

DIGITAL COMMUNICATION DESIGN: WRITING FOR VISUAL MEDIA (B.S.)

The Bachelor of Science in Digital Communication Design prepares students for the expanding fields of web-based communication and social media as used in business and the public sphere to market products, establish brands, enhance an organization's presence in the public eye, and support the democratization of society. The program integrates technical and creative disciplines through the study of communication modes, media design, marketing fundamentals, and information technology. The B.S. in Digital Communication Design fosters learning that prepares graduates to make a strategic contribution in public and private enterprises that require the ability to convey messages effectively, manage information appropriately, respond to emerging environments, and employ technology strategically in a digital environment.

Students will have the opportunity to:

1. Express ideas and concepts through the development of digital content.
2. Employ sound design principles throughout the design process.
3. Select and use appropriate technologies for specific media and design objectives.
4. Implement and assess approaches for strategic content creation and development through digital communication.
5. Develop specialized knowledge and skill in a specific aspect or professional practice within digital communication.
6. Apply theories of communication to individuals, groups, and mass media.
7. Employ an understanding of the impact of cultural differences on digital communication design in a global context.
8. Demonstrate aptitude with research methodology and data analysis as these inform the fields of communication and media production.
9. Integrate individual reflection on questions of ethics, privacy, conflict, and citizenship as these inform digital communication and media.

Degree Requirements

Minimum Credit Requirement: 120 credits

Minimum Residency Requirement: 30 credits must be taken at Granite State College

A minimum GPA of 2.0 is required for conferral

Requirements	Credit Hours
General Education Requirements (p. 1)	40
Major Requirements (p. 1)	60
Open Electives (p. 2)	20
Total	120

General Education Requirements

A minimum grade of C is required in all General Education coursework. Students are allowed a maximum of two course overlaps. Overlaps can

be used between Major, Minor and General Education requirements with only one overlap being utilized between the Major and Minor.

All General Education requirements, including CRIT 602 Advanced Critical Analysis and Strategic Thinking (4 s.h.) and IDIS 601 Interdisciplinary Seminar (4 s.h.), must be taken prior to the capstone.

Code	Title	Credits
ENG 500	The Writing Process	4
COMM 542	Interpersonal Communication and Group Dynamics	4
COMM 543	Visual Communication	4
CRIT 501	Introduction to Critical Inquiry	4
Select one of the following:		4
MATH 502	Math for Our World	
MATH 504	Statistics	
MATH 510	Pre-Calculus	
Knowledge of Human Behavior & Social Systems (https://catalog.granite.edu/undergraduate/degrees-programs-study/general-education-requirements/#human-behavior)		4
Knowledge of the Physical & Natural World (https://catalog.granite.edu/undergraduate/degrees-programs-study/general-education-requirements/#physical-natural-world)		4
Knowledge of Human Thought & Expression (https://catalog.granite.edu/undergraduate/degrees-programs-study/general-education-requirements/#human-thought)		4
CRIT 602	Advanced Critical Analysis and Strategic Thinking	4
IDIS 601	Interdisciplinary Seminar	4
Total Credits		40

Major Requirements

A minimum grade of C is required in all Major and Concentration coursework. Students are allowed a maximum of two course overlaps. Overlaps can be used between Major/Concentration, Minor and General Education requirements with only one overlap being utilized between the Major and Minor.

CRIT 602 Advanced Critical Analysis and Strategic Thinking (4 s.h.), IDIS 601 Interdisciplinary Seminar (4 s.h.) and all major requirements must be completed prior to enrollment in the integrative Capstone. Academic Advisor approval is required for registration to be processed.

A minimum grade of C is required in all Concentration coursework. Students are allowed a maximum of one course overlap between Major/Concentration and Minor Areas.

Code	Title	Credits
Major in Digital Communication Design		
<i>Foundational Courses</i>		
ARTS 501	Introduction to Drawing	4
ARTS 512	Fundamentals of Design	4
ARTS 515	Digital Photography	4
<i>Intermediate Courses</i>		
COMM 504	Web Development I	4
COMM 505	Visual Media Production	4
MKTG 514	Principles of Marketing	4

<i>Advanced Courses</i>		
COMM 601	Trends in Digital and Social Media	4
COMM 643	Synthetic Media and the Construction of Reality	4
MKTG 515 or MKTG 617	Marketing Research Consumer Behavior	4
Concentration in Writing for Visual Media		
COMM 547	Writing for Visual Media	4
COMM 605	Professional Communication	4
COMM 648	Writing for Voiceover	2
COMM 607	Communication for Training and Performance Improvement	2
<i>Select two of the following:</i>		<i>8</i>
MKTG 520	Social Media Marketing	
MKTG 620	Digital Advertising	
COMM 602	Media and Strategic Communication	
COMM 615	Advanced Visual Communication	
DATA 510	Introduction to Data Analytics	
DATA 520	Data Mining, Cleaning, and Visualization	
<i>Integrative Capstone:</i>		<i>4</i>
COMM 651	Integrative Capstone: Project in Digital Communication Design	
Total Credits		60

Electives

Open electives are courses students will need to take in addition to their general education and major requirements in order to satisfy the remaining credit totals for their programs. Open electives are defined as any credit course offered by the College not already included in the student's general education, major, concentration or minor. Students will need 120 credits total to graduate with a bachelor's degree.