University of Northern Iowa Department of Communication and Media
Digital Media Major: Production Emphasis
2021-2022 Degree Requirements—49 hours

✓ File a new declaration of curriculum with the department in order to declare a major or minor
✓ 2.5 cumulative GPA or above is required for graduation by the Department of Communication and Media

### Required Courses: Digital Media (22 hrs.)
- COMM COR 1010 | Mass Communication and Society | 3 hrs.
- COMM COR 2020 | Communication Research Methods ** | 3 hrs.
- COMM COR 4124 | Communication Theories ** | 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.
- COMM DM 1652 | Writing for Digital Media | 3 hrs.
- COMM DM 3179 OR | Cooperative Education | 3 hrs.
- COMM DM 3900 | Internship in Digital Media (Jr.; Internship coordinator approval) | 3 hrs.
- COMM DM 4632 | Senior Seminar in Digital Media (COMM DM 1650; Sr.) | 3 hrs.

### Required Courses: Digital Media Production (9 hrs.)
- COMM DM 2651 | Digital Media Production II (COMM DM 1651 & 1652) | 3 hrs.
- COMM DM 4621 | Digital Media Analysis (COMM COR 2020; Jr.) | 3 hrs.
- COMM DM 4631 | Digital Media Law (COMM COR 1010; Jr.) | 3 hrs.

### Advanced Media Production: Select 2 courses (6 hrs.)
- COMM DM 3652 | Advanced Digital Media Production: Documentary (COMM DM 1651 & COMM DM 2651) | 3 hrs.
- COMM DM 3653 | Advanced Digital Media Production: Fiction (COMM DM 1651 & COMM DM 2651) | 3 hrs.
- COMM DM 3654 | Advanced Digital Media Production: Video Editing (COMM DM 1651 & COMM DM 2651) | 3 hrs.
- COMM DM 3655 | Advanced Digital Media Production: Audio (COMM DM 1651 & COMM DM 2651) | 3 hrs.

### Electives: Select 4 courses from the following: (12 hrs.) No more than 2 courses (6 hrs.) can be taken from Art, Comm, Computer Science, English, and Marketing

#### Digital Media:
- COMM DM 1620 | Fundamentals of Journalism | 3 hrs.
- COMM DM 2652 | Emerging Digital Media (COMM DM 1651 or instructor consent) | 3 hrs.
- COMM DM 2653 | News Writing for Media (COMM COR 1010, COMM DM 1620) | 3 hrs.
- COMM DM 2654 | Scriptwriting for Digital Media (COMM DM 1652) | 3 hrs.
- COMM DM 2950 | Applied Digital Media (instructor consent) | 1 hr.
- COMM DM 3653 | Adv DM Prod Fiction (COMM DM 1651 & 2651) | 3 hrs.
- COMM DM 3654 | Adv DM Prod Video Editing (COMM DM 1651 & 2651) | 3 hrs.
- COMM DM 3656 | Digital Media Industries (COMM COR 1010 or consent) | 3 hrs.
- COMM DM 3657 | Promotion of Digital Media (COMM COR 1010) | 3 hrs.
- COMM DM 3659 | Editing and Design (COMM DM 2653 or consent) | 3 hrs.
- COMM DM 3950 | Advanced Applied Digital Media (instructor consent) | 1 hr.
- COMM DM 4642 | Digital Technologies (COMM COR 1010; Jr.; or consent) | 3 hrs.
- COMM DM 4651 | Digital Media Practicum (COMM DM 3651, 3652, 3653, 3654, or 3655; or 2652; Jr.; instructor consent) | 3 hrs.
- COMM DM 4652 | Digital Media Projects (COMM DM 3651, 3652, 3653, 3654, or 3655; Jr.; consent) | 3 hrs.
- COMM DM 4653 | Dig Media Distribution (COMM COR 1010; Jr.) | 3 hrs.
- COMM DM 4654 | Digital Media Management (COMM COR 1010; Jr.) | 3 hrs.
- COMM DM 4655 | Photojournalism (COMM DM 2653; Jr.) | 3 hrs.

#### Art (up to 6 hours can be counted as electives):
- ART 2030 | Graphic Design I | 3 hrs.
- ART 2070 | Creative Photography I: Digital Photography | 3 hrs.
- ART 3035 | Graphic Design: Motion Graphics (ART 3030) | 3 hrs.

