

DEPARTMENT OF EMERGING MEDIA – MAJORS

Digital Media Arts

Journalism

Strategic Communication

DMAT-DMMP: Media Production

- DIMA/JOUR/STCM 111
Introduction to Mass Media

- DIMA/JOUR 232
Visual Media in Theory and Practice

- DIMA/JOUR 240
Digital Imagery & Sound

- DIMA 262
Audio Production

- DIMA 360 Videography

- DIMA 460
Advanced Videography

- DIMA 480 Capstone: Digital Media
for the Common Good

Electives

- Choose an additional 16 credits from eMedia or approved courses listed on the next page, including approved individual study, experiential learning, study abroad or topic courses.
- At least 8 credits must be at the 300-level or above.

DMAT-DMMD: Media Design

- DIMA/JOUR/STCM 111
Introduction to Mass Media

- DIMA/JOUR 232
Visual Media in Theory and Practice

- DIMA 240/JOUR
Digital Imagery & Sound

- DIMA 256
Design Concepts of Communication

- DIMA 358
Writing and Designing for the Web

- DIMA 456 Media Design Studio

- DIMA 480 Capstone: Digital Media
for the Common Good

Electives

- Choose an additional 16 credits from eMedia or approved courses listed on the next page, including approved individual study, experiential learning, study abroad or topic courses.
- At least 8 credits must be at the 300-level or above.

JOUR

- DIMA/JOUR/STCM 111
Introduction to Mass Media

- DIMA/JOUR 232
Visual Media in Theory and Practice

- DIMA/JOUR 240
Digital Imagery & Sound

- JOUR 251
Multimedia Reporting

- JOUR 252 Editing

- JOUR 451
Advanced Multimedia Reporting

- JOUR/STCM 480
Capstone: Media Ethics

Electives

- Choose an additional 16 credits from eMedia or approved courses listed on the next page, including approved individual study, experiential learning, study abroad or topic courses.
- At least 8 credits must be at the 300-level or above.

STCM

- DIMA/JOUR/STCM 111
Introduction to Mass Media

- STCM 234 Principles of Strategic Comm.

- STCM 244
Research, Evaluation and Measurement

- STCM 344 Writing for Strategic Comm.

- STCM 346 Digital Content and Strategy
in Strategic Comm.

- JOUR/STCM 480 Media Ethics

- STCM 470 Capstone: Strategic Comm.
Campaigns

Electives

- Choose an additional 16 credits from eMedia or approved courses listed on the next page, including approved individual study, experiential learning, study abroad or topic courses.
- No more than 8 credits from experiential learning can count toward the major.
- At least 4 credits must be at the 300-level or above.

MAJOR DECLARATION FORM

Student name _____

Student ID _____ Term/year graduation _____

Adviser _____

Dept. Chair signature _____

Date _____

MAJOR/TRACK (check one):

DMAT/DMMP _____

DMAT/DMMD _____

JOUR _____

STCM _____

*eMedia classes
are listed on the
back of this form.*

Department of Emerging Media COURSE LISTING

EMERGING MEDIA DEPARTMENT COURSES

DIMA/JOUR/STCM 111
Introduction to Mass Media
DIMA/JOUR 232 Visual Media in Theory and Practice
DIMA 240 Digital Imagery and Sound (WI)
DIMA 256 Design Concepts of Communication
DIMA 262 Audio Production
DIMA 342 Media, Culture and Society
DIMA 358 Writing and Designing for the Web
DIMA 360 Videography
DIMA 456 Media Design Studio
DIMA 460 Advanced videography
DIMA 480 Digital Media for the Common Good (WID)
JOUR 151
TommieMedia internship (1 credit per semester up to 4 credits)
JOUR 251 Multimedia Reporting
JOUR 252 Editing
JOUR 254 Photojournalism
JOUR 330 Media History
JOUR 334 Literary Journalism
JOUR 336 Media Law
JOUR 350 Magazine Writing
JOUR 372 Environmental Journalism (WI)
JOUR 451 Advanced Multimedia Reporting
JOUR 480 Media Ethics
STCM 234 Principles of Strategic Communication
STCM 244 Research, Evaluation and Measurement (WI)
STCM 272 Advertising Media and Connections Planning
STCM 344 Writing for Strategic Communication (WID)
STCM 346 Digital Content & Strategy in Strategic Communication
STCM 368 Advertising Portfolio
STCM 470 Capstone: Strategic Communication Campaigns
STCM 480 Ethics in Strategic Communication

DIMA/JOUR/STCM 475-476
Experiential Learning 2 credits
DIMA/JOUR/STCM 477-478
Experiential Learning 4 credits
DIMA/JOUR/STCM 487-488 Topics 2 credits
DIMA/JOUR/STCM 489-490 Topics 4 credits
DIMA/JOUR/STCM 495
Individual Study 2 or 4 credits

DIMA MEDIA PRODUCTION APPROVED INTERDISCIPLINARY ELECTIVES

ACST 200
Intro to American Culture & Difference
ARTH 297 Type Design and History
CISC 131 Introduction to Programming and Problem Solving
CISC 360 Data Visualization
COMM 212 Communication Criticism (WI)
COMM 332 Documentary in American Culture
COMM 340 TV Criticism (WID)
ENGL 203 Texts in Conversation: Thematic and Intertextual Perspectives
ENGL 204 Texts in Conversation: Perspectives on Language, Culture and Literacy
ENGL 255 Intro to Imaginative Writing
ENGL 325 Special Topics in Genre, Region or Theme
ENGL 326 Topics in Creative Writing
FILM 200 Intro to Film Studies (WTL)
FILM 297 Screenwriting (WI)
FILM 300 World Cinema (WTL)
FILM 310 Filmmaking
FREN 490 French Cinema
MUSC 170 Music of Film
MUSC 205 Advanced Studio Recording
MUSP 110 Digital Music Lessons
SPAN 415 Hispanic Cinema

WID = Writing in the Discipline course
WI = Writing Intensive course
WTL = Writing to Learn

DIMA MEDIA DESIGN APPROVED INTERDISCIPLINARY ELECTIVES

ACST 200 Intro to American Culture & Difference
ARTH 297 Type Design & History
CISC 131 Introduction to Programming and Problem Solving
CISC 360 Data Visualization
COMM 326 Communication and Popular Culture (WI)
ENGL 203 Texts in Conversation: Thematic and Intertextual Perspectives
ENGL 204 Texts in Conversation: Perspectives on Language, Culture and Literacy
ENGL 255 Intro to Imaginative Writing
ENGL 325 Special Topics in Genre, Region or Theme
ENGL 326 Topics in Creative Writing

STRATEGIC COMMUNICATION APPROVED INTERDISCIPLINARY ELECTIVES

COMM 274 Small Group Comm.
or COMM 320 Organizational Comm.
COMM 212 Communication Criticism
or COMM 366 Persuasion & Social Influence
COMM 328 Communication of Race, Class and Gender
or COMM370 Intercultural Communication
ECON 241 Quantitative Data Literacy (2 credits)
ENGL 304 Analytical and Persuasive Writing
or ENGL314 Professional Editing
or ENGL 315 Topics in Professional Writing
BUSN 100 Business for the Common Good (2 credits) and MKTG 200 Introduction to Marketing (2 credits)
or MKTG 300 Principles of Marketing (4 cr.)
MKTG 320 Integrated Marketing Communications
or MKTG 380 Digital Marketing
or MKTG 370 Consumer Behavior