

MASTER OF FINE ARTS IN DIGITAL MEDIA PRODUCTION

The Master of Fine Arts (MFA) in Digital Media Production is a terminal degree designed for media practitioners and educators seeking advanced expertise in emerging media technologies and digital content creation. The program prepares students to produce and distribute professional digital media across multiple platforms and formats. The curriculum emphasizes both creative and technical mastery. Students gain hands-on experience and theoretical knowledge in areas, such as Advanced Preproduction, Advanced Production in Emerging and Social Media, Documentary Storytelling, Digital Editing, Motion Graphics and Effects, and Studio Production.

Graduates of the program will be able to: Develop, program, and distribute mobile applications for smartphones and tablet; Stream live events across multiple digital media platforms and evaluate streaming methods; Plan, execute, and edit complex multimedia productions using professional tools and software; Apply advanced motion graphics and visual effects techniques; Anticipate and adapt to emerging trends in digital and social media. The MFA in Digital Media Production prepares students for careers in media industries, education, government, corporate communications, and global organizations.

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 media and 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 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 a baccalaureate degree-granting institution
4. A link to an online digital media portfolio created by the applicant (original content only)
5. A 500-word personal statement outlining personal goals and objectives for the program. This statement is waived for applications with a GPA of 3.25 or higher in mass communication or a related major.
6. A current resume

Assistantship Deadline:

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

Code	Title	Hours
Master of Fine Arts in Digital Media Production		
Required Courses		
MCOM 6311	Advanced Production in Emerging and Social Media	3
MCOM 6320	Documentary Storytelling	3
MCOM 6330	Digital Editing	3
MCOM 6335	Motion Graphics and Effects	3
Prescribed Elective Courses		
Select 12 courses from the following:		36
MCOM 5050	Special Topic	
MCOM 5099	Independent Study	
MCOM 5311	Emerging Media Technologies	
MCOM 5320	Digital Media Ethics and Law	
MCOM 5330	Advanced Writing for Emerging and Social Media	
MCOM 5334	Digital Advertising	
MCOM 5335	Podcasting & Audiobooks	
MCOM 5340	Social Media	
MCOM 5341	Social Media Analytics	
MCOM 5355	Digital Media Management	
MCOM 5361	Emerging & Social Media Campaign Strategies	
MCOM 5364	Strategic Storytelling for Emerging & Social Media	

MCOM 5390	Professional Internship	
MCOM 6300	Advanced Preproduction	
MCOM 6310	UX Design and Production	
MCOM 6315	Web and Mobile Development	
MCOM 6340	Digital Entrepreneurship	
MCOM 6350	Narrative Scriptwriting	
MCOM 6370	Remote Digital Streaming	
MCOM 6373	Video for Emerging and Social Media	
MCOM 6380	Studio Production	
MCOM 6390	Audio for Emerging and Social Media	
Capstone Courses		
MCOM 6398	Capstone Portfolio Project I ¹	3
MCOM 6399	Capstone Portfolio Project II	3
Total Hours		54

¹ Students must complete and pass their prospectus defense before taking this course.

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.