

Digital Media BA Curriculum

Each student must complete Core Requirements and two (2) concentrations, and the IGED requirements.

Core Requirements: 33 credits

- 1) Communication Tools (DIGM 100) — Hybrid/Online: course introducing on-camera interviewing & panel debates, presentation software, story structure and rhetoric [IGED 110 & IGED 130]
- 2) Media Literacy & History (DIGM 101) — Online: Explores current elements of media literacy and surveys the history of media from Literacy through Print, Broadcast & Internet [IGED 111 & DIGM 100]
- 3) Digital Photography (DIGM 105 & ARTS 145 or 274) — Lab: Photographic image-making course program focused on use of digital photography, composition and image-manipulation [no pre-req or co-reqs]
- 4) Fundamentals of Journalism (DIGM 110) — Lec: an introduction to professional journalism with a focus on reporting, research, writing and current practices in convergent journalism [IGED 111 & DIGM 100]
- 5) Fundamentals of Video (DIGM 111) — Lab: video "podcasting bootcamp" hands-on training in creation of professional short-form professional web videos [ARTS 145 & GRTC 109]
- 6) Media Ethics (DIGM 200) — Online: explores the application of ethical principles within the fields of media, journalism & Communication [IGED 140 & DIGM 101]
- 7) Strategic Communication (DIGM 210) — Lecture: applies knowledge of media writing and production to integrated marketing campaigns, advertising and P.R. [DIGM 101 & DIGM 200]
- 8) Scriptwriting (DIGM 250) — Lecture: applies skills in research and writing to specific formats and narratives for media productions [DIGM 110 & IGED 210] *Writing-Intensive course*
- 9) Portfolio Project (DIGM 300) — Hybrid/Online/Lab: creating and editing student media work for inclusion in ePortfolios and demo-reels (with Adobe Behance) (DIGM 111 & DIGM 250)
- 10) Internship (DIGM 390) — External: supervised students work at professional media organizations applying existing skills (approx 150 contact hours across 16 wks) with on-site visits (>21 cred hrs in DIGM)
- 11) Convergent Media Seminar (DIGM 400) — Hybrid/Online: prepares students for active careers, freelance accounting, professional networking and continued study at graduate level (>21 cred hrs in DIGM)

Multimedia Journalism Concentration Requirements: (18 credit hours)

- 1) Reporting (DIGM 212) — Lec: Newsgathering, research, fact-checking, editing and photography through beat reporting. [DIGM 110 & IGED 111]
- 2) Copy Editing (DIGM 201) — Lec: Reviewing multimedia copy and producing texts that are grammatically correct, using the Associated Press Stylebook. [DIGM 110 & IGED 111]
- 3) Digital Editing (DIGM 202) — Lab: intermediate course in the esthetics and practical applications of digital video and audio editing with Premiere Pro and Adobe Audition [GRCT 109 & DIGM 111]
- 4) Magazine Writing (DIGM 230) — Lec: An advanced writing course in feature length non-fiction for online and print publications. [DIGM 110 & IGED 111]
- 5) Web Journalism (DIGM 310) — Lab: Introduction to creating content and using the tools required to report, write and shoot for online media. [DIGM 110 & GRCT 109]
- 6) Publication Lab (DIGM 362) — Lab: Creating content and doing the production for UDC's online student news publication, The Free Voice. [DIGM 112 & DIGM 201]

Broadcast Journalism Concentration Requirements: (18 credit hours)

- 1) Reporting (DIGM 212) — Lec: Newsgathering, research, fact-checking, editing and photography through beat reporting. [DIGM 110 & IGED 111]
- 2) Web Journalism (DIGM 310) — Lab: Introduction to creating content and using the tools required to report, write and shoot for online media. [DIGM 110 & GRCT 109]
- 3) Broadcast Journalism (DIGM 261) — Lab: Locating, gathering, writing, recording and editing news for radio and TV. [DIGM 110 & GRCT 109] may be cross-listed with Studio Production I (DIGM 260)
- 4) Digital Editing (DIGM 202) — Lab: intermediate course in the esthetics and practical applications of digital video and audio editing with Premiere Pro and Adobe Audition [GRCT 109 & DIGM 111]
- 5) Field Reporting (DIGM 303) – Lec/Lab - Writing, shooting and editing from the field. Covers aspects of the art of live shots, interviewing techniques, story element selection and other features of live news. May be cross-listed with Field Production I (DIGM 280)
- 6) TV Show Lab (DIGM 361) — Lab: Writing, producing, creating, running, staffing and hosting a magazine show for broadcast on UDC's higher-ed access cable channel 98 and online distribution.

