

Certificate in Digital Media

About This Program

The Certificate in Digital Media provides students with expertise in using and managing digital media to communicate effectively to audiences in a variety of situations, across multiple platforms.

Competencies

1. Upon completion of this certificate, students will have competency in demonstrating foundational understanding of digital media.
2. Upon completion of this certificate, students will have competency in demonstrating essential skills for creating digital content.
3. Upon completion of this certificate, students will have competency in applying digital content creation skills for various professional purposes.

Admissions Criteria

All degree-seeking undergraduate students are eligible to complete this certificate. Interested students please consult an academic advisor in the Department of Communication.

Curriculum

To earn this certificate students must complete four of the classes listed below with a grade of C or better.

Select four of the following:

12

ADVT 3308	DIGITAL ADVERTISING DESIGN
BCMN 3370 or BCMN 2358	MULTIMEDIA PRODUCTION ¹ VIDEO PRODUCTION
BCMN 3380	PODCAST PRODUCTION
COMM 3303	COMMUNICATION GRAPHICS
CTEC 2350	WEB COMMUNICATION DESIGN AND DEVELOPMENT 1
CTEC 3320	MULTIMODAL COMMUNICATION AND DESIGN
JOUR 3330	DATA JOURNALISM
JOUR 4341	DIGITAL STORYTELLING
PREL/PCOM 3320	STRATEGIC SOCIAL MEDIA COMMUNICATION

Total Hours

12

¹ Broadcast majors must take BCMN 2358

Program Completion

To earn this certificate students must complete four of the classes listed; all with a grade of C or better.

Advising Resources

Advisors assist with many tasks via email:

- Remove enrollment holds.
- Evaluate progress and make course suggestions.
- Assist choosing majors/minors.
- Help enrolling/dropping courses.

For more assistance students may schedule in-person or virtual appointments in advance, thru the advising resources webpage link, or drop by our office.

Location:

126 Fine Arts Building

Email:

commadvising@uta.edu

Phone:

817-272-5760

Web:

Department of Communication Advising Resources (<https://www.uta.edu/academics/schools-colleges/liberal-arts/departments/communication/advising/>)