

University of Northern Iowa Department of Communication and Media
Interactive Digital Studies Major
2023-2024 Degree Requirements—45-47 hours

- ✓ 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

Required Courses: Interactive Digital Studies (15 hrs.)

<input type="checkbox"/>	COMM COR 1010	Mass Communication and Society	3 hrs.
<input type="checkbox"/>	COMM 2555	Interactive Digital Communication	3 hrs.
<input type="checkbox"/>	COMM 3555	Interactive Digital Communication II	3 hrs.
<input type="checkbox"/>	COMM 4544	Digital Culture and Communication (Jr.)	3 hrs.
<input type="checkbox"/>	COMM 3900	Internship in Communication	3 hrs.

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

Digital Visualization (15 hrs.)

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

Digital Computation (17 hrs.)

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

Digital Video (15 hrs.)

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

Digital History (15 hrs.)

<input type="checkbox"/>	COMM 3558	Introduction to Digital Visualization (COMM 2555; Jr; or co-req: COMM 3555)	3 hrs.
<input type="checkbox"/>	COMM 4412	Performing History (COMM 2555; Jr.)	3 hrs.
<input type="checkbox"/>	HIST 1010	Introduction to the Historical Skills	3 hrs.
<input type="checkbox"/>	HIST 4010	Introduction to Public History (Jr.)	3 hrs.
<input type="checkbox"/>	HIST 4020	Introduction to Museum Studies (Jr.)	3 hrs.

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

<input type="checkbox"/>	ECON 1031 OR	Introduction to Business Economics	
<input type="checkbox"/>	ECON 1041	Principles of Macroeconomics	3 hrs.
<input type="checkbox"/>	MKTG 2110	Principles of Marketing (ECON 1031 or 1041)	3 hrs.
<input type="checkbox"/>	MKTG 3143	Advertising and Promotion*	3 hrs.
<input type="checkbox"/>	MKTG 3146	Digital Advertising*	3 hrs.
<input type="checkbox"/>	MKTG 3148 OR	Digital Customer Experience	
<input type="checkbox"/>	MKTG 3583 OR	Entrepreneurship (BUSINESS 2010 or (ACCT 2120; ACCT 2130; prereq or coreq FIN 3130/5130; STAT 1772 or equivalent, and ECON 1011); MKTG 2110; ECON 1031 or (ECON 1041 and ECON 1051); Jr.)	
<input type="checkbox"/>	MKTG 4150	Advertising Campaign Development (*; also MKTG 3143 or 3146)	3 hrs.

Digital Writing (15 hrs.)

<input type="checkbox"/>	ENGLISH 2770	Introduction to Professional Writing	3 hrs.
<input type="checkbox"/>	ENGLISH 4785 OR	Applied Writing: Projects, Grants, & Careers (ENGLISH 2770 and one of: INSTTECH 4170, ART 3030, ENGLISH 4765, 4770, 4775, or 4780; Jr.)	
<input type="checkbox"/>	ENGLISH 4770	Applied Writing: Proposals and Grants	3 hrs.
<input type="checkbox"/>	ENGLISH 4025 OR	Theory & Practice of Writing (English 1005 or 2015 or 2120; Jr.)	
<input type="checkbox"/>	ENGLISH 4040	Digital Writing: Theory & Practice (same as above)	3 hrs.
Select Two (6 hrs.):			
<input type="checkbox"/>	ENGLISH 4160	Issues in Digital Humanities (Jr.)	3 hrs.
<input type="checkbox"/>	ENGLISH 4672	Electronic Literature (COMM 2555 or ENGLISH 2120; Jr.)	3 hrs.
<input type="checkbox"/>	ENGLISH 4765	Applied Writing: Workplace Communication (MGMT 2080 or ENGLISH 2770; Jr.)	3 hrs.
<input type="checkbox"/>	ENGLISH 4775	Applied Writing: Specialized Documents	3 hrs.

Digital Music (15 hrs.) *see below

<input type="checkbox"/>	MUS THEO 1300	Topics in Music Composition (Electronic composition section)	2 hrs.
<input type="checkbox"/>	MUS THEO 3220	Music & Technology (Jr.)	4 hrs.
<input type="checkbox"/>	MUS THEO 3230	Music Technology, Advanced (MUS THEO 3220; Jr.)	4 hrs.
<input type="checkbox"/>	Music elective		1 hr.
Select two (4 hrs.):			
<input type="checkbox"/>	MUS THEO 1100	Introduction to Music Theory	2 hrs.
<input type="checkbox"/>	MUS THEO 1110	Theory I (co-req MUS THEO 1150 & 1250)	2 hrs.
<input type="checkbox"/>	MUS THEO 1120	Theory II (MUS THEO 1110; co-req MUS THEO 1160 & 1260)	2 hrs.

* 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.

Digital Imaging (15 hrs.)

<input type="checkbox"/>	TECH 1055	Graphic Communications Foundations	3 hrs.
<input type="checkbox"/>	TECH 2070	Digital Pre-Media (TECH 1055)	3 hrs.
<input type="checkbox"/>	TECH 3169	Digital Imaging (TECH 2070)	3 hrs.
<input type="checkbox"/>	TECH 4158	Graphic Comm. Data Visualization (TECH 2119 & 2070; Jr.)	3 hrs.
<input type="checkbox"/>	TECH 4161	Digital Graphic Communications (TECH 2070; Jr.)	3 hrs.

Web Development (15 hrs.)

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

Digital Mapping (15 hrs.) – Continued on Next Page

Digital Mapping (15 hrs.)

<input type="checkbox"/>	GEOG 1310	Digital Earth	3 hrs.
<input type="checkbox"/>	GEOG 2320	Drones for Mapping and Communication	3 hrs.
<input type="checkbox"/>	GEOG 2410	Geographic Information Systems I	3 hrs.
<input type="checkbox"/>	GEOG 2420	Cartographic Design	3 hrs.
<input type="checkbox"/>	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**

Semester One			
COMM 1000	Oral Communication		3 hrs.
	UNIFI/General Education or University Electives		12 hrs.
		Total	15 hrs.
Semester Two			
ENGLISH 1005 (or equivalent)	College Writing and Research (or equivalent)		3 hrs.
COMM COR 1010	Mass Communication and Society		3 hrs.
	UNIFI/General Education or University Electives		9 hrs.
		Total	15 hrs.
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.
Semester Four			
	Bundle One Selection		3 hrs.
	UNIFI/General Education or University Electives		12 hrs.
		Total	15 hrs.
Semester Five			
COMM 4544	Digital Culture and Communication (Jr.)		3 hrs.
	Bundle Two Selection		3 hrs.
	UNIFI/General Education or University Electives		9 hrs.
		Total	15 hrs.
Semester Six			
	Bundle One Selection		3 hrs.
	Bundle Two Selection		3 hrs.
	UNIFI/General Education or University Electives		9 hrs.
		Total	15 hrs.
Semester Seven			
	Bundle One Selection		3 hrs.
	Bundle Two Selection		3 hrs.
	UNIFI/General Education or University Electives		9 hrs.
		Total	15 hrs.
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.