BA in Digital Media Production

Marketable Skills

- `Students will create content for digital and social platforms.`

- Demonstrate use of web development technologies.
- Research and prototype digital products.
- Analyze and solve problems.

Degree Plan

Required Credits: 120

Code	Title	Hours
University Core Curriculum		
Complete the University Core Curriculum requirements. (p. 2)		42
Digital Media Production		
Required Courses:		
COMM 1370	Intro To Communication Studies	3
COMM 2342	Intro. to Video Production	3
COMM 2343	Audio in Media	3
COMM 3316	Digital Photography	3
COMM 3342	Intermediate Media Production	3
COMM 3345	Media Scriptwriting	3
COMM 3371	Communication Theory/Analysis	3
COMM 4346	Documentary Video Practicum	3
COMM 4371	Communication Law and Society	3
COMM 4372	Methods of Research in Comm	3
FILM 1390	Intro-Art of Motion Pict.	3
FILM 3394	Documentary Cinema	3
FILM 4390	Film Theory and Criticism	3
Select an additional nine hours of FILM		9
Communication Electives		
Select six hours from the following:		6
COMM 2201	Forensic Practicum: Debate	
COMM 2202	Forensic Practicum: Ind Events	
COMM 2310	Basic Multimedia Writing	
COMM 2330	Principles of Advertising	
COMM 2344	Digital Video and Audio Prod	
COMM 2350	Interpersonal Communication	
COMM 2352	Persuasion & Social Influence	
COMM 2373	Intermediate Multimedia Writng	
COMM 3313	News Gathering & Investigation	
COMM 3316	Digital Photography	
COMM 3320	Writing for PR & Corp Comm	
COMM 3321	Public Relations	
COMM 3322	Communication and Conflict	
COMM 3323	Comm & Org Leadership	
COMM 3332	Ad Design, Graphics & Layout	
COMM 3333	Creative Strategy/Copywriting	
COMM 3336	International Advertising	
COMM 3338	Integrated Marketing Comm	

COMM 3339	Consumer Psych & Advertising	
COMM 3340	New Media Advertising	
COMM 3344	Media Programming for Radio/TV	
COMM 3353	Intercultural Communication	
COMM 3354	Small Group	
COMM 3355	Organizational Communication	
COMM 3357	New Communication Technologies	
COMM 3371	Communication Theory/Analysis	
COMM 4312	Feature Writing	
COMM 4313	SR Capst: Digital News Bureau	
COMM 4323	Case Studies -Public Relations	
COMM 4330	Media Planning & Buying	
COMM 4331	Ad Sales and Management	
COMM 4335	Advertising Campaigns	
COMM 4341	Media Announcing & Performance	
COMM 4350	Selected Topics	
COMM 4352	Contemporary Rhetoric	
COMM 4360	Environmental Communication	
COMM 4361	Environmental Conflict & Comm	
COMM 4362	Gender and Communication	
COMM 4363	Political Communication	
COMM 4364	Communicating Positive Devian	
COMM 4365	Comm Healthy Communities	
COMM 4366	Communication of Public Herit	
COMM 4368	Borderlands Communication	
COMM 4371	Communication Law and Society	
COMM 4372	Methods of Research in Comm	
Open Electives		
Select additional hours to complete a total of one hundred twenty hours		
Foreign Language		
Select six credit of Foreign Language. All six credits must be in the same language sequence.		6
Block Electives		
Complete twelve upper-division hours from the blocks below, with three to six hours in each (p. 6)		12
Total Hours		**120**

[1] French and Spanish majors must fulfill this requirement in a language other than their major.

University Core Curriculum

The department may make specific suggestions for courses which are most applicable towards your major.

