DIGITAL COMMUNICATION DESIGN MAJOR: WRITING FOR VISUAL MEDIA OPTION (B.S.)

https://cps.unh.edu/online/program/bs/digital-communication-design-writing-visual-media-option

Description

The Bachelor of Science in Digital Communication Design prepares students for the expanding fields of digital communication and social media as used in business and the public sphere to market products, establish brands, enhance an organization’s presence in the public eye, and support the democratization of society. The program integrates technical and creative disciplines through study of communication modes, media design, marketing fundamentals, and information technology. The B.S. in Digital Communication Design fosters learning that prepares graduates to make a strategic contribution in public and private enterprises that require the ability to convey messages effectively, manage information appropriately, respond to emerging environments, and employ technology strategically in a digital environment.

Requirements

Degree Requirements

Minimum Credit Requirement: 120 credits

Minimum Residency Requirement: 30 credits must be taken at UNH

Minimum Cumulative GPA: 2.0 is required for conferral*

Core Curriculum Required: General Education Program

Major, Option and Elective Requirements as indicated.

*GPA: Major and any state certification GPA requirements may be higher and are indicated in program details.

A minimum grade of C- is required in all Major coursework. Students are allowed a maximum of two course overlaps. Overlaps can be used between Major, Minor, and General Education requirements with only one overlap being utilized between the Major and Minor. Please note that Option requirements are considered part of the Major. Students must complete 16 upper-level credits in majors within the College of Professional Studies, Online.

General Education Program Requirements

A minimum grade of D- is required in all General Education coursework. Students are allowed a maximum of two course overlaps. Overlaps can be used between Major, Minor and General Education requirements with only one overlap being utilized between the Major and Minor.

All General Education requirements, including CRIT 602 Advanced Critical Analysis and Strategic Thinking and IDIS 601 Interdisciplinary Seminar, must be taken prior to the capstone.

Writing Program Requirements

All bachelor’s degree candidates are required to complete four writing intensive courses as part of the University Writing Program Requirements as follows:

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>ENG 420</td>
<td>The Writing Process</td>
<td>4</td>
</tr>
<tr>
<td>or MKT 517</td>
<td>Consumer Behavior</td>
<td>4</td>
</tr>
</tbody>
</table>

Writing Intensive courses are identified with the label "Writing Intensive Course" in the "Attributes" section of the course description and/or a W following the course number.

Major Requirements

Prior to capstone enrollment, students are expected to complete the majority of their required major courses along with CRIT 602 Advanced Critical Analysis and Strategic Thinking and IDIS 601 Interdisciplinary Seminar. Students should consult with their advisor regarding specific major courses that may be completed with their capstone. Academic Advisor approval is required for registration to be processed.

<table>
<thead>
<tr>
<th>Code</th>
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</tr>
</thead>
<tbody>
<tr>
<td>ART 401</td>
<td>Introduction to Drawing</td>
<td>4</td>
</tr>
<tr>
<td>ART 512</td>
<td>Fundamentals of Design</td>
<td>4</td>
</tr>
<tr>
<td>ART 515</td>
<td>Digital Photography</td>
<td>4</td>
</tr>
<tr>
<td>COM 504</td>
<td>Web Development I</td>
<td>4</td>
</tr>
<tr>
<td>COM 535</td>
<td>Visual Media Production</td>
<td>4</td>
</tr>
<tr>
<td>MKT 510</td>
<td>Principles of Marketing</td>
<td>4</td>
</tr>
<tr>
<td>COM 645</td>
<td>Marketing Research</td>
<td>4</td>
</tr>
<tr>
<td>or MKT 517</td>
<td>Consumer Behavior</td>
<td>4</td>
</tr>
<tr>
<td>COM 590</td>
<td>Professional Communication</td>
<td>4</td>
</tr>
<tr>
<td>COM 596</td>
<td>Writing for Voiceover</td>
<td>2</td>
</tr>
<tr>
<td>COM 647</td>
<td>Writing for Visual Media</td>
<td>4</td>
</tr>
<tr>
<td>COM 707</td>
<td>Communication for Training and Performance Improvement</td>
<td>2</td>
</tr>
</tbody>
</table>

