

# Digital Media, MPS—Connect (Vancouver)

The Master of Professional Studies in Digital Media—Connect program is designed for students without prior experience in core technical and/or creative concepts. This program requires an additional 12 quarter hours of credit, with courses providing intensive, hands-on guidance into the essential knowledge required for the Master of Professional Studies Digital Media curriculum.

For students considering a career change into digital media, this coursework helps you connect your current background to a new digital media track. Courses focus on visual communications, programming foundations, and web creation. Once the fundamental courses are completed, students move into the more advanced Master of Professional Studies in Digital Media course requirements.

## Program Requirements

Complete all courses and requirements listed below unless otherwise indicated.

### Foundation Courses

| Code                     | Title                                                             | Hours |
|--------------------------|-------------------------------------------------------------------|-------|
| DGM 6105                 | Visual Communications Foundation                                  | 4     |
| DGM 6108<br>and DGM 6109 | Programming Foundations for Digital Media<br>and Lab for DGM 6108 | 6     |
| DGM 6501                 | Web Creation Boot Camp                                            | 2     |

### Required Core Courses

| Code     | Title                                        | Hours |
|----------|----------------------------------------------|-------|
| DGM 6122 | Foundations of Digital Storytelling          | 4     |
| DGM 6145 | Information Technology and Creative Practice | 4     |
| DGM 6168 | Usability and Human Interaction              | 4     |
| DGM 6521 | Web Creation for Content Management Systems  | 2     |

Complete one of the following options:

|                        |                             |   |
|------------------------|-----------------------------|---|
| <b>Thesis Option</b>   |                             | 6 |
| DGM 6890               | Thesis Proposal Development |   |
| DGM 7990               | Thesis                      |   |
| <b>Capstone Option</b> |                             |   |
| DGM 7980               | Capstone                    |   |

### Electives

| Code                           | Title                                                   | Hours |
|--------------------------------|---------------------------------------------------------|-------|
| Complete one of the following: |                                                         | 3–4   |
| DGM 6322                       | Advanced Digital Storytelling                           |       |
| ITC 6410                       | Fundamentals of Human Behaviors for Interactive Systems |       |

### Workshops

Optional digital media workshops are designed to provide valuable technical skills and tools for students in all graduate degree programs. Students may complete one of the following as an optional workshop:

| Code     | Title                                 | Hours |
|----------|---------------------------------------|-------|
| DGM 6506 | Introduction to Digital Video         | 2     |
| DGM 6515 | Introduction to After Effects         | 2     |
| DGM 6516 | Virtual and Augmented Reality (VR/AR) | 2     |

### Concentrations

Students on the Vancouver campus may complete a concentration by taking all required courses and specified electives to fulfill their concentration requirements. If a concentration is not chosen, the remaining quarter hours may be completed by a combination of completing a concentration and electives or selecting any courses listed in the concentrations and elective lists.

**DIGITAL MEDIA MANAGEMENT**

| Code     | Title                                          | Hours |
|----------|------------------------------------------------|-------|
| DGM 6230 | Digital Media Entrepreneurship                 | 4     |
| DGM 6279 | Project Management for Digital Media           | 4     |
| DGM 6280 | Managing for Digital Media                     | 4     |
| DGM 6285 | Interactive Marketing Fundamentals             | 4     |
| DGM 6290 | Social Media and Brand Strategy Implementation | 4     |

**SOCIAL MEDIA**

| Code                                                    | Title                                                                         | Hours |
|---------------------------------------------------------|-------------------------------------------------------------------------------|-------|
| <b>Required Courses</b>                                 |                                                                               |       |
| DGM 6285                                                | Interactive Marketing Fundamentals                                            | 4     |
| Complete 15–17 quarter hours from one of the following: |                                                                               | 15–17 |
| CMN 6040                                                | Consumer Behaviors in the Online Environment                                  |       |
| CMN 6045                                                | Leveraging Digital Technologies: Strategy, Assessment, and Governance         |       |
| CMN 6065                                                | Implementation and Management of Social Media Channels and Online Communities |       |
| DGM 6290                                                | Social Media and Brand Strategy Implementation                                |       |
| DGM 6525                                                | Research Methods for Global User Experiences                                  |       |
| DGM 6550                                                | Search Engine Optimization: Strategy and Implementation                       |       |

**Program Credit/GPA Requirements**

56 total quarter hours required

Minimum 3.000 GPA required