

**University of Northern Iowa**  
**Department of Communication Studies—Interactive Digital Studies Major**  
**2019-2020 Degree Requirements—45-47 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 2555)
- ✓ 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 Interactive Digital Studies (6 hrs.)**

<input type="checkbox"/>	COMM COR 1010	Mass Communication and Society	3 hrs.
<input type="checkbox"/>	COMM 2555	Interactive Digital Communication	3 hrs.

**Required Courses: Interactive Digital Studies (9 hrs.)**

<input type="checkbox"/>	COMM 4544	Digital Culture and Communication (Jr.)	3 hrs.
<input type="checkbox"/>	UNIV 4555	Interactive Digital Studies Practicum (COMM 2555, COMM 4544, COMM COR 1010, two completed IDS bundles, or instructor consent)	3 hrs.
<input type="checkbox"/>	CS 1120	Media Computation	3 hrs.

**Interactive Digital Studies Emphases: Select Two Emphases (30-32 hrs.)**

Digital Visualization (15 hrs.)			Digital Computation (17 hrs.)				
<input type="checkbox"/>	COMM 3557	Adv. Digital Visualization (COMM 2555; Jr.)	3 hrs.	<input type="checkbox"/>	CS 1510	Introduction to Computing	4 hrs.
<input type="checkbox"/>	COMM 4556	Interactive Dig. Visualization (COMM 2555; Jr.)	3 hrs.	<input type="checkbox"/>	CS 1520	Data Structures (CS 1510, pre- or co-req CS 1800)	4 hrs.
<input type="checkbox"/>	COMM DM 1611	Digital Media Literacies (COMM COR 1010)	3 hrs.	<input type="checkbox"/>	CS 2530	Intermediate Computing (CS 1510, CS 1520, CS 1800)	3 hrs.
<input type="checkbox"/>	COMM DM 3659	Editing and Design (COMM DM 2653)	3 hrs.	<input type="checkbox"/>	CS 3110	Web Application Development (CS 1520; CS 1100 or COMM 2555)	3 hrs.
<input type="checkbox"/>	COMM DM 4655	Photojournalism (COMM DM 2653; Jr.)	3 hrs.	<input type="checkbox"/>	CS 3120	User Interface Design (Dept. approval; Jr.)	3 hrs.

Digital Learning (15 hrs.)			Digital History (15 hrs.)				
<input type="checkbox"/>	INSTTECH 1031	Educational Technology & Design	3 hrs.	<input type="checkbox"/>	COMM 4412	Performing History (COMM 2555; Jr.)	3 hrs.
<input type="checkbox"/>	INSTTECH 4131	Exploring Issues & Trends in Instructional Tech (Jr.)	3 hrs.	<input type="checkbox"/>	COMM 4556	Interactive Digital Visualization (COMM 2555; Jr.)	3 hrs.
<input type="checkbox"/>	INSTTECH 4138	Understanding Visual Literacy (Jr.)	3 hrs.	<b>History:</b>			
<input type="checkbox"/>	INSTTECH 4139	Planning and Production Instructional Media (INSTTECH 1020 or 1031; Jr.)	3 hrs.	<input type="checkbox"/>	HIST 1010	Introduction to the Study of History	3 hrs.
<input type="checkbox"/>	INSTTECH 4153	Using Digital & Social Media in Education (INSTTECH 1030 or 4139; Jr.)	3 hrs.	<input type="checkbox"/>	HIST 4010	Introduction to Public History (Jr.)	3 hrs.
				<input type="checkbox"/>	HIST 4020	Introduction to Museum Studies (Jr.)	3 hrs.

Digital Advertising (15 hrs.) *Prerequisite of MKTG 2110, ECON 1031 or 1041; Jr.			Digital Writing (15 hrs.)				
<input type="checkbox"/>	ECON 1031	Introduction to Economics		<input type="checkbox"/>	ENGLISH 4025	Theory & Practice of Writing (English 1005 or 2015 or 2120; Jr.)	
	<b>OR</b>			<input type="checkbox"/>	ENGLISH 4040	Digital Writing: Theory & Practice (same as above)	3 hrs.
<input type="checkbox"/>	ECON 1041	Principles of Macroeconomics	3 hrs.	<input type="checkbox"/>	ENGLISH 4785	Applied Writing: Projects, Grants, and Careers (ENGLISH 2770 and one of: INSTTECH 4170, ART 3030, ENGLISH 4765, 4770, 4775, or 4780; Jr.)	3 hrs.
<input type="checkbox"/>	MKTG 2110	Principles of Marketing (ECON 1031 or 1041)	3 hrs.	<b>Select Three (9 hrs.):</b>			
<input type="checkbox"/>	MKTG 3143	Advertising and Promotion*	3 hrs.	<input type="checkbox"/>	ENGLISH 4160	Issues in Digital Humanities (Jr.)	3 hrs.
<input type="checkbox"/>	MKTG 3146	Digital Advertising*	3 hrs.	<input type="checkbox"/>	ENGLISH 4672	Electronic Literature (COMM 2555 or ENGLISH 2120; Jr.)	3 hrs.
<input type="checkbox"/>	MKTG 3153 <b>OR</b>	Personal Selling*	3 hrs.	<input type="checkbox"/>	ENGLISH 4765	Applied Writing: Workplace Communication (MGMT 2080 or ENGLISH 2770; Jr.)	3 hrs.
<input type="checkbox"/>	MKTG 3583 <b>OR</b>	Entrepreneurship (BUSINESS 2010 or (ACCT 2120; ACCT 2130; prereq or coreq FIN 3130/5130; STAT 1772 or equivalent, and ECON 1011); MKTG 2110; ECON 1031 or (ECON 1041 and ECON 1051); Jr.)	3 hrs.	<input type="checkbox"/>	ENGLISH 4775	Applied Writing: Technical Communication (MGMT 2080 or ENGLISH 2770; Jr.)	3 hrs.
<input type="checkbox"/>	MKTG 4150	Advertising Campaign Development (*; also MKTG 3143 or 3146)	3 hrs.				