Select two of the following:

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>COM 665</td>
<td>Media and Strategic Communication</td>
<td>4</td>
</tr>
<tr>
<td>or COM 670</td>
<td>Advanced Visual Communication</td>
<td>4</td>
</tr>
<tr>
<td>or DAT 510</td>
<td>Introduction to Data Analytics</td>
<td>4</td>
</tr>
<tr>
<td>or DAT 535</td>
<td>Data Mining, Cleaning, and Visualization</td>
<td>4</td>
</tr>
<tr>
<td>or MKT 600</td>
<td>Social Media Marketing</td>
<td>4</td>
</tr>
<tr>
<td>or MKT 720</td>
<td>Digital Advertising</td>
<td>4</td>
</tr>
</tbody>
</table>

Integrative Capstone
Electives
Open electives are courses students will need to take in addition to their general education and major requirements in order to satisfy the remaining credit totals for their programs. Open electives are defined as any credit course offered by the College not already included in the student’s general education, major, option or minor. Students will need 120 credits total to graduate with a bachelor’s degree from the Online Division of the College of Professional Studies.

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

Sample Course Sequence
First Year
Fall
ART 401 Introduction to Drawing 4
ART 515 Digital Photography 4
ENG 420 The Writing Process 4
General Education Course 4
Credits 16
Spring
ART 512 Fundamentals of Design 4
COM 460 Interpersonal Communication and Group Dynamics 4
CRIT 501 Introduction to Critical Inquiry 4
MTH 402 Math for Our World or Statistics or MTH 504 or MTH 510 or Pre-Calculus 4
Credits 16
Second Year
Fall
COM 480 Visual Communication 4
COM 504 Web Development I 4
MKT 510 Principles of Marketing 4
Elective 4
Credits 16
Spring
COM 535 Visual Media Production 4
COM 665 Media and Strategic Communication or Advanced Visual Communication or COM 670 or DAT 510 or DAT 535 or MTH 600 or MKT 645 or MKT 720 or Social Media Marketing or Data Mining, Cleaning, and Visualization or Pre-Calculus 4
General Education Course 4
Elective 4
Credits 16
Third Year
Fall
COM 590 Professional Communication 4
CRIT 602 Advanced Critical Analysis and Strategic Thinking 4
MKT 517 Consumer Behavior or MKT 645 or Marketing Research 4
Elective 4
Credits 16
Spring
COM 595 Writing for Voiceover 2
COM 647 Writing for Visual Media 4
COM 680 Trends in Digital and Social Media 4
COM 707 Communication for Training and Performance Improvement 2
General Education Course 4
Credits 16
Fourth Year
Fall
COM 743 Synthetic Media and the Construction of Reality 4
COM 670 Advanced Visual Communication or Media and Strategic Communication or DAT 510 or Introduction to Data Analytics or DAT 535 or Data Mining, Cleaning, and Visualization or MKT 600 or MKT 720 or Social Media Marketing or Digital Advertising 4
IDIS 601 Interdisciplinary Seminar 4
Elective 4
Credits 16
Spring
COM 798 Integrative Capstone: Project in Digital Communication Design 4
Elective 4
Credits 8
Total Credits 120

Student Learning Outcomes
Students will have the opportunity to:
• Express ideas and concepts through the development of digital content.
• Employ sound design principles throughout the design process.
• Select and use appropriate technologies for specific media and design objectives.
• Implement and assess approaches for strategic content creation and development through digital communication.
• Develop specialized knowledge and skill in a specific aspect or professional practice within digital communication.
• Apply theories of communication to individuals, groups, and mass media.
• Employ an understanding of the impact of cultural differences on digital media in a global context.
• Demonstrate aptitude with research methodology and data analysis as these inform the fields of communication and media production.
• Integrate individual reflection on questions of ethics, privacy, conflict, and citizenship as these inform digital media.