## Communication and Media: Digital Media Courses (COMM DM)

### Courses

**COMM DM 1611. Digital Media Literacies — 3 hrs.**  
Analysis and critique of the production and consumption of media messages to develop students as ethical and active digital citizens. Prerequisite(s): COMM COR 1010 (48J:002). (Fall and Spring)

**COMM DM 1620. Fundamentals of Journalism — 3 hrs.**  
Emphasis on news gathering techniques for journalists, including examination of search strategies, sources, and news values, the technologies of news gathering and their application, and fact-checking and writing news stories. (Fall and Spring)

**COMM DM 1650. Digital Media Seminar — 1 hr.**  
An exploration of the Digital Media major and career opportunities in journalism, media leadership, and media production. Through professional speakers, field trips, and presentations, the course provides information about curriculum, learning resources, academic and professional expectations, and opportunities for professional networking. First half-semester course. Corequisite(s): COMM DM 1651 for majors. COMM DM 1651 is waived for non-Digital Media majors and non-Digital Media minors. (Fall and Spring)

**COMM DM 1651. Digital Media Production I — 3 hrs.**  
Introduction to creative storytelling across digital formats and platforms, including basic concepts of video, audio, and multimedia technologies. Emphasis on understanding the aesthetics and application of production techniques for multiple audiences and users. Corequisite(s): COMM DM 1650. This co-requisite is waived for Communication-Theatre Teaching majors and for non-Digital Media majors and minors. (Fall and Spring)

**COMM DM 1652. Writing for Digital Media — 3 hrs.**  
Introduction to concepts and techniques of creative script writing used for digital media content in multiple formats and platforms. Topics include writing for fiction, news, television, and advertising. (Fall and Spring)

**COMM DM 2651. Digital Media Production II — 3 hrs.**  
Building on the concepts of COMM DM 1651: Digital Media Production I, further exploration of creative storytelling using digital video, audio, live studio, and web concepts and technologies for multiple formats and platforms. Special emphasis on aesthetic and technical skills in post-production, including motion graphics, image manipulation, video, and sound editing. Prerequisite(s): COMM DM 1651 and COMM DM 1652. (Fall and Spring)

**COMM DM 2652. Emerging Digital Media: (Topic) — 3 hrs.**  
Explores the aesthetic concepts and creation of interactive media content for multiple platforms. Topics include web technologies, interactive storytelling, and emerging media content. Topics indicated in Schedule of Classes. May be repeated for a maximum of 6 hours if different topic. Prerequisite(s): COMM DM 1651 or consent of instructor. (Variable)

**COMM DM 2653. News Writing for Media — 3 hrs.**  
Principles and practice of reporting, writing, and editing news for multiple media platforms. Prerequisite(s): COMM COR 1010 (48J:002); COMM DM 1620. (Fall and Spring)

**COMM DM 2654. Scriptwriting for Digital Media — 3 hrs.**  
Exploration of a range of scriptwriting forms for digital media programs, including short and long-form narrative and documentary. Distinctive genres within the broad fiction and non-fiction categories will be emphasized. Prerequisite(s): COMM DM 1652. (Variable)

**COMM DM 2950. Applied Digital Media — 1 hr.**  
Practical project experience for qualified students who work for KULT Radio, Cedar River Productions, UNI Cable, or on other authorized radio/TV/film/multimedia projects. May be repeated for maximum of 4 hours of applied digital media credit. Prerequisite(s): consent of instructor. (Fall, Spring, Summer)

**COMM DM 3179. Cooperative Education — 1-6 hrs.**  
Practical project experience for qualified students who work for KULT Radio, Cedar River Productions, UNI Cable, or on other authorized radio/TV/film/multimedia projects. May be repeated for maximum of 4 hours of applied digital media credit. Prerequisite(s): consent of instructor. (Fall, Spring, Summer)

**COMM DM 3651. Advanced Digital Media Production: Television News — 3 hrs.**  
Production of multi-camera content in a studio context, including news, sports, or talk shows. The course explores concepts and aesthetics, production workflow, application of journalistic methods, and delivery of content over multiple platforms. Students produce programs for broadcast. Prerequisite(s): COMM DM 1651; COMM DM 2651. (Variable)

