# DIGITAL MEDIA COMMUNICATIONS
DEPARTMENT

The Digital Media Communications program exists to prepare students to become skilled and creative developers and managers of media in a constantly changing global media climate.

Digital Media Communications provides instruction in core areas of graphic design, video production, photography, web design, and audio production through four distinct majors: Digital Media Communications, Digital Media-Graphic Design & Photography, Digital Media-Recording Arts, and Digital Media-Video Production. The department also offers a master's degree in Digital Media.

## DEGREE PROGRAMS IN DIGITAL MEDIA COMMUNICATIONS

- Digital Media Communications
- Digital Media - Graphic Design & Photography
- Digital Media - Recording Arts
- Digital Media - Video Production

**MINOR**

- Digital Media
- Graphic Design

**MASTER'S DEGREE**

- Digital Media

### ASSOCIATES DEGREE

Digital Media Associates Degree

### PROGRAM STUDENT LEARNING OUTCOMES

1. Students will produce effective examples of creative and strategic communication in a variety of traditional and new media forms, demonstrating an understanding of communication theory and applications.
2. Students will research current and trending topics to analyze, evaluate, and interpret texts, media products, performances, and human interaction with, and use of, digital media.
3. Students will demonstrate leadership skills in production environments by participating with and leading teams of peers.
4. Students will define and articulate a personal theology of service and leadership that incorporates their faith and a Christian worldview with their commitment to digital media.
5. Students will develop and produce digital media products integrating text information through writing, audio, design, photography, video, and web design using a variety of modern technologies.
6. Students will produce and publish digital media in various formats using modern communication technologies.

## EDUCATION

This program exists to prepare you with specialized skills in Digital Media that will allow you to be a creative, technologically skilled developer and manager in the digital world. You will learn to think creatively, strategically, and critically when communicating information, producing and distributing your media in both traditional and new media forms. One of the experiential components of the Digital Media Communications program is the internship.

Through the Digital Media Access Program, students are able to check out professional grade DSLR cameras, lighting kits, audio recorders, microphones, drones, and wide variety of peripherals in order to gain experience and apply what is learned in the classroom.

The Digital Media Department Handbook outlines additional requirements, policies and procedures. Digital Media students are expected to be knowledgeable of this handbook and are held accountable for the information it contains. The handbook is available through the Music/Digital Media Office.

# DIGITAL MEDIA COMMUNICATIONS
(CONTINUED)

## TECHNOLOGY

The University of Valley Forge is committed to providing training in the use of modern technologies. Digital media technologies are regularly refreshed providing students the opportunity to work with current equipment and software. We offer many facilities that are solely dedicated to Digital Media students.

- 2 Video Production Studios
- Photography Studio
- Digital Audio Lab
- 2 ProTools HDX Recording Studios
- Digital Media Production Classroom
- Film Viewing Room

Each area provides the latest technology to provide students with an innovative learning experience. The University of Valley Forge is an AVID Learning Partner, an elite designation that allows UVF students the opportunity to become certified ProTools professionals while on campus. ProTools is the industry-standard digital audio production and video production platforms that are used world-wide.

## COMPUTER REQUIREMENTS:

Recommended:
- 2021 MacBook Pro or newer
- Minimum 16 Gb recommended

# DIGITAL MEDIA COMMUNICATIONS

BACHELOR OF SCIENCE
PROGRAM CAPSTONE GRAPHIC DESIGN & PHOTOGRAPHY: 126 CREDITS
PROGRAM CAPSTONE RECORDING ARTS OR VIDEO PRODUCTION: 124 CREDITS

## MAJOR REQUIREMENTS

| | | | |
|---|---|---|---|
| DIG | 010 | Digital Media Skills Comprehensive | 0 cr |
| BUS | 200 | Explorations in Business | 3 cr |
| COM | 163 | Introduction to Digital Media | 3 cr |
| COM | 143 | Communication Theory | 3 cr |
| COM | 293 | Intercultural Communication | 3 cr |
| COM | 301 | Freelancing & Self-Branding | 3 cr |
| COM | 483 | Digital Media Internship | 3 cr |
| DIG/MTN Course | | | 6 cr |
| DIG | 102 | Digital Media Information Literacy | 0 cr |
| DIG | 243 | Introduction to Photography | 3 cr |
| DIG | 263 | Digital Design I | 3 cr |
| DIG | 265 | Digital Design II | 3 cr |
| DIG | 272 | Introduction to Web Design | 3 cr |
| DIG | 273 | Web Design & Implementation | 3 cr |
| DIG | 303 | Fundamentals of Video Production | 3 cr |
| DIG | 310 | Leadership in Digital Media | 3 cr |
| DIG | 313 | Advanced Video Production & Editing | 3 cr |
| DIG | 321 | Podcasting | 1 cr |
| DIG | 344 | Photojournalism | 3 cr |
| DIG | 363 | Motion Graphics | 3 cr |
| Electives | | | 6 cr |
| ENG | 333 | Writing for the Media | 3 cr |
| MTN | 263 | Digital Audio | 3 cr |

