

# Digital Media

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**Chairperson: Ana Garner, Ph.D.**

Whatever the medium, professionals in the field of digital media play major roles in shaping the way we view the world. The major's liberal arts emphasis gives student the education to thrive in and adapt to this era of convergence and competition.

DGMD students create professional quality digital media for a range of businesses/organizations/industries (profit/non-profit). They are thinkers who can apply their ethical, critical, analytical and technological skills to make innovative and creative digital media that makes a difference.

## Digital Media Major

A total of 36 credits of course work must be completed for the Digital Media major.

### Required Courses

Code	Title	Hours
COMM 3800	Media Law	3
COMM 3900	Ethical Problems of Mass Communications	3
DGMD 2205	Introduction to Media Production	3
DGMD 2335	Script and Story	3
DGMD 3840	Media Aesthetics	3
DGMD 3999	Advanced Production and Portfolio	3
Choose at least one of the following (History/Criticism/Theory):		3
DGMD 3700	Global Television	
DGMD 4800	Digital Media Law and Policy	
DGMD 4810	Radio and Television History	
DGMD 4845	History of Documentary	
DGMD 4850	Television Criticism	
Choose at least two Intermediate Production courses:		6
DGMD 3210	Cinematography	
DGMD 3220	Sound Design	
DGMD 3230	Motion Media Design	
DGMD 3250	Editing Techniques	
DGMD 3260	Directing for Film and Television	
DGMD 3270	Short Film Producing	
DGMD 3555	Corporate Media	
DGMD 4961	Special Institute/Workshop/Project	
JOUR 4710	Podcasting	
Choose one of the following for Senior Capstone:		3
DGMD 4260	Documentary Production	
DGMD 4280	Narrative Production	
DGMD 4345	Advanced Scriptwriting	
Choose two additional DGMD courses and/or any of the following:		6
ADPR 2100	Communication Design Toolbox	
COMM 3964	Agency Practicum	
COMM 4500	Race and Gender Issues in Mass Media	
COMM 4550	Media and the "Other"	
COMM 4600	Media Management	
THAR 1100	Acting 1: Fundamental Technique	
THAR 1320 & THAR 1330	Basic Costume Technology and Basic Costume Technology Practicum	
THAR 2160	Voice and Speech 1	
THAR 2180	Acting for Camera	

THAR 2300 & THAR 2310	Stagecraft and Stagecraft Practicum
THAR 3500	Play Direction
THAR 4600	Playwriting

**Total Credit Hours:** 36

The following courses are also required, but do not count as credit in the major:

Code	Title	Hours
Choose one of the following:		
BUAD 1560	Introduction to Statistics and Business Analytics	3-4
COMM 1700	Communication Statistics and Analysis	
MATH 1700	Modern Elementary Statistics	
SOCI 2060	Social Statistics	

**Total Credit Hours:** 3-4

## Typical Program for Digital Media Majors

### Freshman

First Term	Hours	Second Term	Hours
COMM 1000 or 1200		3 COMM 1100	3
COMM 1050		1 COMM 1200 or 1000	3
DGMD 2205 or 2335		3 DGMD 2205 or 2335	3
ENGL 1001 or ESSV1 (MCC)		3 ENGL 1001 or ESSV1 (MCC)	3
PHIL 1001 or THEO 1001 (MCC)		3 PHIL 1001 or THEO 1001 (MCC)	3
Electives		3	
	<b>16</b>		<b>15</b>

### Sophomore

First Term	Hours	Second Term	Hours
COMM 2500		3 DGMD 2250 or DGMD ELECTIVE	3
DGMD Intermediate Production or DGMD Elective		3 COMM 1700 <sup>3</sup>	3
CORE 1929 (MCC)		3 Minor or elective	3
DSCV (MCC) <sup>1,2</sup>		3 DSCV (MCC) <sup>1,2</sup>	3
Minor or elective		3 WRIT Writing Intensive (MCC)	3
	<b>15</b>		<b>15</b>

