MASTER OF ARTS IN DIGITAL MEDIA

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. (Non-Thesis Concentration)

Successful completion of a digital media portfolio evaluation is required for graduation. This portfolio evaluation, which is administered by a committee of three mass communication faculty, is given during the final semester. Digital media portfolio evaluation committees are appointed by the Graduate Advisor in consultation with the Graduate Committee and student. Students must be enrolled the semester in which they submit their portfolio for evaluation.

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. (Thesis Concentration)

Successful completion of a comprehensive oral examination is required for graduation. This exam, which is administered by a committee of three mass communication faculty, is given during the final semester. Oral examination committees are appointed by the Graduate Advisor in consultation with the Graduate Committee and student. Students must be enrolled the semester in which they take comprehensive examinations.

Effective Summer 2020:

Students seeking admission to the Master of Arts in Digital Media program 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. A 500-word personal statement outlining your goals and objectives for this program.
5. 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 kws014@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.

Fall 2019 and Spring 2020:

Students seeking admission to the Master of Arts in Digital Media program 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 kws014@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.

Code	Title	Hours
Master of Arts in Digital Media Studies (Thesis Concentration)		
Required Courses (24 hours)		
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 (6 hours)		
Select six credit hours from any approved graduate courses		6
Thesis (6 hours)		
MCOM 6098	Thesis [1]	6
Comprehensive oral examination required for graduation		
Total Hours		36

[1]   Taken 2 times.

Code	Title	Hours
Master of Arts in Digital Media Production (Non-thesis Concentration)		
Required Courses (21 hours)		
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 (3 hours)		
Select one of the following:		3
MCOM 5050	Special Topic	
MCOM 6310	Advanced Multimedia Production	
MCOM 6320	Documentary Storytelling	
MCOM 6340	Digital Entrepreneurship	
MCOM 6350	Narrative Scriptwriting	
Free Electives (6 hours)		
Select six credit hours from any approved graduate courses		6
Thesis Project (6 hours)		
MCOM 6099	Thesis Project [1]	6
Portfolio evaluation required for graduation		
Total Hours		36

[1]   Taken 2 times.

Successful completion of a comprehensive oral examination is required for graduation. This exam, which is administered by a committee of at least three MCOM faculty, is administered during the semester following completion of 18 hours. Oral examination committees are appointed by the Graduate Advisor in consultation with the Graduate Committee and the student. Additional comprehensive examination information (http://catalog.shsu.edu/graduate/academic-policies-procedures/degree-requirements-academic-guidelines/#comprehensive-examination) is located in Graduate Degree Requirements (http://catalog.shsu.edu/graduate/academic-policies-procedures/degree-requirements-academic-guidelines/#degree-requirements) section of the SHSU Graduate Catalog.