

# 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 \*no longer available as of April 1, 2022

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.

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 (<https://www.shsu.edu/dept/graduate-admissions/prospective-students.html>):

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. Contact information for three references.
6. INTERNATIONAL STUDENTS: A minimum score of 550 (paper-base), 2/3 (computer-based) or 79 (internet-based) on the TOEFL is required.
7. 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](mailto:kws014@shsu.edu) ([kws014@shsu.edu](mailto:kws014@shsu.edu)) if you plan to pursue the emphasis in digital media production.

### Notes:

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

**ASSISTANTSHIP DEADLINE:** Students seeking a graduate assistantship should complete their application by **May 1<sup>st</sup>** for best consideration.

| Code  | Title                          | Hours |
|---|--------------------------------|-------|
| <b>Master of Arts in Digital Media Studies (Thesis Concentration)</b>           |                                |       |
| <b>Required Courses (9 hours)</b>   |                                |       |
| MCOM 5300   | Digital Media History & Theory | 3     |
| MCOM 5360   | Mass Communication Theory      | 3     |
| MCOM 6360   | Mass Comm Research Methods     | 3     |
| <b>Prescribed Electives (21 hours) Select seven courses from the following:</b> |                                |       |
| MCOM 5050   | Special Topic                  |       |
| MCOM 5099   | Independent Study              |       |
| MCOM 5310   | Critical Approaches to Media   |       |

|           |                                |  |
|-----------|--------------------------------|--|
| MCOM 5314 | Strategic PR&Advert-Healthcare |  |
| MCOM 5320 | Digital Media Ethics and Law   |  |
| MCOM 5324 | Social Marketing               |  |
| MCOM 5330 | Advanced Digital Writing       |  |
| MCOM 5334 | Digital Advertising            |  |
| MCOM 5335 | Podcasting                     |  |
| MCOM 5340 | Social Media                   |  |
| MCOM 5355 | Digital Media Management       |  |
| MCOM 6340 | Digital Entrepreneurship       |  |

**Thesis (6 hours)**

|  |                     |   |
|--|---------------------|---|
| MCOM 6098  | Thesis <sup>1</sup> | 6 |
| Comprehensive oral examination required for graduation |                     |   |

**Total Hours****36**

\*Digital Media Studies \*no longer available as of April 1, 2022

<sup>1</sup> Taken 2 times.

| Code   | Title                          | Hours     |
|--|--------------------------------|-----------|
| <b>Master of Arts in Digital Media Production (Non-thesis Concentration)</b> |                                |           |
| <b>Required Courses (9 hours)</b>  |                                |           |
| MCOM 5300  | Digital Media History & Theory | 3         |
| MCOM 5340  | Social Media                   | 3         |
| MCOM 6373  | Digital Video Production       | 3         |
| <b>Prescribed Electives (21 hours)</b>                                       |                                |           |
| Select seven of the following:   |                                | 21        |
| MCOM 5050  | Special Topic                  |           |
| MCOM 5320  | Digital Media Ethics and Law   |           |
| MCOM 5324  | Social Marketing               |           |
| MCOM 5330  | Advanced Digital Writing       |           |
| MCOM 5334  | Digital Advertising            |           |
| MCOM 5335  | Podcasting                     |           |
| MCOM 5355  | Digital Media Management       |           |
| MCOM 6300  | Advanced Preproduction         |           |
| MCOM 6310  | Advanced Multimedia Production |           |
| MCOM 6315  | Web and Mobile Development     |           |
| MCOM 6320  | Documentary Storytelling       |           |
| MCOM 6330  | Digital Editing                |           |
| MCOM 6335  | Motion Graphics and Effects    |           |
| MCOM 6340  | Digital Entrepreneurship       |           |
| MCOM 6350  | Narrative Scriptwriting        |           |
| MCOM 6373  | Digital Video Production       |           |
| MCOM 6380  | Studio Production              |           |
| MCOM 6390  | Sound Design and Editing       |           |
| <b>Thesis Project (6 hours)</b>  |                                |           |
| MCOM 6099  | Thesis Project <sup>1</sup>    | 6         |
| Portfolio evaluation required for graduation                                 |                                |           |
| <b>Total Hours</b>   |                                | <b>36</b> |

<sup>1</sup> 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/archives/2021-2022/graduate-and-professional/academic-policies-procedures/degree-requirements-academic-guidelines/>)

#comprehensive-examination) is located in Graduate Degree Requirements (<http://catalog.shsu.edu/archives/2021-2022/graduate-and-professional/academic-policies-procedures/degree-requirements-academic-guidelines/#degree-requirements>) section of the SHSU Graduate Catalog.

The Texas Higher Education Coordinating Board (THECB) marketable skills initiative is part of the state's **60x30TX plan** and was designed to help students articulate their skills to employers. Marketable skills are those skills valued by employers and/or graduate programs that can be applied in a variety of work or education settings and may include interpersonal, cognitive, and applied skill areas.

The MA in Digital Media is designed to provide graduates with the following marketable skills:

- Strong communication skills.
- Produce evidence-based research.
- Demonstrate technical production skills.