Choose one:     3 cr

| | | |
|---|---|---|
| COM | 373 | Design & Visual Language |
| COM | 332 | Christ, Communication & The Digital Mission |
| COM | 403 | Social Media Management |
| COM | 413 | Digital Marketing & Analytics |

Choose One Capstone Group:

Graphic Design & Photography Capstone:

| | |
|---|---|
| DIG 441 Design/Photography Seminar | 3 cr |
| DIG 444 Senior Design/Photography Portfolio | 3 cr |

Recording Arts Capstone:

| | |
|---|---|
| MTN 407 Senior Audio Seminar | 1 cr |
| MTN 441 Senior Audio Project/Recital | 3 cr |

Video Production Capstone:

| | |
|---|---|
| DIG 407 Senior Video Seminar | 1 cr |
| DIG 432 Senior Video Capstone | 3 cr |

**TOTAL GRAPHIC DESIGN & PHOTOGRAPHY: 76 CREDITS**
**RECORDING ARTS OR VIDEO PRODUCTION: 74 CREDITS**

## PURPOSE

The major in Digital Media Communications is designed for students who seek a program that respects and develops their Christian faith while providing training in technology, communication skills, and creative abilities. The program will provide the opportunity to develop into highly versatile professionals who are able to think critically and creatively with a biblical worldview in order to serve in technical communications positions in businesses, churches, and nonprofit organizations. This program integrates new digital media technologies with foundation in traditional communications field coursework. The sophistication and complexity of these new media technologies will require graduates to possess a comprehensive understanding of electronic media, digital broadcasting, internet and social media as well as the ability to relate this knowledge in an ever-changing technological landscape. Preparation also includes hands-on experiences in a variety of real world studio, location, and live environments.

## CORE REQUIREMENTS

| | | | |
|---|---|---|---|
| BIB | 103 | Introduction to Biblical Interpretation | 3 cr |
| COM | 123 | Fundamentals of Public Speaking | 3 cr |
| COM | 136 | Mass Media & Society | 3 cr |
| ENG | 123 | College Writing & Research | 3 cr |
| FNA | 113 | Fine Arts Appreciation | 3 cr |

Choose one:     3 cr

| | | |
|---|---|---|
| HIS | 213 | Ancient & Medieval World History |
| HIS | 223 | Modern & Contemporary World History |
| HIS | 233 | U.S. History – Colonization to Reconstruction |
| HIS | 243 | U.S. History – Reconstruction to the Present |

| | | | |
|---|---|---|---|
| LIT | | Literature Course | 3 cr |
| MTH | 123 | Quantitative Reasoning* | 3 cr |
| NWT | 113 | New Testament Survey | 3 cr |
| OLT | 123 | Old Testament Survey | 3 cr |
| PHE | | Activity Course | 1 cr |
| PHE | 281 | Health & Nutrition | 1 cr |
| PHL | 113 | Worldviews | 3 cr |
| PHL | 343 | Ethics | 3 cr |
| PSY | 223 | Introduction to Psychology | 3 cr |
| SCI | | Science Course | 3 cr |
| SOC | 103 | Life Formation | 3 cr |

Theology Course - Choose one:     3 cr

| | | |
|---|---|---|
| THE | 115 | Thinking Theologically |
| THE | 233 | An Introduction to the History & Theology of the AG |

**TOTAL      50 CREDITS**

CMS/DIG/MTN fulfilled in the major

# DIGITAL MEDIA - GRAPHIC DESIGN & PHOTOGRAPHY

BACHELOR OF SCIENCE
PROGRAM (126 CREDITS)

## PURPOSE

The major in Digital Media - Graphic Design & Photography is designed for students who seek a program that respects and develops their Christian faith while providing training in technology, communication skills, and creative abilities. The program will provide students the opportunity to develop into highly versatile professionals who are able to think critically and creatively with a biblical worldview in order to serve in technical communications positions in businesses, churches, and nonprofit organizations. This program integrates new digital media technologies with elements of traditional communications coursework. Graduates will possess a comprehensive understanding of theory and aesthetic development in design and photography. Preparation also includes hands-on experience with camera technologies, electronic media, social media, logo and brand development, typography and portfolio development.