### Junior

First Term	Hours	Second Term	Hours
DGMD 3840 or DGMD INTERMEDIATE PRODUCTION COURSE		3 DGMD 3840 or DGMD INTERMEDIATE PRODUCTION COURSE	3
DGMD 3999 or ELECTIVE		3 DGMD 3999 or ELECTIVE	3
DSCV (MCC) <sup>1,2</sup>		3 COMM 3800 or 3900	3
Minor or elective		6 DSCV (MCC) <sup>1,2</sup>	3
		Minor or elective	3
	<b>15</b>		<b>15</b>

**Senior**

First Term	Hours	Second Term	Hours
COMM 3800 or 3900		3 DGMD History/Criticism/Theory or Capstone course	3
DGMD History/ Criticism/ Theory or Capstone course		3 DGMD elective	3
CORE 4929 (MCC)		3 Major or minor electives	8
Major or minor electives		6	
		<b>15</b>	<b>14</b>

**Total Credit Hours: 120**

- 1 The four courses in the Discovery Tier (DSCV) of the MCC must be completed in the same theme and include the following content areas: Humanities (HUM), Social Science (SSC), Natural Science and Mathematics (NSM) and one elective (ELE), which is an additional course from any of the three content areas. A maximum of two courses in the Discovery Tier can apply towards a primary major.
- 2 Students must also complete the Writing Intensive (WRIT) and Engaging Social System and Values 2 (ESSV2) requirements of the MCC. These requirements can be fulfilled through designated courses in the Discovery Tier or other degree requirements.
- 3 BUAD 1560, MATH 1700 or SOCI 2060 may be substituted.

**Digital Media Minor**

**Required Courses** - A total of 18 credits of course work must be completed for the Digital Media minor.

Code	Title	Hours
Required course:		3
DGMD 2205	Introduction to Media Production	
Choose at least one of the following (History/Criticism/Theory):		3
DGMD 3700	Global Television	
DGMD 3840	Media Aesthetics	
DGMD 4800	Digital Media Law and Policy	
DGMD 4810	Radio and Television History	
DGMD 4845	History of Documentary	
DGMD 4850	Television Criticism	
Choose one Intermediate Production course:		3
DGMD 3210	Cinematography	
DGMD 3220	Sound Design	
DGMD 3230	Motion Media Design	
DGMD 3250	Editing Techniques	
DGMD 3260	Directing for Film and Television	
DGMD 3270	Short Film Producing	
DGMD 3555	Corporate Media	
DGMD 4931	Topics in Digital Media	
DGMD 4953	Seminar in Digital Media	
DGMD 4961	Special Institute/Workshop/Project	
Choose three additional DGMD courses and/or any of the following courses:		9
ADPR 2100	Communication Design Toolbox	
COMM 3964	Agency Practicum	
COMM 4500	Race and Gender Issues in Mass Media	
COMM 4550	Media and the "Other"	
COMM 4600	Media Management	
JOUR 1200	Basic News Photography	
THAR 1100	Acting 1: Fundamental Technique	
THAR 1320 & THAR 1330	Basic Costume Technology and Basic Costume Technology Practicum	
THAR 2160	Voice and Speech 1	

THAR 2180	Acting for Camera
THAR 2300 & THAR 2310	Stagecraft and Stagecraft Practicum
THAR 3500	Play Direction
THAR 4600	Playwriting

Some courses under the headings of ADPR, COMM and JOUR may be counted as DGMD electives with departmental approval.

**Total Credit Hours:**

**18**

## Courses

### **DGMD 2205. Introduction to Media Production. 3 cr. hrs.**

Introduction to video and audio production and post-production techniques. Experience is gained using cameras, audio and video equipment, as well as appropriate editing software. Prereq: DGMD majors and minors, JOUR majors; or cons. of instr.

### **DGMD 2250. Intermediate Digital Media Production. 3 cr. hrs.**

Intermediate audio and video production and post-production techniques used in television, corporate media, emergent media, film and online. Emphasis on skills acquisition and portfolio development. Prereq: DGMD 2205.

### **DGMD 2335. Script and Story. 3 cr. hrs.**

Students learn to write in the proper script style for a variety of film, radio and television formats. Writing workshop approach.

