

# SCHOOL OF COMMUNICATION

## Digital Content Production Minor Minor and Certificate Programs

Professional communication expertise increasingly includes the ability to create digital (online) content. These programs in digital content production prepare students from all majors with knowledge and skills required to become effective and engaging communicators in the digital spaces. Students will learn to produce engaging and interactive websites and videos, and use analytical skills to evaluate impact. These digital skills are seen as essential to have in nearly any work context

This program prepares **ALL STUDENTS IN ALL MAJORS ACROSS THE UNIVERSITY** with knowledge and skills needed to be effective and engaging communicators in digital spaces.

### DEVELOP SKILLS ESSENTIAL TO ANY WORK CONTENT

- **Create and edit podcasts, video, text, and graphics for digital media platforms**
- **Effectively use social media**
- **Use different media to effectively tell stories**
- **Assess the impact of digital communication efforts**

The Digital Content Production Minor consists of 19 credit hours, and the Digital Content Production Certificate consists of 13 credit hours. The prerequisite to enroll in either program is COM 225 (Media Writing) or any WAC course offered at CSU with a B- grade or higher.

#### MINOR PROGRAM REQUIREMENTS (19 hours):

##### Core Courses (15 hours)

COM 335: Media Storytelling

COM 372: Podcasting: Reporting with Sound

COM 425: Publication Design & Graphics

COM 429: Digital Publication Design & Graphics

COM 464: Media Metrics and Analytics

##### Capstone and Lab Requirement (4 hours)

COM 430: Digital Content Production

COM 363: Journalism & Media Laboratory

#### CERTIFICATE PROGRAM REQUIREMENTS (13 hours):

##### Elective Course (3 hours)-Select one of the following:

COM 335: Multimedia Storytelling

COM 372: Podcasting: Reporting with Sound

##### Core Courses (6 hours)

COM 425: Publication Design and Graphics

COM 429: Digital Publication Design & Graphics

##### Capstone and Lab Requirement (4 hours)

COM 430: Digital Content Production

COM 363: Journalism & Media Laboratory

If you are interested in the Digital Content Production Minor or Certificate program, contact the School of Communication for more information and schedule an appointment with our Journalism & Promotional Communication Director:



(216) 687-4631



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