

University of Northern Iowa Department of Communication and Media

Interactive Digital Studies Major

2024-2025 Degree Requirements—45-47 hours

Required Courses: Communication Core (15 hrs.)	Credits
<input type="checkbox"/> CM CORE 1001 Digital Toolbox	3
<input type="checkbox"/> COMM 3155 Professional and Public Communication	3
<input type="checkbox"/> COMM 3900 Internship in Communication (Jr.; internship coordinator approval)	3
<input type="checkbox"/> COMM 4454 Digital Culture and Communication (Jr.) OR <input type="checkbox"/> CM CORE 1010 Mass Communication and Society	3
<input type="checkbox"/> COMM 3555 Interactive Digital Communication	3

Electives – Choose 2 bundles from the following: **15-17**

1. Digital Visualization - Required Courses: Communication (15 hrs.)

<input type="checkbox"/> COMM DM 1611 Media and Power OR <input type="checkbox"/> COMM DM 4655 Photojournalism (Jr.) OR	3	3
<input type="checkbox"/> COMM 4213 Visual Rhetoric (CM CORE 1010 or CM CORE 2020 or CM CORE 1001 or COMM DM 1611 or ENGLISH 2120 or ART HIST 1004 or ART 1002)		<input type="checkbox"/> COMM 3455 Creativity, Storytelling and Identity
<input type="checkbox"/> COMM 4558 Interactive Digital Visualization: Topic *Repeat for 6 hours (CM CORE 1001, COMM 3555; and Jr.)		6
<input type="checkbox"/> COMM DM 3659 Editing and Design		3

2. Digital Computation - Required Courses: Computer Science (17 hrs.)

<input type="checkbox"/> CS 1510 Introduction to Coding	4	<input type="checkbox"/> CS 3110 Web Application Development (CS 1520, COMM 3555)	3
<input type="checkbox"/> CS 1520 Data Structures (CS 1510)	4	<input type="checkbox"/> CS 3120 User Interface Design (Jr.)	3
<input type="checkbox"/> CS 2530 Intermediate Computing (CS 1510; CS 1520; CS 1800; or department approval)			3

3. Digital Writing - Required Courses: English (15 hrs.)

<input type="checkbox"/> ENGLISH 2770 Introduction to Workplace Writing			3
<input type="checkbox"/> ENGLISH 4025 Theory and Practice of Writing OR	3	<input type="checkbox"/> ENGLISH 4785 Applied Writing: Projects, Grants and Careers OR	3
<input type="checkbox"/> ENGLISH 4040 Digital Writing: Theory and Practice		<input type="checkbox"/> ECON 4770 Applied Writing: Proposal and Grants	

Select 2 from the following courses (6 credits total)

<input type="checkbox"/> ENGLISH 4160 Issues in Digital Humanities	3	<input type="checkbox"/> ENGLISH 4765 Applied Writing: Workplace Comm.	3
<input type="checkbox"/> ENGLISH 4672 Electronic Literature (CM CORE 1001 or ENGLISH 2120)	3	<input type="checkbox"/> ENGLISH 4775 Applied Writing: Specialized Documents	3

4. Digital Music - Required Courses: Music Theory (15 hrs.)

Music Theory (required):

<input type="checkbox"/> MUS THEO 1300 Topics in Music Comp. (Electronic Comp. Sec.)	2	<input type="checkbox"/> MUS THEO 3230/5230 Music Technology, Advanced (MUS THEO 3220; Jr.)	4
<input type="checkbox"/> MUS THEO 3220/5220 Music and Technology (Jr.)			4

Music Theory (select 2 of the following):

<input type="checkbox"/> MUS THEO 1100 Introduction to Music Theory	2	<input type="checkbox"/> MUS THEO 1110 Theory I	2
<input type="checkbox"/> MUS THEO 1120 Theory II			2

Music Elective (1 hr.)

5. Digital Imaging - Required Courses: Graphic Technologies (15 hrs.)

<input type="checkbox"/> TECH 1055 Graphic Communications Foundations	3	<input type="checkbox"/> TECH 3169 Digital Imaging (TECH 2070)	3
<input type="checkbox"/> TECH 2070 Digital Pre-Media (TECH 1055)	3	<input type="checkbox"/> TECH 4184 Digital Imaging II (TECH 3169; Jr.)	3
<input type="checkbox"/> TECH 3150 Graphic Communications Imaging (TECH 2070; Jr.)			3

6. Digital Advertising - Required Courses: Economics and Marketing (15 hrs.)

<input type="checkbox"/> ECON 1031 Introduction to Business Economics	3	OR	<input type="checkbox"/> ECON 1041 Principles of Macroeconomics	3
<input type="checkbox"/> MKTG 2110 Principles of Marketing (ECON 1031 or ECON 1041)				3
<input type="checkbox"/> MKTG 3143 Advertising and Promotion (MKTG 2110; ECON 1031 or ECON 1041; Jr.)				3
<input type="checkbox"/> MKTG 3146 Digital Advertising (MKTG 2110; ECON 1031 or ECON 1041; Jr.)				3
<input type="checkbox"/> MKTG 4184 Digital Customer Experience (MKTG 2110 or consent of instructor; Jr.)		OR		3
<input type="checkbox"/> ENTR 3583 Entrepreneurship (ENTR 2010; Jr.)		OR		3
<input type="checkbox"/> MKTG 4150 Advertising Campaign Development (MKTG 2110; ECON 1031 or ECON 1041; MKTG 3143 or MKTG 3146/5146 or Instructor approval; junior standing)				3

