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.

Code	Title	Credits
ENG 420	The Writing Process	4
COM 460	Interpersonal Communication and Group Dynamics	4
COM 480	Visual Communication	4
CRIT 501	Introduction to Critical Inquiry	4
Select one of the following:		4
MTH 402	Math for Our World	
MTH 504	Statistics	
MTH 510	Pre-Calculus	
Knowledge of Human Behavior & Social Systems		4
Knowledge of the Physical & Natural World		4
Knowledge of Human Thought & Expression		4
CRIT 602	Advanced Critical Analysis and Strategic Thinking	4
IDIS 601	Interdisciplinary Seminar	4
Total Credits		**40**

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:

Code	Title	Credits
ENG 420	The Writing Process	
One Writing Intensive course in the Major		
One Writing Intensive course at the 600-level or above		
One Additional Writing Intensive Course		

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.

Code	Title	Credits
Major in Digital Communication Design		
Foundational Courses		
ART 401	Introduction to Drawing	4
ART 512	Fundamentals of Design	4
ART 515	Digital Photography	4
Intermediate Courses		
COM 504	Web Development I	4
COM 535	Visual Media Production	4
MKT 510	Principles of Marketing	4
Advanced Courses		
COM 680	Trends in Digital and Social Media	4
COM 743	Synthetic Media and the Construction of Reality	4
MKT 645	Marketing Research	4
or MKT 517	Consumer Behavior	
Option in Writing for Visual Media		
COM 590	Professional Communication	4
COM 595	Writing for Voiceover	2
COM 647	Writing for Visual Media	4
COM 707	Communication for Training and Performance Improvement	2
Select two of the following:		8
COM 665	Media and Strategic Communication	
or COM 670	Advanced Visual Communication	
or DAT 510	Introduction to Data Analytics	
or DAT 535	Data Mining, Cleaning, and Visualization	
or MKT 600	Social Media Marketing	
or MKT 720	Digital Advertising	
Integrative Capstone		

COM 798	Integrative Capstone: Project in Digital Communication Design	4
Total Credits		**60**

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

		Credits
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 or MTH 504 or MTH 510	Math for Our World or Statistics 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 or COM 670 or DAT 510 or DAT 535 or MKT 600 or MKT 720	Media and Strategic Communication or Advanced Visual Communication or Introduction to Data Analytics or Data Mining, Cleaning, and Visualization or Social Media Marketing or Digital Advertising	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 or MKT 645	Consumer Behavior 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 or COM 665 or DAT 510 or DAT 535 or MKT 600 or MKT 720	Advanced Visual Communication or Media and Strategic Communication or Introduction to Data Analytics or Data Mining, Cleaning, and Visualization 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.