### **DGMD 2565. The Business of Entertainment. 3 cr. hrs.**

Students receive a thorough grounding in the financial processes and economies in the industry to better understand the basic business and operational framework of film and television. Topics covered range from project development and product distribution to forward funding future projects.

### **DGMD 3210. Cinematography. 3 cr. hrs.**

An exploration of the art and craft involved in the process of cinematic image creation. Emphasis is placed on hands-on application of lighting, lens choices and camera movement. Prereq: DGMD 2205; or cons. of instr.

### **DGMD 3220. Sound Design. 3 cr. hrs.**

Explores the creative and technical aspects of sound for film and television. Students practice aspects of sound effects recording and creation, dialogue and effects editing, and final mixing. Prereq: DGMD 2205; or cons. of instr.

### **DGMD 3230. Motion Media Design. 3 cr. hrs.**

A project-based course covering the applications and process of design as they relate to motion media, along with methods for creating motion graphics and animation in 2d and 3d environments. Prereq: DGMD 2205 and DGMD 2335; or cons. of instr.

### **DGMD 3250. Editing Techniques. 3 cr. hrs.**

Students spend time in and out of the classroom developing intermediate editing skills, utilizing techniques that will advance their knowledge and professionalize their editing abilities. Prereq: DGMD 2205 and DGMD 2335; or cons. of instr.

### **DGMD 3260. Directing for Film and Television. 3 cr. hrs.**

Pre-production preparation for film and television directors, including working with performers, casting, script analysis and visualization. Prereq: DGMD 2205 or JOUR 1050; or cons. of instr.

### **DGMD 3270. Short Film Producing. 3 cr. hrs.**

Learn the skills - from pre-production through marketing and distribution - that it takes to produce a short fiction film. Students take an existing script and work through all of the stages to make that script ready for production. Prereq: DGMD 2335; or cons. of instr.

### **DGMD 3555. Corporate Media. 3 cr. hrs.**

Analysis and practice in the development of media for the corporate world. In the context of real-world projects, students learn about budgets, schedules, contracts, audience and objectives. Prereq: DGMD 2205 and DGMD 2335; or cons. of instr.

### **DGMD 3610. Program Development. 3 cr. hrs.**

Planning and development of programs for various media platforms. Development of materials and techniques related to pre-production of programs. Prereq: DGMD major or minor and Jr. Standing; DGMD 2205 and DGMD 2335; or cons. of instr.

### **DGMD 3700. Global Television. 3 cr. hrs.**

Explores the role of culture, economics, politics and technology in determining the nature of television content in different countries, how television programming travels around the globe and the geopolitical impact of US media in other parts of the globe. Prereq: DGMD major or minor; INME major; or cons. of instr.

### **DGMD 3840. Media Aesthetics. 3 cr. hrs.**

Students explore aesthetics through a variety of film and television texts. Emphasis on developing a critical eye as both a media viewer and producer. Prereq: DGMD major or minor; or INME major; or FILM minor; or cons. of instr.

### **DGMD 3964. Practicum in Student Media. 1-3 cr. hrs.**

MU Radio or MUTV staff members can receive 1-3 credit hours depending on number of hours worked. S/U grade assessment. Prereq: Cons. of instr.

**DGMD 3986. Internship in Digital Media. 3 cr. hrs.**

Observation, participation, and experience in a radio, television, cable, or corporate setting. Augmented with selected readings, papers or conferences with adviser. 0 credit will be SNC/UNC grade assessment; 1-3 credit(s) will be S/U grade assessment. Prereq: Cons. of dept. ch.

**DGMD 3999. Advanced Production and Portfolio. 3 cr. hrs.**

Advanced video, audio and post production techniques as applied to professional level work. Emphasis on development of a portfolio and career preparation. Must have taken at least two Intermediate production courses. Prereq: DGMD 2205 and DGMD 2335; DGMD major; Jr. stndg.

