DIGITAL MEDIA AND PRODUCTION CERTIFICATE

Department website (https://www.uwp.edu/learn/programs/digitalmediaproductioncert.cfm)

College: College of Arts & Humanities

The Digital Media and Production certificate is designed to prepare students to be adept at creating, producing, and critiquing digital written, oral, aural, and visual communication. This certificate program will introduce and develop skills in students for professional level quality in the production of digital media that is intended to be integrated into a variety of career areas. Students will produce digital media that conforms to professional standards with respect to visual, written, and audio-standards. Critical skills will involve technical fluency, design principles, analytic skills, visual literacy, visual strategic communication, and an understanding of transmedia and the rhetoric of digital and visual communication. This program is open to non-degree seeking students who wish to develop and enhance their digital media and production skills.

1. Gain technical fluency in visual digital design.
2. Understand principles of visual design/communication.
3. Produce/create (transmedia) digital content.
4. Critically analyze transmedia digital content.\\n
5. Gain social media literacy.

Requirements for the Digital Media and Production Certificate

Code	Title	Credits
Required Courses		
ART 104	Introduction to Digital Art	3
COMM 168	Introduction to Visual and Digital Communication	3
Select one of the following:		1-3
COMM 494	Communication Internship	
	400-level internship from any department that has a significant digital media component	
Elective Courses		
Select three of the following: No more than two electives can be taken within the same discipline		8-9
ART 105	Introduction to Graphic Design	
ART 274	Typography I	
ART 371	Digital Photography [1]	
ART 372	Graphic Design I	
ART 471	Advanced Digital Photography [1]	
COMM 255	Writing for Multimedia [1]	
COMM 258	Podcasting	
COMM 350	Digital Storytelling [1]	
COMM 356	Advanced Media Production	
COMM 430	Digital and Social Media [1]	
ENGL 208	Creative Writing: Screenplay [1]	
ENGL 252	Introduction to Film	
ENGL 258	History of Film to 1950	
ENGL 259	History of Film from 1950	
ENGL 307	Advanced Fiction Writing [1]	
ENGL 330	Alternative Narratives [1]	
ENGL 358	Film Genres	
ENGL 359	Digital Video	
ENGL 458	Studies in Film	
MUSP 240	Sound Production I	
MUSP 340	Sound Production II [1]	
MUSP 350	Sound Design	
THEA/WGSS 215	Queer Representation on Stage and Screen	
THEA 224	Acting for the Camera [1]	
Total Credits		**15-18**

[1] indicates courses with prerequisite requirements.

University Requirements for Undergraduate Certificates

Course work in a certificate must be completed with a minimum 2.00 GPA. Departments or programs may require a higher GPA.

A minimum of 9 credits in a certificate program must be taken at UW-Parkside. Individual departments and programs may require more than 9 credits to be taken at UW-Parkside.