All courses require a C or better

I. Communication (six hours)

Code	Title	Hours
Courses in this category focus on developing ideas and expressing them clearly, considering the effect of the message, fostering understanding, and building the skills needed to communicate persuasively. Courses involve the command of oral, aural, written, and visual literacy skills that enable people to exchange messages appropriate to the subject, occasion, and audience.		
Select six hours of the following:		6
For students whose secondary education was in English:		
COMM 1611	Written and Oral Communication	
ENGL 1313	Writing About Literature	
RWS 1301	Rhetoric & Composition I	
RWS 1302	Rhetoric & Composition 2	

RWS 1601	Rhetoric, Composition & Comm
For students whose secondary education was not in English:	
ESOL 1311	Expos Engl Compos-Spkr Esl
ESOL 1312	Res & Crit Writng Spkr Esl
Total Hours	**6**

II. American History (six hours)

Code	Title	Hours
Courses in this category focus on the consideration of past events and ideas relative to the United States, with the option of including Texas History for a portion of this component area. Courses involve the interaction among individuals, communities, states, the nation, and the world, considering how these interactions have contributed to the development of the United States and its global role.		
HIST 1301	History of U.S. to 1865	3
HIST 1302	History of U.S. Since 1865	3
Total Hours		**6**

III. Language, Philosophy & Culture (three hours)

Code	Title	Hours
Courses in this category focus on how ideas, values, beliefs, and other aspects of culture express and affect human experience. Courses involve the exploration of ideas that foster aesthetic and intellectual creation in order to understand the human condition across cultures.		
Select one of the following:		3
AFST 2300	Intro-African Amer Studies	
CHIC 2302	Latina/o Presence in the U.S.	
ENGL 2311	English Literature	
ENGL 2312	English Literature	
ENGL 2313	Intro to American Fiction	
ENGL 2314	Intro to American Drama	
ENGL 2318	Intro to American Poetry	
FREN 2322	Making of the "Other" Americas	
HIST 2301	World History to 1500	
HIST 2302	World History Since 1500	
PHIL 1301	Introduction to Philosophy	
PHIL 2306	Ethics	
RS 1301	Introduct to Religious Studies	
SPAN 2340	Seeing & Naming: Conversations	
WS 2300	Introduction to Womens Studies	
WS 2350	Global Feminisms	
Total Hours		**3**

IV. Mathematics (three hours)

Code	Title	Hours
Courses in this category focus on quantitative literacy in logic, patterns, and relationships. Courses involve the understanding of key mathematical concepts and the application of appropriate quantitative tools to everyday experience.		
Select one of the following:		3
MATH 1309	College Algebra	
MATH 1310	Trigonometry and Conics	
MATH 1319	Math in the Modern World	
MATH 1320	Math for Social Sciences I	
MATH 1411	Calculus I	
MATH 1508	Precalculus [1,2]	
MATH 2301	Math for Social Sciences II	
STAT 1380	Statistical Literacy	
STAT 2480	Elementary Statistical Methods	

1 A higher-level course in the calculus sequence can be substituted.

2 TCCN MATH 1314 will also satisfy this requirement.

Total Hours	**3**

V. Life & Physical Sciences (six hours)

Code	Title	Hours
Courses in this category focus on describing, explaining, and predicting natural phenomena using the scientific method. Courses involve the understanding of interactions among natural phenomena and the implications of scientific principles on the physical world and on experiences.		
Select one of the following:		1-4
ASTR 1107	Astronomy Lab I	
ASTR 1307	Elem Astronomy-Solar System	
ASTR 1308	Elem Astr Stars & Galaxies	
BIOL 1103	Introductory Biology Lab	
BIOL 1104	Human Biology Laboratory	
BIOL 1107	Topics in Study of Life I	
BIOL 1108	Organismal Biology Laboratory	
BIOL 1203	Introductory Biology	
BIOL 1304	Human Biology	
BIOL 1305	General Biology	
BIOL 1306	Organismal Biology	
BIOL 2111	Human Anat/Physio Lab I	
BIOL 2113	Human Anat/Physio Lab II	
BIOL 2311	Human Anat/Physiology I	
BIOL 2313	Human Anat/Physiology II	
CHEM 1105	Laboratory for CHEM 1305	
CHEM 1106	Laboratory for CHEM 1306	
CHEM 1107	Intro General Chemistry Lab	
CHEM 1108	Intro Organic & Biochem Lab	
CHEM 1305	General Chemistry	
CHEM 1306	General Chemistry	
CHEM 1307	Intro to General Chemistry	
CHEM 1308	Intro Organic & Biochemistry	
ESCI 1101	Environmental Sci. Lab	
ESCI 1102	Non-major Lab for ESCI 1301	
ESCI 1202	Intro to Environment Science 2	
ESCI 1301	Intro to Environmental Sci	
GEOG 1106	Laboratory for GEOG 1306	
GEOG 1306	Physical Geography	
GEOL 1103	Lab for GEOL 1313	
GEOL 1104	Lab for GEOL 1314	
GEOL 1111	Principles of Earth Sci - Lab	
GEOL 1112	Laboratory for Geology 1212	
GEOL 1211	Principles of Earth Sciences	
GEOL 1212	Principles of Earth Science	
GEOL 1230	The Blue Planet	
GEOL 1231	Natural Hazards	
GEOL 1313	Intro to Physical Geology	
GEOL 1314	Intro to Historical Geol	
HSCI 2302	Fundamentals of Nutrition	
HSCI 2303	Wellness Dynamics	
MICR 2330	Microorganisms and Disease	
PHYS 1403	General Physics I	
PHYS 1404	General Physics II	

