



Digital Media

Bachelor of Science Degree

DESCRIPTION

124 Credit Hours
College of Arts & Sciences
School of Communications
Dr. Desiree Libengood, Dean

North Central University's Digital Media major equips students with digital creation and design capabilities. Students learn storytelling abilities through a combination of technical, communication, and business courses, which enables them to find employment in the modern digital world.

The Digital Media graduate is able to create digital content in video, photography, and graphic design and knows how best to market and promote their media message. This degree program provides students with an understanding of how business, social media marketing, media writing, and web development converge in the digital world.

Student Learning Outcomes:

- » Interpret and apply theories of marketing and communication in order to create messages and stories for the modern digital world.
- » Produce digital works in video, graphic design, photography, and animation.
- » Employ media and business ethics with a well-developed understanding of media law, as well as ethical entrepreneurship practices.
- » Evaluate current and future digital markets in order create digital works that meet the industry need.

All students are required to complete the General Education core, the Christian Studies core, the Communications core and the Digital Media Major core. On top of these, the student may add a minor degree and/or general electives. A total of 124 credits are needed for program completion.





Courses you'll take

Part 1. General Education & Christian Studies Core

No degree specific requirements for the Digital Media Major.

Part 2. Communications Core

24 Credits

- COMM 175 Introduction to Communication & Theory (3)
- COMM 185 Introduction to Digital Media Production (3)
- COMM 246 Media Communication Theory (3)
- BUS 265 Principles of Marketing (3)
- COMM 291 Digital Reporting & Storytelling (3)
- COMM 325 Media Law (3)
- COMM 495 Senior Project- Communication Arts (3)
- COMM 496 Internship - Communication Arts (3)

Part 3. Digital Media Core

32 Credits

- CSCI 160 Introduction to Mobile App Development (3)
- BUS 161 Introduction to Business (3)
- BUS 305 SEO & Social Media Marketing Strategy (3)
- COMM 358 Graphic Design (3)
- COMM 360 Video Production I (4)
- COMM 375 Photography (3)
- COMM 396 Web Design (3)
- COMM 462 Video Production II (4)
- COMM 470 Advanced Video Post-Production (3)
- COMM 492 Senior Seminar in Communication Studies (3)

Part 4. General Electives

22 Credits

Students must select a minimum of 22 credits of general electives in order to reach a total of 124 credits to earn a Bachelor of Science Degree. Graduation requirements include a minimum of 36 upper-level credits across the entire program, which may require additional elective credits.

