

Interactive Digital Studies B.A.

Interactive Digital Studies Major

The B.A. Interactive Digital Studies (IDS) major is interdisciplinary in nature and is under the jurisdiction of the Department of Communication and Media. The Interactive Digital Studies major requires a minimum of 120 total hours to graduate. This total includes UNIFI/General Education requirements and the following specified major requirements, plus electives to complete the minimum of 120 hours.

Required

Communication and Media:		
CM CORE 1001	Digital Toolbox	3
COMM 4544/5544	Digital Culture and Communication	3
or CM CORE 1010	Mass Communication and Society	
COMM 3155	Professional and Public Communication	3
COMM 3555	Interactive Digital Communication	3
CM CORE 3900/5900	Internship in Communication and Media	3
Electives - select two bundles (emphases) from the following:		30-32
Total Hours		45-47

EMPHASES

1. Digital Visualization (15 hours)

Communication and Media:		
COMM 4558/5558	Interactive Digital Visualization: (Topic) (*Repeat for 6 hours)	6
COMM DM 1611	Media and Power	3
or COMM 4213/5213	Visual Rhetoric	
COMM DM 3659	Editing and Design	3
COMM DM 4655	Photojournalism	3
or COMM 3455	Creativity, Storytelling and Identity	
Total Hours		15

2. Digital Computation (17 hours)

Computer Science:		
CS 1510	Introduction to Computing	4
CS 1520	Data Structures	4
CS 2530	Intermediate Computing *	3
CS 3110	Web Application Development	3
CS 3120/5120	User Interface Design	3
Total Hours		17

* CS 2530 has the following prerequisites: CS 1510; CS 1520; CS 1800; or department approval. The

prerequisite CS 1800 not included in requirements for this bundle is waived for Interactive Digital Studies majors and minors.

3. Digital Writing (15 hours)

English:		
ENGLISH 2770	Introduction to Workplace Writing	3
ENGLISH 4785/5785	Applied Writing: Projects, Grants and Careers	3
or ENGLISH 4770/5770	Applied Writing: Proposals and Grants	
ENGLISH 4025/5025	Theory and Practice of Writing	3
or ENGLISH 4040/5040	Digital Writing: Theory and Practice	
Select 2 from the following courses (6 units total)		6
ENGLISH 4672/5672	Electronic Literature *	
ENGLISH 4160/5160	Issues in Digital Humanities	
ENGLISH 4765/5765	Applied Writing: Workplace Communication	
ENGLISH 4775/5775	Applied Writing: Specialized Documents	
Total Hours		15

* Prerequisite(s): CM CORE 1001 or ENGLISH 2120 or consent of instructor; junior standing.

4. Digital Music (15 hours)

Music Theory (required):		
MUS THEO 1300	Topics in Music Composition (Electronic composition section)	2
MUS THEO 3220/5220	Music and Technology	4
MUS THEO 3230/5230	Music Technology, Advanced	4
Music Theory (select two of the following):		4
MUS THEO 1100	Introduction to Music Theory	
MUS THEO 1110	Theory I	
MUS THEO 1120	Theory II	
Theory class placement is determined by a diagnostic examination.		
Music elective		1
Total hours		15
Additionally, it is recommended that students taking this bundle elect to take MUSIC 1100 as part of their UNIFI/General Education courses.		

5. Digital Imaging (15 hours)

Graphic Technologies:		
TECH 1055	Graphic Communications Foundations	3
TECH 2070	Digital Pre-Media	3
TECH 3150/5150	Graphic Communications Imaging	3
TECH 3169	Digital Imaging	3

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TECH 4184	Digital Imaging II	3
Total Hours		15

6. Digital Advertising (15 hours)

Economics:

ECON 1031	Introduction to Business Economics	3
or ECON 1041	Principles of Macroeconomics	

Marketing:

MKTG 2110	Principles of Marketing	3
MKTG 3143	Advertising and Promotion	3
MKTG 3146/5146	Digital Advertising	3
MKTG 3148/5148	Digital Customer Experience *	3
or ENTR 3583/5583	Entrepreneurship	
or MKTG 4150	Advertising Campaign Development	

Total Hours		15
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* ENTR 3583/5583 has a prerequisite of ENTR 2010 or (ACCT 2120; ACCT 2130; prerequisite or corequisite FIN 3130; STAT 1772 or equivalent; ECON 1011; MKTG 2110; ECON 1031 or (ECON 1041 and ECON 1051)); junior standing.