PHYS 2120	Laboratory for PHYS 2320	
PHYS 2121	Laboratory for PHYS 2321	
PHYS 2320	Introductory Mechanics	
PHYS 2321	Introductory Electromagnetism	
Total Hours		**6**

VI. Political Science (six hours)

Code	Title	Hours
Courses in this category focus on consideration of the Constitution of the United States and the constitutions of the states, with special emphasis on that of Texas. Courses involve the analysis of governmental institutions, political behavior, civic engagement, and their political and philosophical foundations.		
Required Courses:		
POLS 2310	Introduction to Politics	3
POLS 2311	American Gover & Politics	3
Total Hours		**6**

VII. Social and Behavioral Sciences (three hours)

Code	Title	Hours
Courses in this category focus on the application of empirical and scientific methods that contribute to the understanding of what makes us human. Courses involve the exploration of behavior and interactions among individuals, groups, institutions, and events, examining their impact on the individual, society, and culture.		
Select one of the following:		3
ANTH 1301	Intro-Phys Anth/Archeolog	
ANTH 1302	Intro-Cultural Anthropology	
ANTH 1310	Cultural Geography	
ANTH 2320	Intro to Linguistics	
CE 2326	Econ for Engrs & Scientists	
CHIC 2311	Intro to Chicano Studies	
ASIA 2300	Asian American Studies	
COMM 2350	Interpersonal Communication	
COMM 2372	Mass Media and Society	
ECON 2303	Principles of Macroeconomics	
ECON 2304	Principles of Microeconomics	
EDPC 1301	Introduction to Ed Psychology	
EDU 1342	Action Research in Classrooms	
ENGL 2320	Introduction to Linguistics	
GEOG 1310	Cultural Geography	
LEAD 2300	Leadership in Action	
LING 2320	Introduction to Linguistics	
LING 2340	Lang. Inside & Out: Sel Topics	
PSYC 1301	Introduction to Psychology	
SOCI 1301	Introduction to Sociology	
SOCI 1310	Cultural Geography	
Total Hours		**3**

VIII. Creative Arts (three hours)

Code	Title	Hours
Courses in this category focus on the appreciation and analysis of creative artifacts and works of the human imagination. Courses involve the synthesis and interpretation of artistic expression and enable critical, creative, and innovative communication about works of art.		
Select one of the following:		3
ART 1300	Art Appreciation	
ARTH 1305	History of Art I	
ARTH 1306	History of Art II	

CHIC 1311	Chicana/o Fine Arts Appreciat
DANC 1304	Introduction to Dance
FILM 1390	Intro-Art of Motion Pict.
MUSL 1324	Music Appreciation
MUSL 1327	Jazz to Rock
MUSL 2321	Music, Culture, and Society
THEA 1313	Introduction to Theatre
Total Hours	**3**

IX. Component Area Option (six hours)

Code	Title	Hours
a. A minimum of 3 SCH must meet the definition and corresponding Core Objectives specified in one of the foundational component areas. b. As an option for up to 3 semester credit hours of the Component Area Option, an institution may select course(s) that: (i) Meet(s) the definition specified for one or more of the foundational component areas; and (ii) Include(s) a minimum of three Core Objectives, including Critical Thinking Skills, Communication Skills, and one of the remaining Core Objectives of the institution's choice.		
BUSN 1301	Intro to Global Business	
COMM 1301	Public Speaking	
COMM 1302	Business/Profession Comm	
CS 1310	Intro-Computational Thinking	
CS 1320	Computer Programming Sci/Engr	
EL 1301	Eng Innovation and Leadership	
ENGR 1302	Engineering Design Experience	
ENGR 1303	Applied Engineering Analysis	
LEAD 1300	Introduction to Leadership	
SCI 1301	Inquiry in Math & Science	
SPLP 1312	Comm. Var. Across the Lifespan	
UNIV 1301	Seminar/Critical Inquiry	
Total Hours		**0**

