

Digital Media - Design and Production

Certificate

18 Credit Hours

This program is offered by the School of Communications/Media Arts Department.

For information on the general requirements for a certificate, see Certificate under the Academic Policies and Information section of this catalog.

This certificate enables students from all backgrounds to acquire skills needed to engage in the expanding field of digital media. It is designed to serve students who have no previous experience in the design and production of digital media and who seek to enlarge upon concepts, technical aspects, theories and their application in practical work in this sector. Proficiencies gained in this program are already more than auxiliary in almost every profession but are surely of growing importance in international communication, management, creative industries and arts. The broad spectrum of possible practical work allows students to choose a personal emphasis in their applied studies.

Learning Outcomes

Successful recipients of the certificate program will be able to:

- Understand the basic aesthetics, concepts and technologies of convergent media.
- Apply and practice the principles necessary for effective design and efficient production.
- Analyze and compare existing and self-created media projects.
- Incorporate professional feedback into advanced work.
- Evaluate the quality of solutions in digital media.

Required Courses

The total 18 credit hours are to be chosen from the following:

- ANIM 1020 3D Animation Production: Core Concepts (3 hours)
- ANIM 2010 Experimental Animation (3 hours)
- EPMD 1000 Introduction to Media Production (3 hours)
- FTVP 1010 Fundamentals of Video Production (3 hours)
- GAME 1500 Introduction to Video Game Design (3 hours)
- INTM 1600 Introduction to Interactive Digital Media (3 hours)
- INTM 2000 Writing for Interactive Digital Media (3 hours)
- INTM 2200 Visual Design for Interactive Media (3 hours)
- JOUR 2300 Journalism: Layout and Design (3 hours)
- MDST 1500 Applied Media Aesthetics (3 hours)
- PHOT 1010 Digital Basic Photography (3 hours)
- Topics courses in any area of media production can be taken up to two times (3-6 credit hours)