

DIGITAL CONTENT CREATION, BACHELOR OF ARTS

The Digital Content Creation degree prepares students to work in the fast-changing world of media production. It gives students experience with film-making, public relations, social media, and communication ethics. Students will leave with the ability to coordinate and create content for social media efforts—either their own or for employers.

Learning Goals

- Effective and ethical use of social media
- Ability to enact public relations campaigns
- Film-making
- Performance
- Building an online presence
- Cultivating an online audience

Curriculum

The matrix below is a sample plan for all coursework required for this program.

Course	Title	Hours
Freshman		
Fall		
ENGL 1013	Composition I ¹	3
USHG 1XXX	U.S. History and Government ¹	3
MATH XXXX	Mathematics ¹	3
COMM/JOUR 1023	Exploration of Media and Communication	3
TECH 1001	Orientation to the University	1
Elective		3
Hours		16
Spring		
ENGL 1023	Composition II ¹	3
SS 1XXX	Social Science Courses ¹	3
SCIL 1XXX	Science with Laboratory ¹	4
FAH 1XXX	Fine Arts and Humanities Courses ¹	3
Elective		3
Hours		16
Sophomore		
Fall		
SCIL 1XXX	Science with Laboratory ¹	4
Select one of the following:		3
TH 2703	Acting Theories and Techniques	
COMM 2003	Public Speaking	
COMM 2013	Voice and Diction	
COMM 3063	Oral Interpretation	
TH 3263	Narrative Film Production	3
SS 1XXX	Social Science Courses ¹	3
Elective		3
Hours		16
Spring		
FAH 1XXX	Fine Arts and Humanities Courses ¹	3
SS 1XXX	Social Science Courses ¹	3
or FAH 1XXX	or Fine Arts and Humanities Courses	
Digital Content Creation Elective ²		3
Elective		6
Hours		15

Junior		
Fall		
JOUR 3173	Public Relations Principles	3
Digital Content Creation Elective ²		3
Elective		9
Hours		15
Spring		
COMM 3133	Digital Civility	3
TH 4293	Social Media Influencing	3
Elective		5
Elective (3000-4000 Level)		4
Hours		15
Senior		
Fall		
JOUR 4023	Social Media	3
Elective		3
Elective (3000-4000 Level)		9
Hours		15
Spring		
COMM 4823	Communication Capstone	3
or JOUR 4823	or Journalism Capstone	
Elective		3
Elective (3000-4000 Level)		6
Hours		12
Total Hours		120

¹ See appropriate alternatives or substitutions in "General Education Requirements (<https://catalog.atu.edu/undergraduate/general-education-requirements/>)".

² Digital Content Creation Electives include: COMM/JOUR/TH Internship or Practicum, JOUR 2143 Media Writing, JOUR 4073 Graphic Communication, COMM 3003 Interpersonal Communication, COMM 3163 Writing for Performance, COMM 3263 Podcast/Radio Theatre Writing, TH 4563 Sound Design for Moving Image, TH 3803 Directing Theories and Techniques, and other courses approved by advisor.