## MAJOR REQUIREMENTS

| | | | |
|---|---|---|---|
| DIG | 010 | Digital Media Skills Comprehensive | 0 cr |
| BUS | 200 | Explorations in Business | 3 cr |
| COM | 143 | Communication Theory | 3 cr |
| COM | 163 | Introduction to Digital Media | 3 cr |
| COM | 293 | Intercultural Communication | 3 cr |

Choose one:       3 cr

| | | | |
|---|---|---|---|
| COM | 373 | Design & Visual Language | |
| COM | 332 | Christ, Communication & The Digital Mission | |
| COM | 403 | Social Media Management | |
| COM | 413 | Digital Marketing & Analytics | |

| | | | |
|---|---|---|---|
| COM | 301 | Freelancing & Self-Branding | 3 cr |
| COM | 483 | Digital Media Internship | 3 cr |
| DIG/MTN Course | | | 3 cr |
| DIG | 102 | Digital Media Information Literacy | 0 cr |
| DIG | 243 | Introduction to Photography | 3 cr |
| DIG | 263 | Digital Design I | 3 cr |
| DIG | 265 | Digital Design II | 3 cr |
| DIG | 272 | Introduction to Web Design | 3 cr |
| DIG | 303 | Fundamentals of Video Production | 3 cr |
| DIG | 310 | Media Leadership | 3 cr |
| DIG | 321 | Podcasting | 1 cr |
| DIG | 363 | Motion Graphics | 3 cr |

Choose five:       15 cr

| | | |
|---|---|---|
| DIG | 231 | Principles of Photoshop |
| DIG | 344 | Photojournalism |
| DIG | 345 | Studio Photography |
| DIG | 362 | Creative Photography |
| DIG | 264 | Typography & Layout |
| DIG | 412 | Corporate Branding |
| DIG | 463 | Advanced Motion Graphics |
| DIG | 366 | Vector Art & Industry |
| DIG | 365 | Digital Publishing |

| | | | |
|---|---|---|---|
| Electives | | | cr |
| ENG | 333 | Writing for the Media | 3 cr |
| MTN | 263 | Digital Audio | 3 cr |

Capstone

| | | | |
|---|---|---|---|
| DIG | 441 | Design/Photography Seminar | 3 cr |
| DIG | 444 | Senior Design/Photography Portfolio | 3 cr |

**TOTAL**       **76 CREDITS**

## CORE REQUIREMENTS

| | | | |
|---|---|---|---|
| BIB | 103 | Introduction to Biblical Interpretation | 3 cr |
| COM | 123 | Fundamentals of Public Speaking | 3 cr |
| COM | 136 | Mass Media & Society | 3 cr |
| ENG | 123 | College Writing & Research | 3 cr |
| FNA | 113 | Fine Arts Appreciation | 3 cr |

Choose one:       3 cr

| | | | |
|---|---|---|---|
| HIS | 213 | Ancient & Medieval World History | |
| HIS | 223 | Modern & Contemporary World History | |
| HIS | 233 | U.S. History – Colonization to Reconstruction | |
| HIS | 243 | U.S. History – Reconstruction to the Present | |

| | | | |
|---|---|---|---|
| LIT | | Literature Course | 3 cr |
| MTH | 123 | Quantitative Reasoning* | 3 cr |
| NWT | 113 | New Testament Survey | 3 cr |
| OLT | 123 | Old Testament Survey | 3 cr |
| PHE | | Activity Course | 1 cr |
| PHE | 281 | Health & Nutrition | 1 cr |
| PHL | 113 | Worldviews | 3 cr |
| PHL | 343 | Ethics | 3 cr |
| PSY | 223 | Introduction to Psychology | 3 cr |
| SCI | | Science Course | 3 cr |
| SOC | 103 | Life Formation | 3 cr |

Theology Course - Choose one:       3 cr

| | | | |
|---|---|---|---|
| THE | 115 | Thinking Theologically | |
| THE | 233 | An Introduction to the History & Theology of the AG | |

**TOTAL**       **50 CREDITS**

CMS/DIG/MTN fulfilled in the major

# DIGITAL MEDIA - RECORDING ARTS

BACHELOR OF SCIENCE
PROGRAM (127 CREDITS)

## PURPOSE

The major in Digital Media - Recording Arts is designed for students who seek a program that respects and develops their Christian faith while providing training in technology, communication skills, and creative abilities. The program will provide students the opportunity to develop into highly versatile professionals who are able to think critically and creatively with a biblical worldview in order to serve in technical communications positions in businesses, churches, and nonprofit organizations. This program integrates new digital media technologies with fundamentals of audio recording and engineering along with more traditional communications field coursework. The sophistication and complexity of these new media technologies will require graduates to possess a comprehensive understanding of audio recording, music production, live sound reinforcement, electronic media, digital broadcasting, internet and social media as well as the ability to relate this knowledge in an ever-changing technological landscape. Preparation also includes hands-on experiences in a variety of real-world studio, location, and live environments.

