

Archived: August 11, 2020

Arts, Humanities and Social Sciences Programs

Digital Media (BA)

Location Offered:

Nanaimo

Credential:

Bachelor Degree

Options:

Minor

Program Length:

4 Years

The Program

The Department of Media Studies in the Faculty of Arts and Humanities offers a Bachelor of Arts, Minor in Digital Media which allows students to earn a BA Minor focusing on applied digital media production skills and knowledge. The combination of production and distribution skills will benefit professionals wishing to design, produce, and distribute information in a variety of digital media, ranging from audio to video to the internet. This knowledge and these skills will be of substantial benefit in a wide variety of careers and fields of study ranging from Computer Science to English to Graphic Design.

The curriculum for the BA Minor in Digital Media is strongly project-based. Students are encouraged and expected to apply the practical digital media production skills they develop towards their primary disciplines and will use the content and theory directly pulled from the students' major field of study. For example, students often complete project work in their Digital Media classes that document activities, trips, and events that they participate in through their major field of study. Recreation and Tourism students have used Digital Media project work to build websites as part of their internships; Creative Writing students have used Digital Media project to turn their scripts into finished videos; and Global Studies students have created social media campaigns to build awareness for issues raised in the Major program. Students will gain from both the practical applied skills, as well as from the methods of problem solving and creativity necessary to create digital media. This combination of production and critical thinking skills is an excellent complement to many fields of study.

The ability to produce professional-level digital media is an asset in a wide range of career opportunities in today's workplace. Earning a Minor in Digital Media is an excellent way to augment a primary field of study and add a valuable specialization. Communication, and especially digital communication, is one of the most rapidly expanding professional activities in the global economy.

Program Outline

Students must fulfill all the Institutional B.A. degree requirements, including Degree English Requirements and courses listed below:

| Years 1 and 2 | Credits |
|--|----------------|
| DIGI 110 - (Introduction to Digital Media) | 3 |
| DIGI 230 - (Interactive Communications) | 3 |
| Plus <i>two</i> courses from the following: DIGI 220 - (Web Production I) DIGI 221 - (Scripting for Dynamic Digital Media) DIGI 260 - (Interactive Motion Media) DIGI 270 - (Digital Audio I) DIGI 271 - (Digital Audio II) DIGI 280 - (Digital Video I) DIGI 281 - (Digital Video II) MEDI 265 - (Introduction to Game Studies) | 6 |

| Years 3 and 4 | Credits |
|--|----------------|
| DIGI 301 - (Digital Media Literacy) | 3 |
| Plus <i>five</i> courses from the following: DIGI 320 - (Web Production II: Presentation and Accessibility) DIGI 330 - (Designing User Experiences) DIGI 340 - (Digital Social Narratives) DIGI 350 - (Interactive Imagery) DIGI 366 - (Foundations of Game Design) DIGI 405 - (Advanced Topics in Digital Media Technology) DIGI 440 - (Digital Identities) DIGI 460 - (Advanced Interactive Motion Media) DIGI 480 - (Advanced Documentary I: Pre-Production) DIGI 481 - (Advanced Documentary II: Filming and Production) DIGI 482 - (Advanced Documentary III: Post-Production and Distribution) DIGI 496 - (Senior Digital Media Project) | 15 |

Note: Students may include a maximum of two courses from the following list for the required upper-level electives:

- THEA 320 - (Introduction to Directing)
- THEA 350 - (Set Design I)
- THEA 351 - (Lighting Design I)
- THEA 352 - (Costume Design I)

Note: Only required courses are offered every year, and other courses are typically offered on a two-year rotation.

Note: INTR 101 combines ENGL 125 and DIGI 110.

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