

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

<https://manchester.unh.edu/program/ba/communication-arts-major-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.

For more information, contact [Jeff Klenotic \(jeffrey.klenotic@unh.edu\)](mailto:jeffrey.klenotic@unh.edu), program coordinator or contact the [UNH Manchester Office of Admissions \(unhm.admissions@unh.edu\)](#), (603) 641-4150.

## Requirements

### Degree Requirements

**Minimum Credit Requirement:** 128 credits

**Minimum Residency Requirement:** 32 credits must be taken at UNH

**Minimum GPA:** 2.0 required for conferral\*

**Core Curriculum Required:** Discovery & Writing Program Requirements

**Foreign Language Requirement:** Yes

All Major, Option and Elective Requirements as indicated.

\*Major GPA requirements as indicated.

### Major 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.

### Digital Media Option 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.

Code	Title	Credits
<b>I. Select three of the following (one must be COMP):</b>		
COMP 405	Introduction to Web Design and Development	12
COMP 415	Mobile Computing First and For Most	
CA 500	Media Writing	
CA 514	Fundamentals of Video Production	

CA 515	Advanced Video Production	4
CA 517	Fundamentals of Audio Prod	
CA 518	Advanced Topics in Digital Media Production	
<b>II. Select one of the following:</b>		
CA 531	History and Organization of Advertising	4
CA 540	Public Relations	
CA 542	Social Media for Organizations and Business	
COMP 560	Ethics and the Law in the Digital Age	
<b>III. Select one of the following:</b>		
CA 610	Communication Technologies and Culture	4
CA 720	Seminar <sup>1</sup>	
CA 795	Independent Study <sup>1</sup>	
<b>IV. Complete one, four-credit Digital Media Internship with advisor approval</b>		
CA 501	Internship/Communication in the Urban Community <sup>1</sup>	4
<b>Total Credits</b>		<b>24</b>

<sup>1</sup> Topic must be related to digital media

## Degree Plan

This degree plan is a sample and does not reflect the impact of transfer credit or current course offerings. UNH Manchester undergraduate students will develop individual academic plans with their professional advisor during the first year at UNH.

## Sample Course Sequence

First Year		Credits
<b>Fall</b>		
UMST 401 or UMST 402	First Year Seminar or Transfer Seminar	1-2
ENGL 401	First-Year Writing	4
CMN 455	Introduction to Media Studies	4
Discovery Course		4
Elective		4
<b>Credits</b>		<b>17-18</b>
<b>Spring</b>		
Quantitative Reasoning		4
CMN 456	Propaganda and Persuasion	4
Discovery Course		4
Elective		4
<b>Credits</b>		<b>16</b>
<b>Second Year</b>		
<b>Fall</b>		
Foreign Language		4
CMN 457	Introduction to Language and Social Interaction	4
Major Elective		4
Discovery Course		4
<b>Credits</b>		<b>16</b>
<b>Spring</b>		
Foreign Language		4
Major Elective		4
Major Elective		4
Discovery Course		4
<b>Credits</b>		<b>16</b>

**Third Year****Fall**

Major Elective	4
Discovery Course	4
Elective	4
Elective	4
<b>Credits</b>	<b>16</b>

**Spring**

Major Elective	4
Discovery Course	4
Elective	4
Elective	4
<b>Credits</b>	<b>16</b>

**Fourth Year****Fall**

Major Elective	4
Discovery Course	4
Elective	4
Elective	4
<b>Credits</b>	<b>16</b>

**Spring**

Major Elective	4
Discovery Course	4
Elective	4
Elective	4
<b>Credits</b>	<b>16</b>

<b>Total Credits</b>	<b>129-130</b>
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## Student Learning Outcomes

Upon completion of the Communication Arts program, students will be able to:

- Analyze how creativity, artistry, narrative, identity, persuasion, and ethics shape messages and relationships produced within a variety of social, organizational, and industry contexts.
- Demonstrate knowledge and skills that give them expertise and proficiency in areas such as human relations, social media, digital video, audio production, graphic design, writing, and speaking.
- Know the history of communication practices and understand how media technologies and messages have impacted societies, cultures, organizations, and businesses.
- Effectively research and creatively explore communication practices, experiences, and trends using high quality sources of information, multiple modes of inquiry, and multiple presentation formats.
- Identify professional interests or career paths by working with the Internship and Career Planning Office and by engaging with communication settings outside the classroom through internships, service learning, field trips, and independent studies.