

COMMUNICATION ARTS MAJOR: DIGITAL MEDIA OPTION (B.A.)

<https://manchester.unh.edu/program/ba/communication-arts-major-digital-media-option>

Description

Students choosing the Digital Media option use coursework and hands-on learning to explore the intersections of technology, creativity and artistry with a focus on audio, video and web-based media. Students gain a comprehensive overview of the different stages of a digital media project, from writing and pre-production through production and post-production. Courses cover topics such as web authoring and multimedia, audio and video production, social media and public relations, ethics and law in the digital age, and motion graphics. An internship in the area of digital media is required.

For more information, contact the [UNH Manchester Office of Admissions](mailto:unhm.admissions@unh.edu) (unhm.admissions@unh.edu), (603) 641-4150.

Requirements

Degree Requirements

Minimum Credit Requirement: 128 credits

Minimum Residency Requirement: 32 credits must be taken at UNH

Minimum GPA: 2.0 required for conferral*

Core Curriculum Required: Discovery & Writing Program Requirements

Foreign Language Requirement: Yes

All Major, Option and Elective Requirements as indicated.

*Major GPA requirements as indicated.

Major Requirements

Communication Arts (CA) majors must complete 10 courses (40 credits) and maintain a minimum overall grade point average of 2.0 in the major. Transfer students must complete at least 20 credits in the Communication Arts major at UNH. Communication Arts majors may use up to two CMN and/or CA courses toward both the Communication Arts major and UNH Discovery Program requirements.

| Code | Title | Credits |
|---|---|-----------|
| I. Required Core Courses ¹ | | |
| CMN 455 | Introduction to Media Studies | 4 |
| CMN 456 | Propaganda and Persuasion | 4 |
| CMN 457 | Introduction to Language and Social Interaction | 4 |
| II. Selected Coursework ² | | |
| Select three courses from area A, two from area B, two from area C below. | | 28 |
| Total Credits | | 40 |

¹ Students must earn a "C-" or better in each course to satisfy CA degree requirements.

² Students must earn a "C-" or better in each course to satisfy CA degree requirements.

| Code | Title | Credits |
|--|---|-----------|
| A. Communication Practices | | |
| Select three courses from the following: | | 12 |
| CA 450 | Introduction to Public Speaking | |
| CA 500 | Media Writing | |
| CA 501 | Internship/Communication in the Urban Community | |
| CA 502 | Image and Sound | |
| CA 507 | Relational Violence | |
| CA 508 | Conflict in Relational Communication | |
| CA 512 | Screenwriting | |
| CA 514 | Fundamentals of Video Production | |
| CA 515 | Advanced Video Production | |
| CA 517 | Fundamentals of Audio Prod | |
| CA 520 | Special Topics in Applied Communication | |
| CA 522 | Graphic Design I | |
| CA 523 | Graphic Design II | |
| PSYC 762 | Counseling | |
| Total Credits | | 12 |

| Code | Title | Credits |
|--|---|----------|
| B. Communication Practices: Organization, History, and Policy | | |
| Select two courses from the following: | | 8 |
| CA 527 | History of Film | |
| CA 531 | History and Organization of Advertising | |
| CA 532 | Typography I | |
| CA 536 | LGBT Images and Perspectives | |
| CA 538 | Gender | |
| CA 539 | Communicating in Families | |
| CA 540 | Public Relations | |
| CA 542 | Social Media for Organizations and Business | |
| CA 550 | Special Topics in Communication Organization, History, and Policy | |
| COMP 560 | Ethics and the Law in the Digital Age | |
| ENGL 534 | 21st Century Journalism: How the News Works | |
| PHIL 565 | Philosophy Through Film | |
| Total Credits | | 8 |

| Code | Title | Credits |
|--|--|----------|
| C. Communication Practices: Theory and Research | | |
| Select two courses from the following: | | 8 |
| CA 610 | Communication Technologies and Culture | |
| CA 612 | Narrative | |
| CA 615 | Film History/Theory and Method | |
| CA 618 | Documentary | |
| CA 720 | Seminar | |
| CA 795 | Independent Study | |
| Total Credits | | 8 |

Digital Media Option Requirements

The option in Digital Media consists of 24 credits as distributed below. Note that some courses may also be used to fulfill the requirements of the Communication Arts major. Courses applied to the option must be completed with a minimum grade of C- and overall GPA of 2.0. Transfer students must complete a minimum of 12 credits, including the Digital Media Internship, at UNH Manchester.

