

# 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 and DGM 6109	Programming Foundations for Digital Media 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**

<b>Code</b>	<b>Title</b>	<b>Hours</b>
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**

<b>Code</b>	<b>Title</b>	<b>Hours</b>
<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