Required Courses: Interactive Digital Studies (15 hrs.)

- COMM COR 1010 Mass Communication and Society (3 hrs.)
- COMM 2555 Interactive Digital Communication (3 hrs.)
- COMM 3555 Interactive Digital Communication II (3 hrs.)
- COMM 4544 Digital Culture and Communication (Ir.) (3 hrs.)
- COMM 3900 Internship in Communication (3 hrs.)

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

Digital Visualization (15 hrs.)

- COMM 3558 Introduction to Digital Visualization (COMM 2555; Jr. or co-req: COMM 3555) (3 hrs.)
- COMM 4558 Advanced Digital Visualization: (Topic) (COMM 2555; COMM 3555; Jr. or co-req: COMM 3558) (3 hrs.)
- COMM DM 1611 OR Media and Power (COMM COR 1010) (3 hrs.)
- COMM 4213 Visual Rhetoric (3 hrs.)
- COMM DM 3659 Editing and Design (COMM DM 2653) (3 hrs.)
- COMM DM 4655 Photojournalism (COMM DM 2653; Jr.) (3 hrs.)

Digital Computation (17 hrs.)

- CS 1510 Introduction to Computing (4 hrs.)
- CS 1520 Data Structures (CS 1510, pre- or co-req CS 1800) (4 hrs.)
- CS 2530 Intermediate Computing (CS 1510, CS 1520) (3 hrs.)
- CS 3110 Web Application Development (CS 1520; CS 1100 or COMM 2555) (3 hrs.)
- CS 3120 User Interface Design (Dept. approval; Jr.) (3 hrs.)

Digital Video (15 hrs.)

- COMM DM 1651 Digital Media Production I (co-req: COMM DM 1650) (3 hrs.)
- COMM DM 1652 Writing for Digital Media (3 hrs.)
- COMM DM 2651 Digital Media Production II (COMM DM 1651 and COMM DM 1652) (3 hrs.)
- COMM DM 3658 Digital Journalism: (Topic) (COMM DM 1651; COMM DM 1652 or COMM DM 2653) (3 hrs.)
- COMM DM 4630 OR Digital Media Law and Ethics (Ir.) (3 hrs.)
- COMM DM 4644 Global Media (COMM COR 1010; Jr.) (3 hrs.)

Digital History (15 hrs.)

- COMM 3558 Introduction to Digital Visualization (COMM 2555; Jr. or co-req: COMM 3555) (3 hrs.)
- COMM 4412 Performing History (COMM 2555; Jr.) (3 hrs.)
- HIST 1010 Introduction to the Historical Skills (3 hrs.)
- HIST 4010 Introduction to Public History (Ir.) (3 hrs.)
- HIST 4020 Introduction to Museum Studies (Ir.) (3 hrs.)

Digital Advertising (15 hrs.) *Prerequisite of MKTG 2110, ECON 1031 or 1041, Jr.

- ECON 1031 OR Introduction to Business Economics (3 hrs.)
- ECON 1041 Principles of Macroeconomics (3 hrs.)
- MKTG 2110 Principles of Marketing (ECON 1031 or 1041) (3 hrs.)
- MKTG 3143 Advertising and Promotion* (3 hrs.)
- MKTG 3146 Digital Advertising* (3 hrs.)
- MKTG 3148 OR Digital Customer Experience (3 hrs.)
- MKTG 3583 OR Entrepreneurship (BUSINESS 2010 or (ACCT 2120; ACCT 2130; prerequisite 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.)
- MKTG 4150 Advertising Campaign Development (*; also required: MKTG 3143 or 3146)

Digital (15 hrs.) – Continued on Next Page

Digital Imaging (15 hrs.)

- TECH 1055 Graphic Communications Foundations (3 hrs.)
- TECH 2070 Digital Pre-Media (TECH 1055) (3 hrs.)
- TECH 3169 Digital Imaging (TECH 2070) (3 hrs.)
- TECH 4158 Graphic Comm. Data Visualization (TECH 2159 & 2070; Jr.) (3 hrs.)
- TECH 4161 Digital Graphic Communications (TECH 2070; Jr.) (3 hrs.)

Web Development (15 hrs.)

- CS 1100 Web Development: Client-Side Coding (3 hrs.)
- CS 2100 Web Development: Server-Side Coding (3 hrs.)
- CS 3120 User Interface Design (Dept. approval; Jr.) (3 hrs.)
- COMM 3558 Introduction to Digital Visualization (COMM 2555; Jr. or co-req: COMM 3555) (3 hrs.)
- MKTG 3148 Digital Customer Experience (3 hrs.)

File a New Declaration of Curriculum with the department in order to declare a major or minor

2.5 cumulative GPA or above is required for graduation by the Department of Communication and Media

* 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.

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Digital Mapping (15 hrs.)
- GEOG 1310 Digital Earth 3 hrs.
- GEOG 2320 Drones for Mapping and Communication 3 hrs.
- GEOG 2410 Geographic Information Systems I 3 hrs.
- GEOG 2420 Cartographic Design 3 hrs.
- GEOG 4335 Web Mapping and GIS 3 hrs.

For additional information contact:
UNI Department of Communication and Media | Lang Hall 326 | 319-273-2217

Interactive Digital Studies Major
Plan of Study

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<tr>
<th>Semester One</th>
<th>COMM 1000 Oral Communication 3 hrs.</th>
<th>UNIFI/General Education or University Electives 12 hrs.</th>
<th>Total 15 hrs.</th>
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<th>Semester Two</th>
<th>ENGLISH 1005 (or equivalent) College Writing and Research (or equivalent) 3 hrs.</th>
<th>COMM COR 1010 Mass Communication and Society 3 hrs.</th>
<th>UNIFI/General Education or University Electives 9 hrs.</th>
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| Semester Three | COMM 2555 Interactive Digital Communication 3 hrs. | COMM 3555 Interactive Digital Communication II 3 hrs. | Bundle One Selection 3 hrs. | Bundle Two Selection 3 hrs. | UNIFI/General Education or University Electives 3 hrs. | Total 15 hrs. |
|               |                                                      |                                              |                                          |                                          |                                                      |               |

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<th>Semester Four</th>
<th>Bundle One Selection 3 hrs.</th>
<th>UNIFI/General Education or University Electives 12 hrs.</th>
<th>Total 15 hrs.</th>
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<th>Semester Five</th>
<th>COMM 4544 Digital Culture and Communication (Jr.) 3 hrs.</th>
<th>Bundle Two Selection 3 hrs.</th>
<th>UNIFI/General Education or University Electives 9 hrs.</th>
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<th>Semester Six</th>
<th>Bundle One Selection 3 hrs.</th>
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<th>Semester Seven</th>
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<th>Bundle Two Selection 3 hrs.</th>
<th>UNIFI/General Education or University Electives 9 hrs.</th>
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| Semester Eight | 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. |
|               |                                                                           |                            |                                          |                                                      |               |                    |

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