**COMM DM 3652. Advanced Digital Media Production: Documentary — 3 hrs.**  
Creates innovative documentary stories from idea development to post-production. Students explore theories of documentary realism, current and emerging documentary forms, and the ethics of documentary practice. Students produce a short documentary as a final project. Prerequisite(s): COMM DM 1651; COMM DM 2651. (Variable)

**COMM DM 3653. Advanced Digital Media Production: Fiction — 3 hrs.**  
Development of fictional stories, including script development, production planning, directing actors, and the aesthetics of camera, lighting, sound, and editing as creative tools. Current and emerging forms of fiction programming for multiple platforms are explored. Students produce a short fiction video as a final project. Prerequisite(s): COMM DM 1651; COMM DM 2651. (Variable)

**COMM DM 3654. Advanced Digital Media Production: Video Editing — 3 hrs.**  
Advanced training in digital post-production, including editing techniques, color correction, titles, and sound design. Through screenings and projects, students explore the history and aesthetics of editing, styles for different formats, and delivering content to multiple platforms. Prerequisite(s): COMM DM 1651; COMM DM 2651. (Variable)

**COMM DM 3655. Advanced Digital Media Production: Audio — 3 hrs.**  
Advanced training in the theory and practice of audio recording and editing for multiple formats, including field and studio content. Prerequisite(s): COMM DM 1651; COMM DM 2651. (Variable)
COMM DM 3656. Digital Media Industries — 3 hrs.
Examines media development, production, and distribution in response to technological changes, audience expectations, new competition and other industrial forces. Prerequisite(s): COMM COR 1010 (48J:002) or consent of instructor. (Fall)

COMM DM 3657. Promotion of Digital Media — 3 hrs.
Explores the art of promoting film, television, games and other digital media products and services. Attention to media planning and multi-platform campaigns to reach audiences. Prerequisite(s): COMM COR 1010 (48J:002). (Variable)

COMM DM 3658. Digital Journalism: (Topic) — 3 hrs.
Writing and developing online journalism, including web pages, social media, interactive timelines, motion graphics, video, virtual reality story telling, and podcasts. Prerequisite(s): COMM DM 1651; COMM DM 2653. May be repeated for up to 6 hours if different topic. (Variable)

COMM DM 3659. Editing and Design — 3 hrs.
Immersion in layout, design and photography for news or feature publication. Students use digital tools, including InDesign, Photoshop and Illustrator to create finished pieces for publication, including editorial and advertorial content. Prerequisite(s): COMM DM 2653 or consent of instructor. For Interactive Digital Studies majors and minors: no prerequisites. (Fall and Spring)

COMM DM 3900. Internship in Digital Media — 1-6 hrs.
Students complete internships with off-campus professional media organizations, focusing on intensive work in a specialized area of digital media in conjunction with academic assignments. May be repeated for maximum of 6 hours. Prerequisite(s): junior standing; internship coordinator approval. See the internship coordinator for additional departmental requirements. (Fall, Spring, Summer)

COMM DM 3950. Advanced Applied Digital Media — 1 hr.
Practical project experience for qualified students who work for KULT Radio, Cedar River Productions, UNI Cable, or on other authorized radio/TV/film/multimedia projects. May be repeated for maximum of 4 hours of applied digital media credit. Prerequisite(s): consent of instructor. (Fall, Spring, Summer)

Practical project experience for qualified students who work for the Northern Iowan or other qualified journalism organizations. May be repeated for maximum of 4 hours of applied digital journalism credit. Prerequisite(s): consent of instructor. (Fall, Spring, Summer)

Development of the structure, economics, and content of U.S. media; examination of significant persons and events contributing to the technological, economic, and social development of mass media. Prerequisite(s): COMM COR 1010 (48J:002); junior standing. (Variable)

COMM DM 4621/5621. Digital Media Analysis — 3 hrs.
Critically examines multiple theoretical and methodological approaches to the analysis and criticism of digital media content, including fiction, documentary, video games, transmedia, web, and other formats. Prerequisite(s): COMM COR 2020 (48C:080); junior standing. (Fall)

COMM DM 4630/5630. Journalism, Law, and Ethics — 3 hrs.
Connects journalism, law, and ethics through seminal cases and current topics and events. Issues include libel, fair trial, privacy, and self-regulation in journalism. Prerequisite(s): junior standing. (Fall and Spring)

