BA in Communication - Digital Media Production Track

Digital Media Production Track—This track offers hands-on learning of the theory and practice of creating digital productions in film, video, audio and interactive media. Students will learn techniques of pre-production, production, and post-production editing and distribution for film, streaming media, video, podcast and a variety of professional outlets. In addition to frequent student production opportunities, students will intern with media production professionals in a variety of markets.

Core Requirements for All Tracks (15 hours)
- COM 1xx3 Introduction to Communication Theories
- COM 1xx3 Media Culture
- COM 3373 Communication Research Methods or COM 4313 Media Criticism
- Practicum
- Capstone I
- Capstone II

Digital Media Production Track
- IMD 1143 Tech Skills for Media
- COM 2xx3 Production Methods I
- COM 3xx3 Postproduction
- COM 3xx3 Alternative Videography
- COM 4333 Internship
- 15 hours of electives

Digital Media Production Track Electives
Choose 15 hours from:
- COM 1xx3 Media Writing
- COM 3xx3 Public Relations Strategies and Tactics
- ART 1793 Digital Skills
- ART 2613 Digital Image
- COM 2xx3 Broadcast Journalism
- COM 2xx3 Photography I
- COM 3xx3 Photography II
- COM 3xx3 Documentary Filmmaking
- COM 3xx3 Sports Reporting
- COM 3xx3 Sports Broadcasting
- COM 4xx3 Digital Journalism
- COM 4xx3 Media Law and Ethics
- Other interdisciplinary electives approved by academic adviser