7. Digital History – Required courses: Communication and Media; History (15 hrs.)

<input type="checkbox"/> COMM 4412 Performing History (CM CORE 1001; Jr.)	3	<input type="checkbox"/> HIST 4010 Introduction to Public History (Jr.)	3
<input type="checkbox"/> COMM 4558 Interactive Digital Visualization: Topic (CM CORE 1001, COMM 3555; and Jr.)	3	<input type="checkbox"/> HIST 4020 Introduction to Museum Studies (Jr.)	3
<input type="checkbox"/> HIST 1010 Introduction to Historical Skills			3

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8. Web Development - Required Courses: Communication and Media; Computer Science; Marketing (15 hrs.)

<input type="checkbox"/> COMM 4558 Interactive Digital Visualization: Topic (CM CORE 1001, COMM 3555; Jr.)		3
<input type="checkbox"/> CS 1100 Web Development: Client-Side Coding	3	<input type="checkbox"/> CS 3120 User Interface Design (Jr.) 3
<input type="checkbox"/> CS 2100 Web Development: Server-Side Coding (CS 1100 or consent of instructor)		3
<input type="checkbox"/> MKTG 3148 Digital Consumer Experience (MKTG 2110 or consent of instructor; Jr.)		3

9. Digital Video - Required Courses: Communication and Media (15 hrs.)

<input type="checkbox"/> COMM 1652 Writing for Digital Media OR		3	
<input type="checkbox"/> COMM 3455 Creativity, Storytelling and Identity			
<input type="checkbox"/> COMM DM 2651 Digital Media Production II (CM CORE 1001 and COMM DM 1652)	3	<input type="checkbox"/> COMM DM 2653 News Writing and Reporting OR	3
		<input type="checkbox"/> COMM DM 4650 Advanced News Writing and Reporting (COMM DM 2653; junior standing)	
<input type="checkbox"/> COMM DM 3658 Digital Journalism: Topic (COMM DM 2653; Jr.)	3		
<input type="checkbox"/> COMM DM 4630 Digital Media Law and Ethics (Jr.) OR			3
<input type="checkbox"/> COMM DM 4644 Global Media: Topic (CM CORE 1010; Jr.)			

10. Digital Mapping - Required Courses: Geography (15 hrs.)

<input type="checkbox"/> GEOG 1310 Digital Earth	3	<input type="checkbox"/> GEOG 4335 Web Mapping and Data Visualization (GEOG 1310 or GEOG 2410 or consent of instructor; Jr.)	3
<input type="checkbox"/> GEOG 2320 Drones for Mapping and Communication	3	<input type="checkbox"/> GEOG 4360 Cartographic Design (Jr.)	3
<input type="checkbox"/> GEOG 2410 Geographic Information Systems I			3

Interactive Digital Studies Major Plan of Study

Freshman Fall			
COMM 1000	Oral Communication		3 hrs.
	UNIFI/General Education or University Electives		12 hrs.
		Total	15 hrs.
Freshman Spring			
CM CORE 1001	Digital Toolbox		3 hrs.
ENGLISH 1005 (or equivalent)	College Writing and Research (or equivalent)		3 hrs.
	UNIFI/General Education or University Electives		9 hrs.
		Total	15 hrs.
Sophomore Fall			
COMM 3155	Professional and Public Communication		3 hrs.
COMM 3555	Interactive Digital Communication		3 hrs.
	Bundle One Selection		3 hrs.
	Bundle Two Selection		3 hrs.
	UNIFI/General Education or University Electives		3 hrs.
		Total	15 hrs.
Sophomore Spring			
	Bundle One Selection		3 hrs.
	UNIFI/General Education or University Electives		12 hrs.
		Total	15 hrs.
Junior Fall			
COMM 4544	Digital Culture and Communication (Jr.) (or CM CORE 1010 Mass Comm and Society)		3 hrs.
	Bundle Two Selection		3 hrs.
	UNIFI/General Education or University Electives		9 hrs.
		Total	15 hrs.
Junior Spring			
	Bundle One Selection		3 hrs.
	Bundle Two Selection		3 hrs.
	UNIFI/General Education or University Electives		9 hrs.
		Total	15 hrs.
Senior Fall			
	Bundle One Selection		3 hrs.
	Bundle Two Selection		3 hrs.
	UNIFI/General Education or University Electives		9 hrs.
		Total	15 hrs.
Senior Spring			
UNIV 4555	Interactive Digital Studies Practicum (COMM 2555, COMM 3555, COMM 4544, COMM COR 1010, two completed IDS bundles, or instructor consent)		3 hrs.
	Bundle One Selection		3 hrs.
	Bundle Two Selection		3 hrs.
	UNIFI/General Education or University Electives		6 hrs.
		Total	15 hrs.
		Total Hours	120 hrs.

For more information, please contact:

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Department of Communication & Media