Multimedia Journalism Certificate: (15 credit hours)

Fundamentals of Journalism (DIGM 110) — Lec – 3 crd/hrs

Fundamentals of Video (DIGM 111) — Lab – 3 crd/hrs

Digital Editing (DIGM 202) — Lab – 3 crd/hrs

Web Journalism (DIGM 310) — Lab – 3 crd/hrs

TV Show Lab (DIGM 361) or Publication Lab — Lab – 3 crd/hrs

Digital Video Production Concentration Requirements: (18 credit hours)

- 1) Digital Editing (DIGM 202) — Lab: intermediate course in the esthetics and practical applications of digital video and audio editing with Premiere Pro and Adobe Audition [GRTC 109 & DIGM 111]
- 2) Studio Production I (DIGM 260) — Lab: intermediate course in production skills in live studio production environment with a focus on time management and teamwork [DIGM 111 & ARTS 274]
- 3) Field Production I (DIGM 280) — Lab: intermediate course in production skills for on-location environment with a focus on single-camera DSLR production and audio [DIGM 111 & ARTS 274]
- 4) Studio Production II (DIGM 360) — Lab: advanced practicum focused on behind-the-camera production of student-created newscasts, panel discussions and live TV production [DIGM 260]
- 5) Field Production II (DIGM 380) — Lab: advanced practicum focused on production and editing of student documentaries, work with advocacy groups and local businesses [DIGM 280]
- 6) TV Show Lab (DIGM 361) — Lab: Writing, producing, creating, running, staffing and hosting a magazine show for broadcast on UDC's higher-ed access cable channel 98 and online distribution.

Documentary & Film Production Concentration Requirements: (18 credit hours)

- 1) History of Cinema (DIGM 112) — Lecture: intermediate course exploring the history of American and international cinema.
- 2) Digital Editing (DIGM 202) — Lab: intermediate course in the esthetics and practical applications of digital video and audio editing with Premiere Pro and Adobe Audition [GRTC 109 & DIGM 111]
- 3) Field Production I (DIGM 280) — Lab: intermediate course in production skills for on-location environment with a focus on single-camera DSLR production and audio [DIGM 102 & IGED 250]
- 4) Cinema & Film Techniques (DIGM 350) — Lecture: intermediate course exploring the connections between traditional cinema esthetics and business models to contemporary digital production [DIGM 111, DIGM 280]
- 5) Adv. Scriptwriting (DIGM 388) — Lecture: Advanced writing to specific formats and narratives for media productions [DIGM 250 & IGED 210]
- 6) Field Production II (DIGM 380) — Lab: advanced practicum focused on production and editing of student documentaries, work with advocacy groups and local businesses [DIGM 220 & DIGM 240]

Video & Film Production Certificate: (15 credit hours)

Fundamentals of Video (DIGM 111) — Lab – 3 crd/hrs
Digital Editing (DIGM 202) — Lab – 3 crd/hrs
Cinema & Film Techniques (DIGM 350) — Lec – 3 crd/hrs
Adv. Scriptwriting (DIGM 388) — Lec. – 3 crd/hrs
TV Show Lab (DIGM 361) — Lab – 3 crd/hrs

Public Relations Certificate: (15 credit hours)

Fundamentals of Journalism (DIGM 110) — Lec – 3 crd/hrs
Communication Tools (DIGM 100) — Hybrid/Online – 3 crd/hrs
Strategic Communication (DIGM 210) — Lab – 3 crd/hrs
Social Media Marketing (MKTG 495) — Lec – 3 crd/hrs
Media Ethics (DIGM 200) — Online – 3 crd/hrs

Additional Curriculum — *IN DEVELOPMENT*

Additional electives, Certificate Programs, Concentrations and Minors proposed for later implementation.

Graphic Journalism Concentration Requirements: (18 credit hours) — *IN DEVELOPMENT*

1) Information Design & Technology (IGED 250 – 3)

This course provides hands-on experience with visual and technical concepts in information design. Covers current software use for basic page layout, photo editing and slide presentations.

