

MASTER OF ARTS IN DIGITAL MEDIA

Program Description

The MA Program in Digital Media at Sam Houston State University focuses on digital media in a multi-platform, multimedia environment. Changes in communication, storytelling, and information technologies are reshaping not only ways in which audiences receive and interpret media, but also the construction and delivery of messages. The union of digital, print, and analog media challenges practitioners to create messages that can reach audiences in multiple ways on many platforms. These practical challenges in a dynamic and changing media landscape offer new opportunities for media education.

The program offers a choice between digital media production and digital media studies. The digital media production emphasis is designed for students who want to create and manage digital media projects, and the digital media studies emphasis is designed for students who want to research and understand digital media.

Digital Media Production

Students explore the digital combination of text, graphics, audio and video into engaging stories and interactive environments. Students learn advanced production practices needed to work in executive management and upper-level reporter, producer, filmmaker and creative manager media positions.

Digital Media Studies

Students apply mass communication research methods and theories to the study of digital media. Students learn how to critically reflect on digital media practices, audiences, law, policy and products leading to continued studies at the PhD level or to teach at the college level.

Admissions

Students seeking admission to the graduate program in Digital Media must meet the following requirements and submit all documents to the Office of Graduate Admissions:

1. Graduate Application (<http://www.shsu.edu/admissions/apply-texas.html>)
2. Application fee (<http://www.shsu.edu/dept/graduate-studies/application-fee.html>)
3. An official transcript from the baccalaureate degree granting institution
4. GRE scores
5. A 500-word personal statement outlining your goals and objectives for this program.
6. For Digital Media Production: A digital media portfolio or a link to a digital media portfolio is required. Students without a portfolio or undergraduate coursework in digital media production may need to take additional undergraduate courses as determined by the faculty. Email a link of your portfolio to robin.johnson@shsu.edu if you plan to pursue the emphasis in digital media production.

A holistic review of each student's application file will be completed on a competitive basis.

Degree Requirements

Master of Arts in Digital Media Studies (Thesis)

Specified Courses		
MCOM 5300	Digital Media History & Theory	3
MCOM 5310	Critical Approaches to Media	3
MCOM 5320	Digital Media Ethics and Law	3
MCOM 5330	Advanced Digital Writing	3
MCOM 5340	Social Media	3
MCOM 5050	Special Topic	3
MCOM 5360	Mass Communication Theory	3
MCOM 6360	Mass Comm Research Methods	3
Free Electives		
Select six credit hours from any approved graduate courses		6
Thesis		
MCOM 6098	Thesis	6
Total Hours		36

Master of Arts in Digital Media Production (Non-thesis)

Specified Courses		
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MCOM 5300	Digital Media History & Theory	3
MCOM 5320	Digital Media Ethics and Law	3
MCOM 5330	Advanced Digital Writing	3
MCOM 5340	Social Media	3
MCOM 6300	Advanced Preproduction	3
MCOM 6330	Digital Editing	3
MCOM 6373	Digital Video Production	3
Restricted Electives		
Select one of the following:		3
MCOM 5050	Special Topic	
MCOM 6310	Advanced Multimedia Production	
MCOM 6320	Documentary Scriptwriting	
MCOM 6340	Digital Entrepreneurship	
MCOM 6350	Narrative Scriptwriting	
Free Electives		
Select six credit hours from any approved graduate courses		6
Thesis Project		
MCOM 6099	Thesis Project	6
Total Hours		36