

# SCHOOL OF COMMUNICATION

## Digital Content Production Minor and Certificate Programs

Professional communication expertise increasingly includes the ability to create digital (online) content. This certificate in digital content production prepares 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 nineteen credit hours and the Digital Content Production Certificate consists of thirteen credit hours. The prerequisite to enroll in either program is Com 225 (Media Writing ) or any WAC course offered at CSU with B- or better grade.

### MINOR PROGRAM REQUIREMENTS (19 Credits)

#### Core Courses (15 Credits)

COM 335 Multimedia Storytelling  
COM 372: Podcasting: Reporting with Sound  
COM 425 Publication Design and Graphics  
COM 429 Digital Publication Design and Graphics  
**Capstone and Lab Requirement (4 credits)**  
COM 430: Digital Content Production  
COM 363: Journalism & Media Laboratory

### CERTIFICATE PROGRAM REQUIREMENTS 13 Credits

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

COM 335 Multimedia Storytelling  
COM 372: Podcasting: Reporting with Sound  
**Core Courses (6 Credits)**  
COM 425 Publication Design and Graphics  
COM 429 Digital Publication Design and Graphics  
**Capstone and Lab Requirement (4 credits)**  
COM 430: Digital Content Production  
COM 363: Journalism & Media Laboratory

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

# DIGITAL CONTENT PRODUCTION MINOR

## Course Checklist

Effective Fall 2020

A minor in Digital Content Production is available at the Undergraduate Level. Students must complete a minimum of (19) credits hours. This program is open and encouraged for student in any major. Students majoring in Journalism and Promotional Communication and General Communication may double count some of the course requirements, if they choose to take this certificate. Transfer students must take a minimum of 12 credit hours in communication courses at CSU.

### Prerequisite

Any University (WAC) Writing Across the Curriculum course with B- or better grade.

\_\_\_\_ COM 225 Media Writing  
Grade \_\_\_\_\_ Semester \_\_\_\_\_

### Core Courses (15 credits)

\_\_\_\_ COM 335 Multimedia Storytelling  
\_\_\_\_ COM 372 Podcasting: Reporting with Sound  
\_\_\_\_ COM 425 Publication Design and Graphics  
\_\_\_\_ COM 429 Digital Publication Design and Graphics  
\_\_\_\_ COM 464 Media Metric and Analytics

### Capstone and Lab (4 Credits)

The 1-Credit Lab Course COM 363 must be taken simultaneously with COM 430.

\_\_\_\_ COM 430 Digital Content Production  
\_\_\_\_ COM 363 Journalism & Media Laboratory

Students with questions regarding their Minor Degree Requirements should contact the School of Communication's Main Office at (216) 687-4630 to set up an appointment with their Minor Academic Advisor. Questions concerning Graduation and General Education Requirements should be directed to their College Advising Office.

### Digital Content Production Minor Adviser Notes:

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Signature

Date