COMMUNICATION ARTS
MAJOR: DIGITAL MEDIA
OPTION (B.A.)

https://manchester.unh.edu/academics/degree-programs/communication-arts/digital-media-option

Description

Students choosing the Digital Media option use coursework and hands-on learning to explore the intersections of technology, creativity and artistry with a focus on audio, video and web-based media. Students gain a comprehensive overview of the different stages of a digital media project, from writing and pre-production through production and post-production. Courses cover topics such as web authoring and multimedia, audio and video production, social media and public relations, ethics and law in the digital age, and motion graphics. An internship in the area of digital media is required.

Requirements

Option Requirements

Students must complete all of the Communication Arts major requirements and will work with their academic advisor to select courses that also satisfy option requirements.

Students must complete all of the Communication Arts major requirements. The option in Digital Media consists of 24 credits as distributed below. Note that some courses may also be used to fulfill the requirements of the Communication Arts major. Courses applied to the option must be completed with a minimum grade of C- and overall GPA of 2.0. Transfer students must complete a minimum of 12 credits, including the Digital Media Internship, at UNH Manchester.

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
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<tbody>
<tr>
<td>I. Select three of the following (one must be COMP):</td>
<td>12</td>
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<tr>
<td>COMP 405</td>
<td>Introduction to Internet and Web Authoring</td>
<td></td>
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<tr>
<td>COMP 415</td>
<td>Mobile Computing First and For Most</td>
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<tr>
<td>COMP #515</td>
<td>Multimedia: Introduction and Applications</td>
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<tr>
<td>CA 500</td>
<td>Media Writing</td>
<td></td>
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<td>CA 514</td>
<td>Fundamentals of Video Production</td>
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<tr>
<td>CA 515</td>
<td>Advanced Video Production</td>
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<tr>
<td>CA 517</td>
<td>Fundamentals of Audio Prod</td>
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<tr>
<td>CA 518</td>
<td>Advanced Topics in Digital Media Production</td>
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<td>II. Select one of the following:</td>
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<tr>
<td>CA 531</td>
<td>History and Organization of Advertising</td>
<td></td>
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<tr>
<td>CA 540</td>
<td>Public Relations</td>
<td></td>
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<tr>
<td>CA 542</td>
<td>Social Media for Organizations and Business</td>
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<td>COMP 560</td>
<td>Ethics and the Law in the Digital Age</td>
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<td>III. Select one of the following:</td>
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<td>CA 610</td>
<td>Communication Technologies and Culture</td>
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<tr>
<td>CA 795</td>
<td>Independent Study ¹</td>
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IV. Complete one, four-credit Digital Media Internship with advisor approval

CA 501 Internship/Communication in the Urban Community ¹

Total Credits 24

¹ Topic must be related to digital media

For more information, contact Jeff Klenotic, program coordinator, at (603) 641-4130 or jeffrey.klenotic@unh.edu, or contact the Office of Admissions (unhm.admissions@unh.edu), (603) 641-4150.