Block Electives

(Core courses and courses from major or minor area cannot be counted as block electives)

Fine and Performing Arts

Code	Title	Hours
ART 3300	Art Exploration	3
ARTE 3307		3
ARTH 3353	Pre-Columb Art & Arch	3
CHIC 3302	Chicano Cinema	3
CHIC 3303	Border Image in Mexican Film	3
CHIC 3304	Chicano/Latino Music in the US	3
CHIC 3335	Regional Mexican Music	3
CHIC 3343	Latino/a Voices in Perf Activi	3
CHIC 3344	Chicana/o Theatre	3
CHIC 3345	The Roots of Latina/o Hip Hop	3
CHIC 3346	Dances of Mexico and Spain	3
CHIC 3347	AmerCinema of the US-Mex Bord	3
DANC 3303	Critical Dance Histories	3
DANC 3322	World Dance	3
DANC 3347	Jazz & Other Stage Danc Form I	3
DANC 3348	American Dance Forms - Jazz	3
DANC 3349	Hip Hop Dance I	3
FILM 3302	Chicano Cinema	3

FILM 3303	The Border Image in Mex. Film	3
FILM 3315	Screenwriting	3
FILM 3391	African-American Filmmakers	3
FILM 3394	Documentary Cinema	3
FILM 3395	Women and Film	3
FILM 4340	Selected Topics/ Film Studies	3
FREN 4389	Acting Out:Spectacle & Stage	3
MUSL 3324	Music in World Cultures	3
MUSL 3325	Cumbia: Mus, Diff, & Id. in Am	3
MUSL 3326	Social History of Rock	3
MUSL 3327	History of Jazz	3
MUSL 3329	Topics in Music Hist & Culture	3
MUSL 3332	Music and Film	3
MUSL 3333	Music of the Middle East	3
MUSL 3334	Intro to Ethnomusicology	3
SPAN 4341	Modern Drama	3
THEA 3335	Latinx/Latine Theatre	3
THEA 3340	History of Costume Design	3
THEA 3341	Principles of Costuming	3
THEA 3342	Lighting Design	3
THEA 3343	Scenic Painting	3
THEA 3350	Creative Drama	3
THEA 3351	Theatre Hist and Literature I	3
THEA 3352	Theatre Hist and Literature II	3
THEA 3355	Broadway Musicals-A History	3
THEA 3356	Women in Drama	3
THEA 4304	Theatre Pract/Non-Majors	3
WS 3331	Gender & Popular Culture	3
WS 3335	Feminist Film	3
WS 3382	Gender Issues in the Arts	3

Humanities

Code	Title	Hours
AFST 3390	Topics in African/Amer Studies	3
CHIC 3301	La Chicana	3
CHIC 3305	Chic Ident Form:Race,Class&Gen	3
CHIC 3311	Chicano Studies: Societal Issu	3
CHIC 4301	Chicano Legal History	3
CHIC 4308	Chicana/o Thought	3
CRW 3362	Intro to Creative Writing	3
CRW 3373	Writing in Society	3
ENGL 3300	Intro. to Literary Studies	3
ENGL 3301	Literary Studies	3
ENGL 3302	Literature and Film	3
ENGL 3304	Gothic Literature	3
ENGL 3305	Children's Literature	3
ENGL 3306	Young Adult Literature	3
ENGL 3309	Detective Fiction	3
ENGL 3310	Chicana/o Literature	3
ENGL 3311	American Literature to 1865	3
ENGL 3312	Am. Literature 1865 to Present	3
ENGL 3315	African American Literature	3