7. Digital History (15 hours)

Communication and Media:

COMM 4558/5558	Interactive Digital Visualization: (Topic)	3
COMM 4412/5412	Performing History	3

History:

HIST 1010	Introduction to Historical Skills	3
HIST 4010/5010	Introduction to Public History	3
HIST 3020	Introduction to Museum Studies	3

Total Hours		15
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8. Web Development (15 hours)

Communication and Media:

COMM 4558/5558	Interactive Digital Visualization: (Topic)	3
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Computer Science:

CS 1100	Web Development: Client-Side Coding	3
CS 2100	Web Development: Server-side Coding	3
CS 3120/5120	User Interface Design	3

Marketing:

MKTG 3148/5148	Digital Customer Experience *	3
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Total Hours		15
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* MKTG 3148/5148 has a prerequisite of MKTG 2110 or consent of instructor. This prerequisite is waived for all Interactive Digital Studies majors and minors.

9. Digital Video (15 hours)

Communication and Media:

COMM DM 1652	Writing for Digital Media	3
or COMM 3455	Creativity, Storytelling and Identity	
COMM DM 2651	Digital Media Production II	3
COMM DM 2653	News Writing and Reporting	3
or COMM DM 4650	Advanced News Writing and Reporting	
COMM DM 3658	Digital Journalism: (Topic)	3
COMM DM 4630/5630	Digital Media Law and Ethics	3
or COMM DM 4644/Global Media: (Topic)		

Total Hours		15
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10. Digital Mapping (15 hours)

Geography:

GEOG 1310	Digital Earth	3
GEOG 2320	Drones for Mapping and Communication	3
GEOG 2410	Geographic Information Systems I	3
GEOG 4335/5335	Web Mapping and Data Visualization	3
GEOG 4360/5360	Cartographic Design	3

Total Hours		15
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Four-Year Plan

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This is a sample plan of study with a suggested sequencing of classes for the major. University electives may be applied to earn additional academic majors, minors, or certificates. Students should regularly meet with their academic advisor to plan their specific semester schedule to include UNIFI/General Education program and/or university elective hours required.

Course	Title	Hour
Freshman		
Fall		
COMM 1000	Oral Communication	3
UNIFI/General Education or University Electives		12
		Hours
		15
Spring		
CM CORE 1001	Digital Toolbox	3
ENGLISH 1005	College Writing and Research	3
UNIFI/General Education or University Electives		9
		Hours
		15
Sophomore		
Fall		
COMM 3155	Professional and Public Communication	3
COMM 3555	Interactive Digital Communication	3
Bundle 1 Selection		3
Bundle 2 Selection		3
UNIFI/General Education or University Electives		3
		Hours
		15
Spring		
Bundle 1 Selection		3

UNIFI/General Education or University Electives		12
Hours		15
Junior		
Fall		
COMM 4544/5544	Digital Culture and Communication (or CM CORE 1010 Mass Communication and Society)	3
Bundle 2 Selection		3
UNIFI/General Education or University Electives		9
Hours		15
Spring		
Bundle 1 Selection		
Bundle 2 Selection		3
UNIFI/General Education or University Electives		9
Hours		15
Senior		
Fall		
Bundle 1 Selection		
Bundle 2 Selection		3
UNIFI/General Education or University Electives		9
Hours		15
Spring		
UNIV 4555	Interactive Digital Studies Practicum	3
Bundle 1 Selection		3
Bundle 2 Selection		3
UNIFI/General Education or University Electives		6
Hours		15
Total Hours		120

(Liberal Arts), Digital Media, Interactive Digital Studies, or Public Relations, a student must earn a cumulative GPA of 2.50.

Related Programs

- Communication Minor
- Graphic Technology B.A.

Learning Outcomes

Interactive Digital Studies, B.A.

Goal #1: Apply knowledge (UNI learning goal: Program content knowledge)

- **SLO 1:** Connect communication and media knowledge (e.g theories, perspectives, principles, practices, skills, methodologies) with relevant experiences and/or new situations.

Goal #2: Communicate competently (UNI learning goal: Communication)

- **SLO 2a:** Communicate competently in a professional setting.
- **SLO 2b:** Create messages and/or digital content that reflect an understanding of the audience, purpose, and context.
- **SLO 2c:** Deliver messages and/or digital content in an appropriate and effective form.

Goal #3: Think critically (UNI learning goal: Critical thinking)

- **SLO 3a:** Think critically in a professional setting.
- **SLO 3b:** Critically evaluate issues, messages, or practices with a communication and media perspective.

Policies

Note: Students majoring in Public Relations must achieve a minimum grade of C (2.00) in all courses to be applied toward departmental majors or minors. To graduate with a major in Communication