#### Communication (up to 6 hours can be counted as electives):
- COMM 2555 | Interactive Digital Communication | 3 hrs.
- COMM 4447 | Performance & Social Change (Jr.) | 3 hrs.

#### Computer Science (up to 6 hours can be counted as electives):
- CS 1000 | Computing Skills and Concepts | 3 hrs.
- CS 1120 | Media Computation | 3 hrs.
- CS 2880 | Topics in Computing | 3 hrs.
- CS 3120 | User Interface Design (CS Dept. approval; Jr.) | 3 hrs.

#### English (up to 6 hours can be counted as electives):
- ENGLISH 2650 | Introduction to Film | 3 hrs.
- ENGLISH 4660 | Film History (ENGLISH 2120 or 2650 or COMM DM 1651 or instructor consent; Jr.) | 3 hrs.

#### Marketing (up to 6 hours can be counted as electives):
- MKTG 2110 | Principles of Marketing (Econ 1031 or 1041) | 3 hrs.
- MKTG 3143 | Advertising and Promotion (MKTG 2110; ECON 1031 or 1041; Jr.) | 3 hrs.
- MKTG 3146 | Digital Advertising (MKTG 2110; ECON 1031 or 1041; Jr.) | 3 hrs.

** These courses have prerequisites of COMM 1000 and ENGLISH 1005 or ENGLISH 2015 or ENGLISH 2120 or the Cornerstone equivalent (UNIV 1000 and UNIV 1010).

For additional information contact:
UNI Department of Communication and Media
Lang Hall 326 | 319-273-2217

Rev 05/2021
# Digital Media Major: Production Emphasis
## Plan of Study

### Freshman Fall
- 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.**

### Freshman Spring
- ENGLISH 1005 (or equivalent) | College Writing and Research (or equivalent) | 3 hrs.
- COMM COR 1010 | Mass Communication & Society | 3 hrs.
- COMM DM 1652 | Writing for Digital Media | 3 hrs.
- Liberal Arts Core | | 6 hrs.
- **Total** | | **15 hrs.**

### Sophomore Fall
- COMM DM 2651 | Digital Media Production II (COMM DM 1651; COMM DM 1652) | 3 hrs.
- Major Elective | | 3 hrs.
- Liberal Arts Core | | 9 hrs.
- **Total** | | **15 hrs.**

### Sophomore Spring
- COMM COR 2020 | Communication Research Methods ** | 3 hrs.
- Major Elective | | 3 hrs.
- Liberal Arts Core/Electives | | 9 hrs.
- **Total** | | **15 hrs.**

### Junior Fall
- COMM DM 4621 | Digital Media Analysis (COMM COR 2020; Jr.) | 3 hrs.
- COMM DM 3651, 3652, 3653, 3654, 3655 | Advanced Media Production (COMM DM 1651 & COMM DM 2651) | 3 hrs.
- Major Elective | | 3 hrs.
- Liberal Arts Core/Electives | | 6 hrs.
- **Total** | | **15 hrs.**

### Junior Spring
- COMM COR 4124 | Communication Theories ** | 3 hrs.
- COMM DM 4631 | Digital Media Law (COMM COR 1010; Jr.) | 3 hrs.
- Major Elective | | 3 hrs.
- Liberal Arts Core/Electives | | 6 hrs.
- **Total** | | **15 hrs.**

### Senior Fall
- COMM DM 3900 OR | Internship in Digital Media (Jr.; Internship coordinator approval) OR | 3 hrs.
- COMM DM 3179 | Co-op | 3 hrs.
- COMM DM 4632 | Senior Seminar in Digital Media (COMM DM 1650; Sr.) | 3 hrs.
- University Electives | | 9 hrs.
- **Total** | | **15 hrs.**

### Senior Spring
- COMM DM 3651, 3652, 3653, 3654, 3655 | Advanced Digital Media Production (COMM DM 1651 & COMM DM 2651) | 3 hrs.
- Liberal Arts Core Capstone | | 2 hrs.
- University Electives | | 9 hrs.
- **Total** | | **14 hrs.**

**Total Hours** | **120 hrs.**

**These courses have prerequisites of COMM 1000 and ENGLISH 1005 or ENGLISH 2015 or ENGLISH 2120 or the Cornerstone equivalent (UNIV 1000 and UNIV 1010).**