ENGL 3316	Native American Literature	3
ENGL 3317	Postcolonial Literature	3
ENGL 3318	British Literature Before 1485	3
ENGL 3319	Sixteenth-Cent. Prose & Poetry	3
ENGL 3320	Shakespeare	3
ENGL 3321	Shakespeare's Plays and Poetry	3
ENGL 3323	17th Century Prose and Poetry	3
ENGL 3325	Literature of the Bible	3
ENGL 3327	Jewish American Literature	3
ENGL 3328	Holocaust Literature and Film	3
ENGL 3330	Restoration & 18th Century Lit	3
ENGL 3331	World Literature	3
ENGL 3333	Romantic Literature	3
ENGL 3337	Victorian Literature	3
ENGL 3341	History of Form I	3
ENGL 3344	Am. Poetry 1900 to Present	3
ENGL 3360	Women in Literature	3
ENGL 3371	Southwestern Literature	3
ENGL 3374	Folklore Of Mexican American	3
ENGL 4308	Chaucer	3
ENGL 4309	Milton	3
ENGL 4314	Literary Criticism	3
ENGL 4316	Am. Nonfiction/Poetry To 1900	3
ENGL 4317	American Fiction To 1900	3
ENGL 4318	Early 20TH Cent Am. Fiction	3
ENGL 4319	Am. Fiction 1945 to Present	3
ENGL 4322	The American Drama	3
ENGL 4325	British Drama Since 1880	3
ENGL 4340	Advanced Literary Studies	3
ENGL 4347	British Novel thru 18th Cent	3
ENGL 4348	British Novel: 19th Century	3
ENGL 4349	British Novel: 20th Century	3
ENGL 4350	Maj Am. Writer(s) through 1900	3
ENGL 4351	Maj Am Writer(s) since 1900	3
FREN 3301	French Literature to 1715	3
FREN 3303	French Literature Since 1715	3
FREN 3320	French Civilization	3
FREN 3355	Assuming the Power of Speech	3
FREN 4387	Poetry, Art of Ages:Lai to Rai	3
FREN 4388	Pleasure of Text: Genre, Narra	3
FREN 4389	Acting Out:Spectacle & Stage	3
FREN 4390	Topics in French	3
all HIST 3300 - HIST 4300 except HIST 4325, HIST 4330, HIST 4390		
all HUMN 3300 - HUMN 4300		
JS 3300 - JS 4300		
LABS 3300	The Americas	3
LABS 3301	The Border	3
LING 3313	English Historical Linguistics	3
LING 3315	History of Spanish Language	3
MS 3313	U.S. Military History	3
all PHIL 3300 - PHIL 4300		
all RS 3300 - RS 4300		

RWS 3305	Intro to Tec Wrt and User Exp	3
RWS 3354	Methods for Inquiry & Design	3
RWS 3355	Workplace Writing	3
RWS 3359	Technical Writing	3
RWS 3367	Foundations of User Exp	3
RWS 4320	Web Authoring	3
all SPAN 3300 - SPAN 4300 except SPAN 3309, SPAN 3311, SPAN 4301		
WS 3351	Gender & Religion	3
WS 3360	Women in Literature	3
WS 3383	Gender Issues in Humanities	3
WS 4310	Feminist Theory	3

Social and Behavioral Sciences

Code	Title	Hours
AFST 4304	Envir. Just. & Min. Comm. U.S.	3
all ANTH 3300 - ANTH 4300		
CHIC 3301	La Chicana	3
CHIC 3305	Chic Ident Form:Race,Class&Gen	3
CHIC 3311	Chicano Studies: Societal Issu	3
CHIC 3339	Cultural Diversity & Youth: US	3
CHIC 4301	Chicano Legal History	3
CHIC 4304	Envir. Just. & Min. Comm U.S.	3
CHIC 4306	Comm Formation on US/MX Border	3
CHIC 4307	Hispanic Entrepreneurship	3
CHIC 4308	Chicana/o Thought	3
CHIC 4309	American Immigration & Soc Jus	3
COMM 3322	Communication and Conflict	3
COMM 3323	Comm & Org Leadership	3
COMM 3344	Media Programming for Radio/TV	3
COMM 3345	Media Scriptwriting	3
COMM 3353	Intercultural Communication	3
COMM 3354	Small Group	3
COMM 3355	Organizational Communication	3
COMM 4341	Media Announcing & Performance	3
COMM 4350	Selected Topics	3
COMM 4352	Contemporary Rhetoric	3
COMM 4360	Environmental Communication	3
COMM 4361	Environmental Conflict & Comm	3
COMM 4362	Gender and Communication	3
COMM 4363	Political Communication	3
COMM 4364	Communicating Positive Devian	3
COMM 4365	Comm Healthy Communities	3
COMM 4366	Communication of Public Herit	3
COMM 4368	Borderlands Communication	3
CRIJ 3321	Family Violence	3
CRIJ 3351	Crim Just on US-Mexico Border	3
CRIJ 4303	Crime, Criminal Justice & Film	3
CRIJ 4311	Immigration Law and Admin	3
CRIJ 4385	Study Abroad in Crim Justice	3
INSS 3301	Historical Dev of Nat'l Sec	3
INSS 3302	Sem in Intel and Nat'l Sec	3
INSS 4350	Selected Problems in Intel	3

