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.

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>MCOM 5340</td>
<td>Social Media</td>
<td>3</td>
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<tr>
<td>MCOM 6315</td>
<td>Web and Mobile Development</td>
<td>3</td>
</tr>
<tr>
<td>MCOM 6330</td>
<td>Digital Editing</td>
<td>3</td>
</tr>
<tr>
<td>MCOM 6373</td>
<td>Digital Video Production</td>
<td>3</td>
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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
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.