2) Digital Applications (GRTC 109) — Lec/Lab: modification of existing course in Arts introducing Adobe Creative Suite (with addition of Premiere Express) [no pre-req or co-reqs]

3) Reporting with graphics (DIGM 1xx) — Lecture: Newsgathering, research, fact-checking, editing and photography through beat reporting. Emphasis on visual and graphic storytelling [DIGM 110 & IGED 111] (co-facilitated with graphic design faculty)

4) Data Journalism (DIGM 2xx) — Examines data journalism, including its rise and use in modern media. This is a hands-on course, which teaches students to gather, analyze, and visualize interactive data-driven stories. (co-facilitated with graphic design faculty)

5) Digital Imaging Lec & Lab (GRCT 113/114) — Lec/Lab: This is an introductory class utilizing Photoshop as an image editing tool. Students manipulate photographs and graphic attributes, including color, contrast, and other digital darkroom techniques. Photo retouching, use of filters, duotones, color, scanning, masking and scaling are all topics learned by students.

6) Coding for Journalists — Lec/Lab – (To be developed with faculty in Computer Science)

Journalism Concentration Electives: — *IN DEVELOPMENT*

There are a total of 3 elective courses. Students may choose electives within the program area or from outside the department.

1) Sports Journalism (DIGM 2xx)—Lecture: An overview of sports journalism including the writing, reporting, interviewing and editing skills required in the field.

2) Entrepreneurial Journalism (DIGM 2xx)—Lecture: An introduction to the steps required launching and managing an online publication. (co-facilitated with a business school faculty).

3) Neighborhood Reporting (DIGM 2xx)—Lecture: An in-depth, intensive, neighborhood beat reporting course to produce multi-platform content.

4) International Reporting (DIGM 3xx)—Lecture: Covering international stories for a variety of media platforms, using Washington, D.C.'s international communities and institutions.

5) Political Reporting (DIGM 3xx)—Lecture: Introduction to the fundamentals of covering American politics. Includes how government and politics work and how to report both. (co-facilitated with a political science faculty)

6) Fashion Writing (DIGM 3xx)—Lecture: Focus on developing fashion writing, reporting and blogging skills. (co-facilitated with Fashion Merchandising faculty from Community College)

7) Photojournalism (ARTS-240)—Lab: Hands-on course focuses on storytelling and communicating ideas using photography for a variety of platforms.

8) History of the Black Press (DIGM 4xx)—Lecture: Focus on the minority press in America with special emphasis on the historical Negro Press.

Video & Film Concentration Electives: — IN DEVELOPMENT

There are a total of 3 elective courses. Students may choose electives within the program area or from outside the department.

- 1) Sight, Sound & Motion (DIGM-3xx)—Lecture: Applied media esthetics, expanded and advanced ideas.
- 2) Visual Thinking (ARTS-115)—Lecture: introduction to conceptual visual thinking and the development of *visual literacy* as it applies to communication design and the fine arts.
- 3) Video for the Arts (ARTS-3xx)— Lab: Creative production of time-based art using digital video and effects. Introduction to the history of video art as an art form and experimental approaches to video art and performance.
- 4) Photojournalism (ARTS-240)— Lab: Hands-on course focuses on storytelling and communicating ideas using photography for a variety of platforms.

Public Relations Minor Requirements: (18 credit hours) — IN DEVELOPMENT

- 1) Introduction to Public Relations (DIGM 110)—Lecture: An introduction to public relations principles and concepts. Focuses on responsibilities and functions that public relations practitioners assume in a variety of organizations.
- 2) Public Relations Writing and Editing for Digital Media (DIGM xxx)—Lab: Focuses on developing the professional writing skills expected of beginning public relations practitioners, emphasizing the different approaches required for particular audiences and for Digital media.
- 3) Public and Nonprofit Communication (DIGM xxx)— Lecture: Covers the management of public relations in philanthropic organizations, including the design and evaluation of strategic communication programs, and fundraising campaigns. (co-facilitated with Non-Profit management faculty)
- 4) Public Relations: Organizing Events (DIGM xxx)
- 5) Public Relations: Campaign planning and execution (DIGM 4xx)—Lab: Designed for students to experience in running a public relations project. Focuses on preparing a project proposal, planning and managing a client project and evaluating the project's success. Students will work with a "real" organization. (Perhaps students could work in the Center for Urban Media).
- 6) Social Media Marketing (MKTG 495) — Lecture: Focuses on the use of social media tools and technology for marketing.