# University of Northern Iowa Department of Communication and Media
## Digital Media Major: Production Emphasis
### 2024-2025 Degree Requirements—49 hours

### Required Core Courses (21 hrs.)
- **CM CORE 1001** Digital Toolbox 3 hrs.
- **COMM 3155** Professional and Public Communication 3 hrs.
- **COMM 3455** Creativity, Storytelling and Identity 3 hrs.
- **COMM DM 1652** Writing for Digital Media 3 hrs.
- **COMM DM 2950** Applied Digital Media (or **COMM DM 3950** Advanced Applied Digital Media) 1 hr.
- **CM CORE 1010** Mass Communication and Society 3 hrs.
- **CM CORE 3255** Advocacy Campaigns 3 hrs.
- **CM CORE 4124** Communication and Media Theories 3 hrs.
- **COMM 3455** Creativity, Storytelling and Identity 3 hrs.
- **COMM DM 1652** Writing for Digital Media 3 hrs.
- **COMM DM 3900** Internship in Digital Media 3 hrs.
- **COMM DM 2950** Applied Digital Media (or **COMM DM 3950** Advanced Applied Digital Media) 1 hr.
- **COMM DM 4630** Digital Media Law and Ethics (Jr) 3 hrs.

### Required Courses: Digital Media Production (12 hrs.)
- **COMM DM 2651** Digital Media (DM) Production II (CM CORE 1001; COMM DM 1652) 3 hrs.
- Select 6 hours from the following:
  - **COMM DM 3651** Adv DM Production: Television News (CM CORE 1001; COMM DM 1652, COMM DM 2651) 3 hrs.
  - **COMM DM 3652** Adv DM Production: Documentary (CM CORE 1001; COMM DM 1652, COMM DM 2651) 3 hrs.
  - **COMM DM 3653** Adv DM Production: Fiction (CM CORE 1001; COMM DM 1652, COMM DM 2651) 3 hrs.
  - **COMM DM 3654** Adv DM Production: Video Editing (CM CORE 1001; COMM DM 1652, COMM DM 2651) 3 hrs.
  - **COMM DM 3655** Adv DM Production: Audio (CM CORE 1001; COMM DM 1652, COMM DM 2651) 3 hrs.
- Select 3 hours from the following:
  - **COMM DM 4653** Digital Media Distribution (CM CORE 1001; Jr) 3 hrs.
  - **COMM DM 4654** Digital Media Management (CM CORE 1001; Jr) 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
- **COMM DM 1620** Fundamentals of Journalism 3 hrs.
- **COMM DM 2652** Emerging Digital Media: Topic 3 hrs.
- **COMM DM 2653** News Writing & Reporting (COMM DM 1652) 3 hrs.
- **COMM DM 2654** Scriptwriting for Digital Media (COMM DM 1652) 3 hrs.
- **COMM DM 2950** Applied Digital Media 1 hr.
- **COMM DM 3651** Adv DM Prod TV (COMM DM 2651) 3 hrs.
- **COMM DM 3652** Adv DM Prod Documentary (COMM DM 2651) 3 hrs.
- **COMM DM 3653** Adv DM Prod Fiction (COMM DM 2651) 3 hrs.
- **COMM DM 3654** Adv DM Prod Video Editing (COMM DM 2651) 3 hrs.
- **COMM DM 3655** Adv DM Prod Audio (COMM DM 2651) 3 hrs.
- **COMM DM 3656** Digital Media Industries 3 hrs.
- **COMM DM 3659** Editing and Design (COMM DM 2653) 3 hrs.
- **COMM DM 3950** Advanced Applied Digital Media 1 hr.
- **COMM DM 4641** Critical Studies in Digital Media: Topic (Jr) 3 hrs.
- **COMM DM 4642** Digital Technologies: Topic 3 hrs.
- **COMM DM 4651** Digital Media Practicum: Topic 3 hrs.
- **COMM DM 4652** Digital Media Projects (COMM DM 3651, COMM DM 3652, COMM DM 3653, COMM DM 3654, or COMM DM 3655) 3 hrs.
- **COMM DM 4655** Photojournalism 3 hrs.

### English
- **ENGLISH 4660** Film History (ENGLISH 2120 or 2650) 3 hrs.

### Marketing
- **MKTG 3146** Digital Advertising (MKTG 2110; ECON 1031 or ECON 1041) 3 hrs.

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# Digital Media Major: Production Emphasis

## Plan of Study

### Freshman Fall
- COMM 1000: Oral Communication (3 hrs.)
- CM CORE 1001: Digital Toolbox (3 hrs.)
- UNIFI/General Education or University Electives (9 hrs.)
**Total:** 15 hrs.

### Freshman Spring
- ENGLISH 1005: College Writing and Research (3 hrs.)
- COMM COR 1010: Mass Communication & Society (3 hrs.)
- COMM DM 1652: Writing for Digital Media (3 hrs.)
- UNIFI/General Education or University Electives (6 hrs.)
**Total:** 15 hrs.

### Sophomore Fall
- COMM DM 2651: Digital Media Production II (3 hrs.)
- Major Elective (3 hrs.)
- UNIFI/General Education or University Electives (9 hrs.)
**Total:** 15 hrs.

### Sophomore Spring
- COMM 3155: Professional and Public Communication (3 hrs.)
- Major Elective (3 hrs.)
- UNIFI/General Education or University Electives (9 hrs.)
**Total:** 15 hrs.

### Junior Fall
- COMM DM 3255: Advocacy Campaigns (3 hrs.)
- COMM DM 3651, 3652, 3653, 3654, 3655: Advanced Media Production (COMM DM 1651 & COMM DM 2651) (3 hrs.)
- COMM DM 2950: Applied Digital Media (or COMM DM 3950 Advanced Applied Digital Media) (1 hr.)
- Major Elective (3 hrs.)
- UNIFI/General Education or University Electives (6 hrs.)
**Total:** 16 hrs.

### Junior Spring
- COMM COR 4124: Communication and Media Theories (3 hrs.)
- COMM DM 4630: Digital Media Law and Ethics (3 hrs.)
- Major Elective (3 hrs.)
- UNIFI/General Education or University Electives (6 hrs.)
**Total:** 15 hrs.

### Senior Fall
- COMM 3455: Creativity, Storytelling and Identity (3 hrs.)
- COMM DM 3900: Internship in Digital Media (3 hrs.)
- COMM DM 4653: Digital Media Distribution (3 hrs.)
- UNIFI/General Education or University Electives (6 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.)
- UNIFI/General Education or University Electives (11 hrs.)
**Total:** 14 hrs.

**Total Hours:** 120 hrs.