

MINOR IN DIGITAL CONTENT PRODUCTION

ABOUT THIS MINOR

Professional communication expertise increasingly includes the ability to create digital (online) content. Our digital content production minor prepares students from all majors with knowledge and skills required to become effective and engaging communicators in 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.

SKILLS DEVELOPED

- Create and edit podcasts, videos, 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

PREREQUISITE COURSES

- COM 102 - Adobe Content Creation: Digital Content in Communication
- COM 225 - Media Writing *OR* any other WAC course with a B- or higher

COURSE REQUIREMENTS

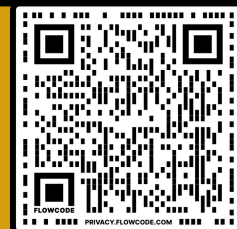
CORE COURSES (18 hours)

- 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 & Analytics
- COM 430 - Digital Content Production

WANT TO LEARN MORE?

Contact the School of Communication:
216-687-4630
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