| Code | Title | Credits |
|---|--|---------|
| Digital Media Option Requirements | | |
| Select three courses from the following (one must be COMP): | | 12 |
| COMP 405 | Introduction to Web Design and Development | |
| COMP 415 | Mobile Computing First and For Most | |
| CA 500 | Media Writing | |
| CA 514 | Fundamentals of Video Production | |

| | | |
|--|--|----|
| CA 515 | Advanced Video Production | |
| CA 517 | Fundamentals of Audio Prod | |
| CA 520 | Special Topics in Applied Communication ¹ | |
| Select one course from the following: | | 4 |
| CA 531 | History and Organization of Advertising | |
| CA 540 | Public Relations | |
| CA 542 | Social Media for Organizations and Business | |
| CA 550 | Special Topics in Communication Organization, History, and Policy ¹ | |
| COMP 560 | Ethics and the Law in the Digital Age | |
| Select one course from the following: | | 4 |
| CA 610 | Communication Technologies and Culture | |
| CA 720 | Seminar ¹ | |
| CA 795 | Independent Study ¹ | |
| Complete one, four-credit Digital Media Internship with advisor approval | | |
| CA 501 | Internship/Communication in the Urban Community ¹ | 4 |
| Total Credits | | 24 |

¹ Topic must be related to digital media

Capstone Requirement

The capstone requirement will be satisfied in a student's senior year by completion of a specific four-credit capstone course at the 600 or 700 levels. Students may not enroll in a capstone course until they have completed all three CA program core courses (CMN 455 Introduction to Media Studies, CMN 456 Propaganda and Persuasion, and CMN 457 Introduction to Language and Social Interaction) and at least one Area A course and one Area B course. Students must also have completed the prerequisites for the particular capstone course they seek to take. Exceptions to this rule must be approved by the student's academic advisor and CA program coordinator. The capstone course can also fulfill an Area C course requirement.

The capstone experience offers seniors an opportunity to synthesize and apply knowledge and skills gained throughout their communication arts major coursework. The capstone course requires students to conduct an original research study, a creative media project, an internship, community-based research, or an advanced service learning project in communication arts under the close supervision of a communication arts faculty member. Students are strongly encouraged to share their capstone projects with the larger UNH community through participation in the Undergraduate Research Conference, a presentation in the Brown Bag lunch series, publication in the UNH undergraduate journal *Inquiry*, or presentation in some other public venue. Students should work closely with their advisors to make sure the capstone requirement has been satisfied.

Courses that satisfy this requirement include, but are not limited to:

| Code | Title | Credits |
|------------------|--------------------------------|---------|
| Capstone Courses | | |
| CA 612 | Narrative | 4 |
| CA 615 | Film History/Theory and Method | 4 |
| CA 720 | Seminar | 4 |
| CA 795 | Independent Study | 4 |

Degree Plan

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

Sample Course Sequence

| | | |
|------------------------|---|---------|
| First Year | | |
| Fall | | Credits |
| UMST 401 | First Year Seminar | 1-2 |
| or UMST 402 | or Transfer Seminar | |
| ENGL 401 | First-Year Writing | 4 |
| CMN 455 | Introduction to Media Studies | 4 |
| Discovery Course | | 4 |
| Elective | | 4 |
| Credits | | 17-18 |
| Spring | | |
| Quantitative Reasoning | | 4 |
| CMN 456 | Propaganda and Persuasion | 4 |
| Discovery Course | | 4 |
| Elective | | 4 |
| Credits | | 16 |
| Second Year | | |
| Fall | | |
| Foreign Language | | 4 |
| CMN 457 | Introduction to Language and Social Interaction | 4 |
| Major Elective | | 4 |
| Discovery Course | | 4 |
| Credits | | 16 |
| Spring | | |
| Foreign Language | | 4 |
| Major Elective | | 4 |
| Major Elective | | 4 |
| Discovery Course | | 4 |
| Credits | | 16 |
| Third Year | | |
| Fall | | |
| Major Elective | | 4 |
| Discovery Course | | 4 |
| Elective | | 4 |
| Elective | | 4 |
| Credits | | 16 |
| Spring | | |
| Major Elective | | 4 |
| Discovery Course | | 4 |
| Elective | | 4 |
| Elective | | 4 |
| Credits | | 16 |
| Fourth Year | | |
| Fall | | |
| Major Elective | | 4 |
| Discovery Course | | 4 |
| Elective | | 4 |
| Elective | | 4 |
| Credits | | 16 |
| Spring | | |
| Major Elective | | 4 |

| | |
|----------------------|----------------|
| Discovery Course | 4 |
| Elective | 4 |
| Elective | 4 |
| Credits | 16 |
| Total Credits | 129-130 |

Student Learning Outcomes

Program Learning Outcomes

Upon completion of the Communication Arts program, students will be able to:

- Analyze how creativity, artistry, narrative, identity, persuasion, and ethics shape messages and relationships produced within a variety of social, organizational, and industry contexts.
- Demonstrate knowledge and skills that give them expertise and proficiency in areas such as human relations, social media, digital video, audio production, graphic design, writing, and speaking.
- Know the history of communication practices and understand how media technologies and messages have impacted societies, cultures, organizations, and businesses.
- Effectively research and creatively explore communication practices, experiences, and trends using high quality sources of information, multiple modes of inquiry, and multiple presentation formats.
- Identify professional interests or career paths by working with the Internship and Career Planning Office and by engaging with communication settings outside the classroom through internships, service learning, field trips, and independent studies.