

# 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.

**Additional information:** Reference the Program Landing Page (<https://www.shsu.edu/programs/graduate/digital-media-production/>) for additional information, such as cost, delivery format, contact information, or to schedule a visit.

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 link to an online digital media portfolio created by the applicant (original content only)
6. Contact information for three references
7. A current resume
8. **For International Students Only:** Required TOEFL score of 550 (paper-based), 213 (computer-based), or 79 (internet-based)

## Assistantship Deadline:

Students seeking graduate assistantships should complete their application by **March 23rd** for best consideration.

Code	Title	Hours
<b>Master of Fine Arts in Digital Media Production</b>		
<b>Required Courses</b>		
MCOM 5340	Social Media	3
MCOM 6315	Web and Mobile Development	3
MCOM 6330	Digital Editing	3
MCOM 6373	Video for Emerging and Social Media	3
<b>Prescribed Elective Courses</b>		
Select 12 from the following:		36
MCOM 5050	Special Topic	
MCOM 5099	Independent Study	
MCOM 5320	Digital Media Ethics and Law	
MCOM 5324	Social Marketing	
MCOM 5330	Advanced Writing for Emerging and Social Media	
MCOM 5334	Digital Advertising	
MCOM 5335	Podcasting & Audiobooks	
MCOM 5355	Digital Media Management	
MCOM 5390	Professional Internship	
MCOM 6300	Advanced Preproduction	
MCOM 6310	UX Design and Production	
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	Audio for Emerging and Social Media	
<b>Capstone Courses</b>		
MCOM 6398	Capstone Portfolio Project I	3
MCOM 6399	Capstone Portfolio Project II	3
<b>Total Hours</b>		<b>54</b>

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:

- Video production and editing skills.
- Digital media content production skills.
- Strategic communication and leadership skills.