Digital Music (15 hrs.) *see below			Digital Imaging (15 hrs.)				
<input type="checkbox"/>	MUS THEO 1150	Aural Training I (co-req MUS THEO 1110 & 1250)	1 hr.	<input type="checkbox"/>	TECH 1055	Graphic Communications Foundations	3 hrs.
<input type="checkbox"/>	MUS THEO 1300	Composition Class	2 hrs.	<input type="checkbox"/>	TECH 2070	Digital Pre-Media (TECH 1055)	3 hrs.
<input type="checkbox"/>	MUS THEO 3220	Music & Technology (Jr.)	4 hrs.	<input type="checkbox"/>	TECH 3169	Digital Imaging (TECH 2070)	3 hrs.
<input type="checkbox"/>	MUS THEO 3230	Music Technology, Advanced (MUS THEO 3220; Jr.)	4 hrs.	<input type="checkbox"/>	TECH 4158	Graphic Comm. Technical Visualization (TECH 2119 & 2070; Jr.)	3 hrs.
	<b>Select Two:</b>			<input type="checkbox"/>	TECH 4161	Digital Graphic Communications (TECH 2070; Jr.)	3 hrs.
<input type="checkbox"/>	MUS THEO 1100	Introduction to Music Theory	2 hrs.	<input type="checkbox"/>	TECH 4184	Digital Imaging II (TECH 3169 Jr.)	3 hrs.
<input type="checkbox"/>	MUS THEO 1110	Theory I (co-req MUS THEO 1150 & 1250)	2 hrs.				
<input type="checkbox"/>	MUS THEO 1120	Theory II (MUS THEO 1110; co-req MUS THEO 1160 & 1260)	2 hrs.				

\* Theory class placement is determined by a diagnostic examination. Theory classes are a prerequisite for Music Technology and Music Composition courses. Additionally, it is recommended that students taking this bundle take MUSIC 1100 as part of their LAC courses.

**For additional information contact:**

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

**Plan of Study**  
**Interactive Digital Studies Major**

<b>Semester One</b>			
COMM 1000	Oral Communication		3 hrs.
	Liberal Arts Core		9 hrs.
	University Elective		3 hrs.
		<b>Total</b>	<b>15 hrs.</b>
<b>Semester Two</b>			
ENGLISH 1005 (or equivalent)	College Writing and Research (or equivalent)		3 hrs.
COMM COR 1010	Mass Communication and Society		3 hrs.
	Liberal Arts Core		9 hrs.
		<b>Total</b>	<b>15 hrs.</b>
<b>Semester Three</b>			
COMM 2555	Interactive Digital Communication		3 hrs.
CS 1120	Media Computation		3 hrs.
	Bundle One Selection		3 hrs.
	Bundle Two Selection		3 hrs.
	Liberal Arts Core		3 hrs.
		<b>Total</b>	<b>15 hrs.</b>
<b>Semester Four</b>			
	Bundle One Selection		3 hrs.
	Liberal Arts Core		6 hrs.
	University Electives		6 hrs.
		<b>Total</b>	<b>15 hrs.</b>
<b>Semester Five</b>			
COMM 4544	Digital Culture and Communication (Jr.)		3 hrs.
	Bundle Two Selection		3 hrs.
	Liberal Arts Core		3 hrs.
	University Electives		6 hrs.
		<b>Total</b>	<b>15 hrs.</b>
<b>Semester Six</b>			
	Bundle One Selection		3 hrs.
	Bundle Two Selection		3 hrs.
	Liberal Arts Core		3 hrs.
	University Electives		6 hrs.
		<b>Total</b>	<b>15 hrs.</b>
<b>Semester Seven</b>			
	Bundle One Selection		3 hrs.
	Bundle Two Selection		3 hrs.
	Liberal Arts Core		6 hrs.
	University Elective		3 hrs.
		<b>Total</b>	<b>15 hrs.</b>
<b>Semester Eight</b>			
UNIV 4555	Interactive Digital Studies Practicum (COMM 2555, COMM 4544, COMM COR 1010, two completed IDS bundles, or instructor consent)		3 hrs.
	Bundle One Selection		3 hrs.
	Bundle Two Selection		3 hrs.
	University Electives		6 hrs.
		<b>Total</b>	<b>15 hrs.</b>
		<b>Total Hours</b>	<b>120 hrs.</b>