MASTER OF FINE ARTS IN DIGITAL MEDIA PRODUCTION

The MFA program in Digital Media Production at Sam Houston State University is a terminal degree program that equips media practitioners and media-education professionals with sophisticated knowledge of emerging media technologies and digital media content. The degree program also empowers students to create professional digital media content across different platforms, media, and distribution methods.

The program covers a variety of issues in Digital Media Production, including mobile application development, digital streaming techniques, mobile content creation and editing software, motion graphics and effects, and the comprehensive analysis of social media. These skills are not only essential for employment in traditional media industries, but also of growing importance to educational institutions, government entities, global conglomerates, and local corporations.

To earn the MFA degree, students are required to take 54 course credits and to submit a digital media portfolio. The portfolio is evaluated during the final semester by a committee of three mass communication faculty. 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.

Successful completion of a comprehensive oral examination is required for graduation. This exam is administered following the completion of 36 credit hours. Additional information on the comprehensive examination is located in the Graduate Degree Requirement section of the SHSU Graduate catalog.

Students wishing to pursue an MFA in Digital Media Production must meet the following requirements and submit all documents to the Office of Graduate Admissions.

1. Graduate Admissions Application (submitted online through ApplyTexas (http://www.shsu.edu/admissions/apply-texas.html))
2. Application Fee
3. An official transcript from a baccalaureate degree granting institution
4. A 500-word personal statement outlining personal goals and objectives for the program
5. A digital media portfolio or a link to an online digital media portfolio
6. Contact information for three references
7. **For International Students Only**: Required TOEFL score of 550 (paper based), 2/3 (computer based), or 79 (internet based)

Assistantship Deadline: Students seeking graduate assistantships should complete their application by **May 1st** for best consideration.

Code	Title	Hours
Master of Fine Arts in Digital Media Production		
Required Courses		
MCOM 5340	Social Media	3
MCOM 6315	Web and Mobile Development	3
MCOM 6330	Digital Editing	3
MCOM 6373	Digital Video Production	3
Prescribed Elective Courses		
Select 12 from the following:		36
MCOM 5050	Special Topic	
MCOM 5099	Independent Study	
MCOM 5310	Critical Approaches to Media	
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 5390	Professional Internship	
MCOM 6300	Advanced Preproduction	
MCOM 6310	Advanced Multimedia Production	
MCOM 6315	Web and Mobile Development	
MCOM 6320	Documentary Storytelling	
MCOM 6335	Motion Graphics and Effects	

MCOM 6340	Digital Entrepreneurship	
MCOM 6350	Narrative Scriptwriting	
MCOM 6370	Remote Digital Streaming	
MCOM 6380	Studio Production	
MCOM 6390	Sound Design and Editing	
ISDT 6351	Distance Learning I	
Capstone Courses		
MCOM 6398	Capstone Portfolio Project I	3
MCOM 6399	Capstone Portfolio Project II	3
Total Hours		**54**

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 MFA in Digital Media Production is designed to provide graduates with the following marketable skills:

- Acquire strong communication skills.
- Produce evidence-based research.
- Demonstrate technical production skills.