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

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.

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
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</thead>
<tbody>
<tr>
<td>COMP 405</td>
<td>Introduction to Web Design and Development</td>
<td>12</td>
</tr>
<tr>
<td>COMP 415</td>
<td>Mobile Computing First and For Most</td>
<td></td>
</tr>
<tr>
<td>CA 500</td>
<td>Media Writing</td>
<td></td>
</tr>
<tr>
<td>CA 514</td>
<td>Fundamentals of Video Production</td>
<td></td>
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II. Select one of the following:

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
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<tbody>
<tr>
<td>CA 515</td>
<td>Advanced Video Production</td>
<td></td>
</tr>
<tr>
<td>CA 517</td>
<td>Fundamentals of Audio Prod</td>
<td></td>
</tr>
<tr>
<td>CA 518</td>
<td>Advanced Topics in Digital Media Production</td>
<td></td>
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III. Select one of the following:

<table>
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<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
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<tbody>
<tr>
<td>CA 531</td>
<td>History and Organization of Advertising</td>
<td></td>
</tr>
<tr>
<td>CA 540</td>
<td>Public Relations</td>
<td></td>
</tr>
<tr>
<td>CA 542</td>
<td>Social Media for Organizations and Business</td>
<td></td>
</tr>
<tr>
<td>COMP 560</td>
<td>Ethics and the Law in the Digital Age</td>
<td></td>
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IV. Complete one, four-credit Digital Media Internship with advisor approval

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<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
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<tbody>
<tr>
<td>CA 501</td>
<td>Internship/Communication in the Urban Community</td>
<td>4</td>
</tr>
</tbody>
</table>

Total Credits 24

1 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

Fall

UMST 401 or UMST 402
First Year Seminar or Transfer Seminar

Credits 1-2

ENGL 401 First-Year Writing

Credits 4

CMN 455 Introduction to Media Studies

Credits 4

Discovery Course

Credits 4

Elective

Credits 4

Spring

Quantitative Reasoning

Credits 4

CMN 456 Propaganda and Persuasion

Credits 4

Discovery Course

Credits 4

Elective

Credits 4

Second Year

Fall

Foreign Language

Credits 4

CMN 457 Introduction to Language and Social Interaction

Credits 4

Major Elective

Credits 4

Discovery Course

Credits 4

Spring

Foreign Language

Credits 4

Major Elective

Credits 4

Major Elective

Credits 4

Discovery Course

Credits 4

Credits 16
### Third Year

**Fall**
- Major Elective: 4 credits
- Discovery Course: 4 credits
- Elective: 4 credits
- Elective: 4 credits

**Spring**
- Major Elective: 4 credits
- Discovery Course: 4 credits
- Elective: 4 credits
- Elective: 4 credits

**Credits**: 16

### Fourth Year

**Fall**
- Major Elective: 4 credits
- Discovery Course: 4 credits
- Elective: 4 credits
- Elective: 4 credits

**Spring**
- Major Elective: 4 credits
- Discovery Course: 4 credits
- Elective: 4 credits
- Elective: 4 credits

**Credits**: 16

**Total Credits**: 129–130

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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.