880	Topics in Computing	3 hrs.
<input type="checkbox"/>	COMM DM 3657	Promotion of Digital Media (COMM COR 1010)	3 hrs.	<input type="checkbox"/>	CS 3120	User Interface Design (Dept. approval; Jr.)	3 hrs.
<input type="checkbox"/>	COMM DM 3659	Editing and Design (COMM DM 2653 or consent)	3 hrs.	English:			
<input type="checkbox"/>	COMM DM 3950	Advanced Applied Digital Media (consent)	1 hr.	<input type="checkbox"/>	ENGLISH 2650	Introduction to Film	3 hrs.
<input type="checkbox"/>	COMM DM 4622	Digital Media Audiences (COMM COR 1010; Jr.)	3 hrs.	<input type="checkbox"/>	ENGLISH 4660	Film History (ENGLISH 2120 or 2650; Jr.)	3 hrs.
<input type="checkbox"/>	COMM DM 4641	Critical Studies in Digital Media (COMM COR 2020; Jr.)	3 hrs.	Marketing:			
<input type="checkbox"/>	COMM DM 4642	Digital Technologies (COMM COR 1010; Jr.)	3 hrs.	<input type="checkbox"/>	MKTG 2110	Principles of Marketing (Econ 1031 or 1041)	3 hrs.
<input type="checkbox"/>	COMM DM 4651	Digital Media Practicum (COMM DM 3651, 3652, 3653, 3654, or 3655)	3 hrs.	<input type="checkbox"/>	MKTG 3143	Advertising and Promotion (MKTG 2110; ECON 1031 or 1041; Jr.)	3 hrs.
<input type="checkbox"/>	COMM DM 4652	Digital Media Projects (COMM DM 3651, 3652, 3653, 3654, or 3655; Jr.; consent)	3 hrs.	<input type="checkbox"/>	MKTG 3146	Digital Advertising (MKTG 2110; ECON 1031 or 1041; Jr.)	3 hrs.
<input type="checkbox"/>	COMM DM 4653	Dig Media Distribution (COMM COR 1010; Jr.)	3 hrs.				
<input type="checkbox"/>	COMM DM 4654	Digital Media Management (COMM COR 1010; Jr.)	3 hrs.				
<input type="checkbox"/>	COMM DM 4655	Photojournalism (COMM DM 2653; Jr.)	3 hrs.				

** These courses have prerequisites of COMM 1000 and ENGLISH 1005 or ENGLISH 2015 or ENGLISH 2120 or the Cornerstone equivalent.

For additional information contact:

UNI Department of Communication Studies
 Lang Hall 326 | 319-273-2217

Plan of Study
Digital Media Major: Production Emphasis

Semester One		
COMM 1000	Oral Communication	3 hrs.
COMM DM 1650	Digital Media Seminar (co-requisite COMM DM 1651)	1 hr.
COMM DM 1651	Digital Media Production I (co-requisite COMM DM 1650)	3 hrs.
	Liberal Arts Core	9 hrs.
Total		16 hrs.

Semester Two		
ENGLISH 1005 (or equivalent)	College Writing and Research (or equivalent)	3 hrs.
COMM COR 1010	Mass Communication & Society	3 hrs.
	Liberal Arts Core	9 hrs.
Total		15 hrs.

Semester Three		
COMM DM 1652	Writing for Digital Media	3 hrs.
	Digital Media Elective	3 hrs.
	Liberal Arts Core	9 hrs.
Total		15 hrs.

Semester Four		
COMM COR 2020	Communication Research Methods **	3 hrs.
COMM DM 2651	Digital Media Production II (COMM DM 1651 & 1652)	3 hrs.
	Digital Media Elective	3 hrs.
	Liberal Arts Core/University Electives	6 hrs.
Total		15 hrs.

Semester Five		
COMM DM 4621	Digital Media Analysis (COMM COR 2020; Jr.)	3 hrs.
COMM DM 3651, 3652, 3653, 3654, 3655	Advanced Media Production (choose 2) (COMM DM 1651 & COMM DM 2651)	6 hrs.
	Digital Media Elective	3 hrs.
	Liberal Arts Core/University Electives	6 hrs.
Total		15 hrs.

Semester Six		
COMM COR 4124	Communication Theories **	3 hrs.
COMM DM 4631	Digital Media Law (COMM COR 1010; Jr.)	3 hrs.
COMM DM 4612	Digital Media Processes and Effects (COMM COR 2020; Jr.)	3 hrs.
	Liberal Arts Core/University Electives	6 hrs.
Total		15 hrs.

Semester Seven		
COMM DM 3900 OR	Internship OR	
COMM DM 3179	Co-op	3 hrs.
COMM DM 4632	Senior Seminar in Digital Media (COMM DM 1650; Sr.)	3 hrs.
	Digital Media Elective	3 hrs.
	University Electives	6 hrs.
Total		15 hrs.

Semester Eight		
	Liberal Arts Core Capstone	2 hrs.
	University Electives	12 hrs.
Total		14 hrs.

Total Hours 120 hrs.

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