

COLLEGE OF LIBERAL ARTS AND SOCIAL SCIENCES

Digital Media Design

Associate Professor: Christopher Previte

Affiliated Faculty: Kristen Nevious

A Bachelor of Arts degree is offered in Digital Media Design to traditional students.

A minor is offered in Digital Media Design.

The Franklin Pierce Digital Media Design major is uniquely designed to address the needs of many prominent industries in our increasingly interconnected world. The World Wide Web is an ever-evolving, fast moving, content delivery platform that documents history, supports commerce, builds communities, entertains, creates change, and connects us. The variety and type of content is endless, requiring well-trained professionals to create it. Our students learn to create, edit, and manage professional visual, written, and audio content for delivery through the web. Specifically, Digital Media Design majors develop skills in visual, web & mobile design; branding & storytelling; concept development; research & documentation; project management; and writing, proofreading & editing. This focus on foundational web design and content development emphasizes strategic and critical thinking, digital and visual literacy, and applicative and experiential learning. Because of its efficient design, students can combine this degree with another for a double-major combination that significantly enhances a student's career preparedness and marketability.

Major Requirements

In addition to all graduation requirements, the following courses must be completed successfully to fulfill the major requirements:

DMD100 Introduction to Digital Media Design 3 credits

DMD105 Digital Design Foundations 3 credits

DMD120 User Experience and Interface Design 3 credits

DMD200 Exploring Digital Storytelling 3 credits

DMD205 Social Media, Ethics, IP, and Media Law 3 credits

DMD220 Web Design 3 credits

DMD250 Introduction to Data Visualization 3 credits

DMD320 Application and Mobile Design 3 credits

DMD330 Social Media 3 credits

DMD400 Audio & Video for the Web 3 credits

DMD410 Digital Media Design Portfolio 3 credits

Electives

Choose one elective at the 200 level and choose two electives at the 300-level or above.

COMM210 Journalism 2 3 credits

COMM310 Convergent Journalism 3 credits

GC201 Graphic Design 3 credits

DMD390 Internship in DMD 1-4 credits

DMD490 Internship in DMD 1-4 credits

MK201 Principles of Marketing 3 credits

MK304 Advertising 3 credits

Minor Requirements

The department offers the following program of study to all students seeking a minor in Digital Media Design (18 credits):

Minor Core Courses (9 credits)

DMD100 Introduction to Digital Media Design

DMD105 Digital Design Foundations

DMD120 User Experience and Interface Design

Choose one of the following courses (3 credits):

DMD200 Exploring Digital Storytelling

DMD205 Social Media, Ethics, IP, and Media Law

DMD250 Introduction to Data Visualization

Choose two 300-level or above elective courses (6 credits):

DMD320 Application and Mobile Design

DMD330 Social Media

DMD490 Internship in DMD

Recommended Curriculum Guide – Digital Media Design

First Year					
<i>Fall Semester</i>		<i>Credits</i>	<i>Spring Semester</i>		<i>Credits</i>
DMD100	Introduction to Digital Media Design	3	_____	GLE Elective	3
DMD105	Digital Design Foundations	3	DMD120	User Experience and Interface Design	3
GLE101	First-Year Inquiry Seminar	3	_____	GLE Elective	3
GLE110	First-Year Composition	3	_____	GLE Elective	3
_____	GLE Elective	3	_____	Elective	3
	Total	15		Total	15
Second Year					
<i>Fall Semester</i>		<i>Credits</i>	<i>Spring Semester</i>		<i>Credits</i>
DMD200	Exploring Digital Storytelling	3	DMD205	Social Media, Ethics, IP, and Media Law	3
DMD220	Web Design	3	DMD250	Introduction to Data Visualization	3
_____	GLE Laboratory Science I	4	DMD____	200- or 300-level Elective	3
_____	GLE Elective	3	_____	GLE Laboratory Science II	4
_____	GLE Elective	3	GLE230	Second-Year Composition	3
	Total	16		Total	16
Third Year					
<i>Fall Semester</i>		<i>Credits</i>	<i>Spring Semester</i>		<i>Credits</i>
DMD320	Application and Mobile Design	3	DMD____	300- or 400-level Elective	3

DMD330	Social Media	3	DMD___	300- or 400-level Elective	3
_____	GLE Elective	3	_____	GLE Elective	3
_____	Elective	3	_____	Elective	3
_____	Elective	3	_____	Elective	3
	Total	15		Total	15
Fourth Year					
Fall Semester		Credits	Spring Semester		Credits
DMD400	Audio & Video for the Web	3	DMD410	Digital Media Design Portfolio	3
_____	Elective	3	_____	Elective	3
_____	Elective	3	_____	Elective	3
_____	Elective	3	_____	Elective	3
_____	Elective	3	_____	Elective	3
	Total	15		Total	15
				Total Credits	122

*One or more additional electives may be needed to fulfill general education requirements. See [General and Liberal Education \(GLE\)](#).

Program Courses

Course Code	Course Name
COMM210	Journalism 2
COMM310	Convergent Journalism
DMD100	Intro Digital Media Des
DMD105	Digital Design Foundation
DMD120	Use Exp & Interface Dsgn
DMD200	Expl Digital Storytelling
DMD205	Social Media Ethics & Law
DMD220	Web Design
DMD250	Intro to Data Visualizati
DMD320	Application & Mobile Dsgn
DMD330	Social Media
DMD390	Internship in DMD
DMD400	Audio & Video for the Web
DMD410	DMD Portfolio
DMD490	Internship in DMD
GC201	Graphic Design I
MK201	Principles of Marketing

Course Code	Course Name
MK304	Advertising