## MAJOR REQUIREMENTS

| | | | |
|---|---|---|---|
| DIG | 010 | Digital Media Skills Comprehensive | 0 cr |
| BUS | 200 | Explorations in Business | 3 cr |
| COM | 143 | Communication Theory | 3 cr |
| COM | 163 | Introduction to Digital Media | 3 cr |
| COM | 293 | Intercultural Communication | 3 cr |
| Choose one: | | | 3 cr |
| | COM | 332 | Christ, Communication & The Digital Mission |
| | COM | 373 | Design & Visual Language |
| | COM | 403 | Social Media Management |
| | COM | 413 | Digital Marketing & Analytics |
| COM | 301 | Freelancing & Self-Branding | 3 cr |
| COM | 483 | Digital Media Internship | 3 cr |
| DIG/MTN/MUS Courses | | | 3 cr |
| DIG | 102 | Digital Media Information Literacy | 0 cr |
| DIG | 243 | Introduction to Photography | 3 cr |
| DIG | 263 | Digital Design I | 3 cr |
| DIG | 265 | Digital Design II | 3 cr |
| DIG | 272 | Introduction to Web Design | 3 cr |
| DIG | 303 | Fundamentals of Video Production | 3 cr |
| DIG | 310 | Media Leadership | 3 cr |
| Electives | | | 3 cr |
| ENG | 333 | Writing for the Media | 3 cr |
| MTN | 111 | Basic Audio Reinforcement | 1 cr |
| MTN | 233 | Principles of Audio Technology | 3 cr |
| MTN | 253 | Modern Music Production Techniques | 3 cr |
| MTN | 263 | Digital Audio | 3 cr |
| MTN | 313 | Sound Reinforcement Systems | 3 cr |
| MTN | 415 | Audio for Film/Video | 3 cr |
| MTN | 423 | Multi-Track Recording | 3 cr |
| MTN | 463 | Mixing/Post Production | 3 cr |
| MTN | 451 | Advanced Pro Tools | 3 cr |
| Capstone | | | |
| MTN | 407 | Senior Audio Seminar | 1cr |
| MTN | 441 | Senior Audio Project/Recital | 3 cr |

**TOTAL**      **77 CREDITS**

## CORE REQUIREMENTS

| | | | |
|---|---|---|---|
| BIB | 103 | Introduction to Biblical Interpretation | 3 cr |
| COM | 123 | Fundamentals of Public Speaking | 3 cr |
| COM | 136 | Mass Media & Society | 3 cr |
| ENG | 123 | College Writing & Research | 3 cr |
| FNA | 113 | Fine Arts Appreciation | 3 cr |
| Choose one: | | | 3 cr |
| | HIS | 213 | Ancient & Medieval World History |
| | HIS | 223 | Modern & Contemporary World History |
| | HIS | 233 | U.S. History – Colonization to Reconstruction |
| | HIS | 243 | U.S. History – Reconstruction to the Present |
| LIT | | Literature Course | 3 cr |
| MTH | 123 | Quantitative Reasoning* | 3 cr |
| NWT | 113 | New Testament Survey | 3 cr |
| OLT | 123 | Old Testament Survey | 3 cr |
| PHE | | Activity Course | 1 cr |
| PHE | 281 | Health & Nutrition | 1 cr |
| PHL | 113 | Worldviews | 3 cr |
| PHL | 343 | Ethics | 3 cr |
| PSY | 223 | Introduction to Psychology | 3 cr |
| SCI | | Science Course | 3 cr |
| SOC | 103 | Life Formation | 3 cr |
| Theology Course - Choose one: | | | 3 cr |
| | THE | 115 | Thinking Theologically |
| | THE | 233 | An Introduction to the History & Theology of the AG |

**TOTAL**      **50 CREDITS**

CMS/DIG/MTN fulfilled in the major

# DIGITAL MEDIA - VIDEO PRODUCTION

BACHELOR OF SCIENCE
PROGRAM (126 CREDITS)