**DGMD 4260. Documentary Production. 3 cr. hrs.**

Students create documentary digital media projects that employ non-fiction story structure and advanced techniques of shooting and editing, including hand-held and stationary camera, audio and microphone techniques and field lighting. Learn documentary theory and history, and also master project research, development, production and editing techniques. By developing individual voice and storytelling techniques, students create original, meaningful non-fiction works. Prereq: DGMD 2205, DGMD major and Sr. stndg.; or cons. of instr.

**DGMD 4280. Narrative Production. 3 cr. hrs.**

Create a short film, executing each step of production (pre-production to post-production). Professional film crew roles are stressed. Rotate through many of the technical positions of a small production team (camera operator, sound recordist, gaffer, DIT, editor, etc). Emphasis on skills mastery and portfolio development. Prereq: DGMD 2205; DGMD major; Sr. stndg.; or cons. of instr.

**DGMD 4345. Advanced Scriptwriting. 3 cr. hrs.**

Development and writing of scripts for television and/or feature films. Includes development of concepts for new television series, miniseries and movies for television, and study of their specific writing requirements, as well as writing for current television series. Writing workshop approach. Prereq: DGMD 2335, DGMD major and Sr. stndg.; or cons. of instr.

**DGMD 4800. Digital Media Law and Policy. 3 cr. hrs.**

Focuses on contemporary problems in media law and policy. Emphasis is placed on the Internet, mobile and social media, broadcasting, broadband and emerging technologies and on the most current legal and policy controversies and debates affecting those media. Students debate and seek to resolve law and policy problems while also studying and critiquing policymaking processes. Prereq: COMM 3800 or cons. of instr.

**DGMD 4810. Radio and Television History. 3 cr. hrs.**

Historical, cultural and commercial growth of American radio and television, with special emphasis on programming, from pre-network origins to the present. Covers key genres, persons, issues, trends and developments. Prereq: DGMD major or minor; INME major; or cons. of instr.

**DGMD 4845. History of Documentary. 3 cr. hrs.**

An overview and historical exploration of the documentary genre. Traces the history of documentary from its origin with the advent of film to current times, examining major trends in documentary. Prereq: DGMD major or minor; INME major; Film minor; or cons. of instr.

**DGMD 4850. Television Criticism. 3 cr. hrs.**

Stimulating serious thought about television as a societal force. Examines the major critical approaches that have historically been applied to television programming. Studies major television scholars whose work appears in academic publications and the mass media. Prereq: DGMD major or minor; INME major; or cons. of instr.

**DGMD 4860. Digital Campaign Strategies, Planning and Analysis. 3 cr. hrs.**

Examines digital campaigns that focus on political or social action issues. Goal is to develop more informed consumers and critics of political and social action communication campaigns. Exposure to relevant theories, methods and ideas, and application of that knowledge to current campaign activity. Explores how campaigns have changed over time, campaign planning, how attitudes are influenced, opinions are created and behaviors are triggered and campaign design and evaluation.

**DGMD 4931. Topics in Digital Media. 1-3 cr. hrs.**

Various topics in digital media to be announced in the Schedule of Classes. Includes screenings and/or other activities. Lecture/lab format. Prereq: DGMD 2205 and DGMD 2335; or cons. of instr.

**DGMD 4953. Seminar in Digital Media. 1-3 cr. hrs.**

Special subjects of seminar to be announced in the Schedule of Classes. Variable topics. Does not count for senior capstone Prereq: DGMD 2205 and DGMD 2335; or cons. of instr.

**DGMD 4961. Special Institute/Workshop/Project. 1-3 cr. hrs.**

Various topics in digital media to be announced in the Schedule of Classes. Includes screening and/or other activities. Prereq: DGMD 2205 and DGMD 2335; or cons. of instr.

**DGMD 4995. Independent Study in Digital Media. 1-3 cr. hrs.**

Faculty-supervised, independent study/research of a specific area or topic in digital media. Prereq: Cons. of dept. ch.

**DGMD 4999. Senior Thesis. 1-3 cr. hrs.**

The application of rigorous methodology in developing and writing a thesis under the direction of an adviser. Prereq: Cons. of dept. ch.