COMM DM 4631/5631. Digital Media Law — 3 hrs.
Explores regulation of digital media industries and the effects of political, economic, and cultural dynamics on media policy and media content. Critical analysis of how citizens, consumers, and media companies are impacted by media ownership rules and consolidation; copyright laws and remix culture; Internet access; sex and violence in media; invasion of privacy; regulation of advertising and political ads; and free speech for media producers. Prerequisite(s): COMM COR 1010 (48J:002); junior standing. (Spring)

COMM DM 4632. Senior Seminar in Digital Media — 3 hrs.
Preparation for a professional career in digital media, including development of interview skills, resumes, portfolios, and cover letters. Exploration of ethical foundations for production, distribution, and consumption of digital media. Prerequisite(s): COMM DM 1650; senior standing. (Fall and Spring)

Examination of theories and practices of past, current, and developing technologies used for multiple platforms of digital media content. Topics may include script development, software applications, web technologies, virtual reality, games, digital cultures, and mobile media. May be repeated for maximum of 6 hours if different topic. Prerequisite(s): COMM COR 2020 (48C:080); junior standing. (Variable)

Examines regulation of digital media industries and the effects of political, economic, and cultural dynamics on media policy and media content. Critical analysis of how citizens, consumers, and media companies are impacted by media ownership rules and consolidation; copyright laws and remix culture; Internet access; sex and violence in media; invasion of privacy; regulation of advertising and political ads; and free speech for media producers. Prerequisite(s): COMM COR 1010 (48J:002); junior standing. (Variable)

Focus on how technology, history, politics, economics, and culture have shaped the development of media systems in the world. Prerequisite(s): COMM COR 1010 (48J:002); junior standing. (Variable)

COMM DM 4650/5650. Advanced Reporting — 3 hrs.
Writing and producing news stories for multiple news platforms, based on beat reporting, coverage of business and current events, and investigative journalism. Prerequisite(s): COMM DM 2653; junior standing. (Fall and Spring)

COMM DM 4651. Digital Media Practicum: (Topic) — 3 hrs.
Advanced media production for multiple platforms of digital media. Topics indicated in Schedule of Classes. May be repeated for maximum of 6 hours if different topic. Prerequisite(s): COMM DM 3651, or COMM DM 3652, or COMM DM 3653, or COMM DM 3654, or COMM DM 3655. (Variable)

COMM DM 4652. Digital Media Projects — 1-6 hrs.
An advanced project for digital video, audio, or interactive media beyond the scope of existing courses. Students are selected through a competitive process and work under the supervision of faculty. May be repeated for maximum of 6 hours. Prerequisite(s): COMM DM 3651 or COMM DM 3652 or COMM DM 3653 or COMM DM 3654 or COMM DM 3655, or COMM DM 2652; junior standing; consent of instructor. (Variable)

COMM DM 4653/5653. Digital Media Distribution — 3 hrs.
Examines digital distribution strategies for film, television, music, gaming, and other media content across delivery systems. Topics include transmedia development, monetizing intellectual property, and
innovative platforms. Prerequisite(s): COMM COR 1010 (48J:002); junior standing. (Variable)

**COMM DM 4654/5654. Digital Media Management — 3 hrs.**
Explores how media managers oversee the financing, production, marketing and distribution of their media products and services. Examines innovative principles and practices of digital media management, with attention to leadership case studies from companies across media and technology sectors. Prerequisite(s): COMM COR 1010 (48J:002); junior standing. (Variable)

**COMM DM 4655. Photojournalism — 3 hrs.**
Introduces students to the concepts, principles, and practice of photojournalism through photo assignments, image editing, presentation in a variety of formats, and critical reviews of work. Prerequisite(s): COMM DM 2653 or consent of instructor; junior standing. For Interactive Digital Studies majors and minors: no prerequisites. (Variable)

**COMM DM 4656/5656. Feature Writing — 3 hrs.**
In-depth feature writing for beats including arts, entertainment, leisure, and travel for multiple news platforms. Prerequisite(s): COMM DM 2653 or ENGLISH 2015 (620:015) or consent of instructor; junior standing. (Spring)