## PURPOSE

The major in Digital Media - Video Production is designed for students who seek a program that respects and develops their Christian faith while providing training in technology, communication skills, and creative abilities. The program will provide students the opportunity to develop into highly versatile professionals who are able to think critically and creatively with a biblical worldview in order to serve in technical communications positions in businesses, churches, and nonprofit organizations. This program integrates new digital media technologies with fundamentals of digital storytelling, live production, post-production, and technical skills along with more traditional communications field coursework. The sophistication and complexity of these new media technologies will require graduates to possess a comprehensive understanding of video technologies, electronic media, digital broadcasting, internet and social media as well as the ability to relate this knowledge in an ever-changing technological landscape. Preparation also includes hands-on experiences in a variety of real-world studio, location, and live environments.

## MAJOR REQUIREMENTS

| | | | |
|---|---|---|---|
| DIG | 010 | Digital Media Skills Comprehensive | 0 cr |
| BUS | 200 | Explorations in Business | 3 cr |
| COM | 143 | Communication Theory | 3 cr |
| COM | 163 | Introduction to Digital Media | 3 cr |
| COM | 293 | Intercultural Communication | 3 cr |
| Choose one: | | | 3 cr |
| COM | 332 | Christ, Communication & The Digital Mission | |
| COM | 373 | Design & Visual Language | |
| COM | 403 | Social Media Management | |
| COM | 413 | Digital Marketing & Analytics | |
| COM | 301 | Freelancing & Self-Branding | 3 cr |
| COM | 483 | Digital Media Internship | 3 cr |
| DIG/MTN Courses | | | 3 cr |
| DIG | 102 | Digital Media Information Literacy | 0 cr |
| DIG | 243 | Introduction to Photography | 3 cr |
| DIG | 263 | Digital Design I | 3 cr |
| DIG | 265 | Digital Design II | 3 cr |
| DIG | 272 | Introduction to Web Design | 3 cr |
| DIG | 303 | Fundamentals of Video Production | 3 cr |
| DIG | 310 | Leadership in Digital Media | 3 cr |
| DIG | 313 | Advanced  Video & Editing Techniques | 3 cr |
| DIG | 363 | Motion Graphics | 3 cr |
| DIG | 385 | Video Systems & Engineering | 3 cr |
| DIG | 413 | Non-Linear Editing Certification | 3 cr |
| DIG | 426 | Experimental Media | 3 cr |
| DIG | 431 | Directing & Broadcasting for Live Broadcast | 3 cr |
| Electives | | | 3 cr |
| ENG | 333 | Writing for the Media | 3 cr |
| MTN | 263 | Digital Audio | 3 cr |
| MTN | 415 | Audio for Film/Video | 3 cr |
| Capstone | | | |
| DIG | 407 | Senior Video Seminar | 1 cr |
| DIG | 432 | Senior Video Capstone | 3 cr |

**TOTAL**                                        **76 CREDITS**

## CORE REQUIREMENTS

| | | | |
|---|---|---|---|
| BIB | 103 | Introduction to Biblical Interpretation | 3 cr |
| COM | 123 | Fundamentals of Public Speaking | 3 cr |
| COM | 136 | Mass Media & Society | 3 cr |
| ENG | 123 | College Writing & Research | 3 cr |
| FNA | 113 | Fine Arts Appreciation | 3 cr |
| U.S./World History Course - Choose one: | | | 3 cr |
| HIS | 213 | Ancient & Medieval World History | |
| HIS | 223 | Modern & Contemporary World History | |
| HIS | 233 | U.S. History – Colonization to Reconstruction | |
| HIS | 243 | U.S. History – Reconstruction to the Present | |
| LIT | | Literature Course | 3 cr |
| MTH | 123 | Quantitative Reasoning* | 3 cr |
| NWT | 113 | New Testament Survey | 3 cr |
| OLT | 123 | Old Testament Survey | 3 cr |
| PHE | | Activity Course | 1 cr |
| PHE | 281 | Health & Nutrition | 1 cr |
| PHL | 113 | Worldviews | 3 cr |
| PHL | 343 | Ethics | 3 cr |
| PSY | 223 | Introduction to Psychology | 3 cr |
| SCI | | Science Course | 3 cr |
| SOC | 103 | Life Formation | 3 cr |
| Theology Course - Choose one: | | | 3 cr |
| THE | 115 | Thinking Theologically | |
| THE | 233 | An Introduction to the History & Theology of the AG | |

**TOTAL**                                        **50 CREDITS**

CMS/DIG/MTN fulfilled in the major