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), 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

Communication Arts (CA) majors must complete 10 courses (40 credits) and maintain a minimum overall grade point average of 2.0 in the major. Transfer students must complete at least 20 credits in the Communication Arts major at UNH. Communication Arts majors may use up to two CMN and/or CA courses toward both the Communication Arts major and UNH Discovery Program 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.

1 Students must earn a "C" or better in each course to satisfy CA degree requirements.

2 Students must earn a "C-" or better in each course to satisfy CA degree requirements.
Sample Course Sequence

First Year

Fall
UMST 401 or UMST 402 First Year Seminar or Transfer Seminar
ENGL 401 First-Year Writing
CMN 455 Introduction to Media Studies
Discovery Course
Elective

Credits 17-18

Spring
Quantitative Reasoning
CMN 456 Propaganda and Persuasion
Discovery Course
Elective

Credits 16

Second Year

Fall
Foreign Language
CMN 457 Introduction to Language and Social Interaction
Major Elective
Discovery Course

Credits 16

Spring
Foreign Language
Major Elective
Major Elective
Discovery Course

Credits 16

Third Year

Fall
Major Elective
Discovery Course
Elective
Elective

Credits 16

Spring
Major Elective
Discovery Course
Elective

Credits 12

Fourth Year

Fall
Major Elective
Discovery Course
Elective

Credits 16

Spring
Major Elective

Credits 4

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.
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.