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					
Fall Semester		*Credits*	*Spring Semester*		*Credits*
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					
Fall Semester		*Credits*	*Spring Semester*		*Credits*
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					
Fall Semester		*Credits*	*Spring Semester*		*Credits*
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).