

DIGITAL MEDIA AND PRODUCTION MINOR

Department website (<https://www.uwp.edu/learn/programs/digitalmediaproduction.cfm>)

College: College of Arts & Humanities

The Digital Media and Production minor is designed to prepare students to be adept at creating, producing, and critiquing digital written, oral, aural, and visual communication. 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.

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.
5. Gain social media literacy.

Requirements for the Digital Media and Production Minor

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 ¹	
400-level internship from any department that has a significant digital media component		
Elective Courses		
Select five of the following:		14-15
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	
COMM 258	Podcasting	
COMM 350	Digital Storytelling	
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 21-24

¹ Indicates courses with prerequisite requirements.

University Requirements for Minors

Course work in the minor must be completed with the minimum GPA as specified by the department or program under which the minor falls, usually a 2.00 on a 4.00 scale, but higher in some programs. Transfer students must attain the minimum specified GPA on a combination of transfer credits accepted toward the minor and credits attempted at UW-Parkside.

At least half of the course work required for a minor must be completed at UW-Parkside.