University of Northern Iowa Department of Communication and Media
Digital Media Major: Production Emphasis
2023-2024 Degree Requirements—49 hours

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 and Media Theories 3 hrs.
- COMM DM 1650 Digital Media Seminar (co-requisite COMM DM 1651) 1 hr.
- COMM DM 1651 Digital Media Production I 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 4621 Digital Media Analysis (COMM COR 2020; Jr.) 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 4630 Digital Media Law and Ethics (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: Topic (COMM DM 1651 or instructor consent) 3 hrs.
- COMM DM 2653 News Writing and Reporting (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 3658 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 Digital 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.

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.

For additional information contact:
UNI Department of Communication and Media
Lang Hall 326 | 319-273-2217
### Digital Media Major: Production Emphasis
#### Plan of Study

#### Freshman Fall
<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Name</th>
<th>Credits</th>
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<tbody>
<tr>
<td>COMM 1000</td>
<td>Oral Communication</td>
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<tr>
<td>COMM DM 1650</td>
<td>Digital Media Seminar (co-requisite COMM DM 1651)</td>
<td>1 hr.</td>
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<tr>
<td>COMM DM 1651</td>
<td>Digital Media Production I (co-requisite COMM DM 1650)</td>
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#### Freshman Spring
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<tbody>
<tr>
<td>ENGLISH 1005</td>
<td>College Writing and Research (or equivalent)</td>
<td>3 hrs.</td>
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<tr>
<td>COMM COR 1010</td>
<td>Mass Communication &amp; Society</td>
<td>3 hrs.</td>
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<td>COMM DM 1652</td>
<td>Writing for Digital Media</td>
<td>3 hrs.</td>
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<td>UNIFI/General Education or University Electives</td>
<td>6 hrs.</td>
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#### Sophomore Fall
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<tbody>
<tr>
<td>COMM DM 2651</td>
<td>Digital Media Production II (COMM DM 1651; COMM DM 1652)</td>
<td>3 hrs.</td>
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<td>Major Elective</td>
<td>3 hrs.</td>
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<td>UNIFI/General Education or University Electives</td>
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<tr>
<td>COMM COR 2020</td>
<td>Communication Research Methods</td>
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<td>Major Elective</td>
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<td>UNIFI/General Education or University Electives</td>
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#### Junior Fall
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<tr>
<td>COMM DM 4621</td>
<td>Digital Media Analysis (COMM COR 2020; Jr.)</td>
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<tr>
<td>COMM DM 3651, 3652, 3653, 3654, 3655</td>
<td>Advanced Media Production (COMM DM 1651 &amp; COMM DM 2651)</td>
<td>3 hrs.</td>
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<td>Major Elective</td>
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<td>UNIFI/General Education or University Electives</td>
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<tbody>
<tr>
<td>COMM COR 4124</td>
<td>Communication and Media Theories</td>
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<td>COMM DM 4630</td>
<td>Digital Media Law and Ethics (Jr.)</td>
<td>3 hrs.</td>
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<tr>
<td></td>
<td>Major Elective</td>
<td>3 hrs.</td>
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<td>UNIFI/General Education or University Electives</td>
<td>6 hrs.</td>
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<td><strong>Total</strong></td>
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<td><strong>15 hrs.</strong></td>
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#### Senior Fall
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<tr>
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<tr>
<td>COMM DM 3900 OR</td>
<td>Internship in Digital Media (Jr.; Internship coordinator approval)</td>
<td>3 hrs.</td>
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<td>COMM DM 3179</td>
<td>Co-op</td>
<td>3 hrs.</td>
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<tr>
<td>COMM DM 4632</td>
<td>Senior Seminar in Digital Media (COMM DM 1650; Sr.)</td>
<td>3 hrs.</td>
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<td>UNIFI/General Education or University Electives</td>
<td>9 hrs.</td>
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<td><strong>Total</strong></td>
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<tr>
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<th>Course Name</th>
<th>Credits</th>
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<tbody>
<tr>
<td>COMM DM 3651, 3652, 3653, 3654, 3655</td>
<td>Advanced Digital Media Production (COMM DM 1651 &amp; COMM DM 2651)</td>
<td>3 hrs.</td>
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<td>UNIFI/General Education or University Electives</td>
<td>11 hrs.</td>
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<td><strong>14 hrs.</strong></td>
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**Total Hours**: 120 hrs.