INSS 4351	Professional Practices	3
LABS 3300	The Americas	3
LABS 3301	The Border	3
LABS 4301	Topics Lat Amer/Border Stud	3
LEAD 3300	Contemporary Theories of Lead	3
LEAD 4350	Leadership and Social Change	3
LEAD 4351	Community Engaged Leadership	3
LEAD 4380	Special Topics in Leadership	3
all LING 3300 - LING 4300 except LING 3313, LING 3315		
all POLS 3300 - POLS 4399		
PSYC 3315	Psychology and the Law	3
PSYC 4309	History & Systems Psychology	3
PSYC 4316	Language and Cognition	3
all SOCI 3300 - SOCI 4300		
WS 3301	La Chicana	3
WS 3370	Gender Roles & Society	3
WS 3372	Women & Work in the Sex Indust	3
WS 3380	Social Justice Values at Work	3
WS 3384	Gender Issues in Social Scincs	3
WS 4310	Feminist Theory	3
WS 4360	Jr/Sr Seminar/Women's Studies	3
RWS 3345	Editing	3
RWS 3355	Workplace Writing	3
RWS 3357	Issues in Tech & Rhetoric	3
RWS 3358	Special Topics in Writing	3
RWS 3359	Technical Writing	3
RWS 3365	Adv Composition:Rhet Theory	3
RWS 3366	Advanced Composition: Argument	3
RWS 4300	Senior Writing Practicum	3

The courses below will apply to different blocks based on the term and section completed

- Please see dept or schedule book (online) for details
  - CHIC 4350 Topics in Chicano Studies
  - WS 3390 Women's Studies:Special Topics

4-Year Sample Degree Plan

Code	Title	Hours
BA IN DIGITAL MEDIA PRODUCTION		
FRESHMAN		
Fall		
RWS 1301	Rhetoric & Composition I	3
Core- Component Area		3
Core- Component Area		3
Core- Mathematics		3
Foreign Language		3
Spring		
HIST 1301	History of U.S. to 1865	3
POLS 2310	Introduction to Politics	3
RWS 1302	Rhetoric & Composition 2	3
Core - Language, Philosophy and Culture		3
Foreign language		3
SOPHOMORE		

Fall		
Core- Creative arts		3
POLS 2311	American Gover & Politics	3
HIST 1302	History of U.S. Since 1865	3
COMM 1370	Intro To Communication Studies	3
FILM 1390	Intro-Art of Motion Pict.	3
Spring		
Core - Social and Behavioral Sciences		3
Core - Life and Physical Sciences Lecture/Lab		4
COMM 2342	Intro. to Video Production	3
COMM 3371	Communication Theory/Analysis	3
FILM Elective		3
JUNIOR		
Fall		
Core - Life and Physical Sciences		3
Block Elective		3
COMM 2343	Audio in Media	3
COMM 4372	Methods of Research in Comm	3
FILM Elective		3
Spring		
Block Elective		3
Block Elective		3
Communication Elective		3
COMM 3316	Digital Photography	3
COMM 3342	Intermediate Media Production	3
SENIOR		
Fall		
Block Elective		3
Open Elective		3
COMM 3345	Media Scriptwriting	3
FILM 3394	Documentary Cinema	3
FILM Elective		3
Spring		
Open Elective		3
Communication Elective		3
COMM 4346	Documentary Video Practicum	3
COMM 4371	Communication Law and Society	3
FILM 4390	Film Theory and Criticism	3
Total Hours		**121**