DIGITAL MEDIA PRODUCTION - B.S.

College of Communication and Information
School of Media and Journalism
www.kent.edu/mdj

Examples of Possible Careers*

Audio and video technicians
- 12.3% much faster than the average
- 91,800 number of jobs
- $47,920 potential earnings

Media and communication workers, all other
- 8.1% much faster than the average
- 35,200 number of jobs
- $49,730 potential earnings

Web developers and digital interface designers
- 8.0% much faster than the average
- 174,300 number of jobs
- $77,200 potential earnings

Contact Information
- School Director: Emily Metzgar | mdj@kent.edu | 330-672-2572
- Speak with an Advisor
- Chat with an Admissions Counselor

Fully Offered
- Kent Campus

Students also have the chance to work with Kent State’s TeleProductions operations, the nationally recognized Student Media outlets at the School, and even NPR affiliate WKSU.

With the added professional experience students earn from the required internship, they graduate ready to play a leading role in the entertainment industry of tomorrow.

Accreditation
Accrediting Council on Education in Journalism and Mass Communications (ACEJMC)

Admission Requirements
The university affirmatively strives to provide educational opportunities and access to students with varied backgrounds, those with special talents and adult students who graduated from high school three or more years ago.

Freshman Students on the Kent Campus: The freshman admission policy on the Kent Campus is selective. Admission decisions are based upon the following: cumulative grade point average, ACT and/or SAT scores, strength of high school college preparatory curriculum and grade trends. The Admissions Office at the Kent Campus may defer the admission of students who do not meet admissions criteria but who demonstrate areas of promise for successful college study. Deferred applicants may begin their college coursework at one of seven regional campuses of Kent State University. For more information on admissions, including additional requirements for some academic programs, visit the admissions website for first-year students.

Freshman Students on the Regional Campuses: Kent State campuses at Ashtabula, East Liverpool, Geauga, Salem, Stark, Trumbull and Tuscarawas, as well as the Twinsburg Academic Center, have open enrollment admission for students who hold a high school diploma, GED or equivalent.

English Language Proficiency Requirements for International Students: All international students must provide proof of English language proficiency (unless they meet specific exceptions) by earning a minimum 525 TOEFL score (71 on the Internet-based version), minimum 75 MELAB score, minimum 6.0 IELTS score, minimum 48 PTE score or minimum 100 DET score; or by completing the ESL level 112 Intensive Program. For more information on international admission, visit the Office of Global Education’s admission website.

Transfer, Transitioning and Former Students: For more information about admission criteria for transfer, transitioning and former students, please visit the admissions website.

Program Learning Outcomes
Graduates of this program will be able to:

1. Demonstrate critical thinking, grounded in a legal and ethical framework.
2. Gather information, analyze it, and make informed judgments using methods and tools appropriate to their professions.
3. Demonstrate the ability to apply theory and research appropriate to their professions, including quantitative and qualitative methods.
4. Demonstrate the ability to apply basic ethical principles to their professional work.

*Note
Source of occupation titles and labor data is from the U.S. Bureau of Labor Statistics’ Occupational Outlook Handbook. Data comprises projected percent change in employment over the next 10 years; nation-wide employment numbers; and the yearly median wage at which half of the workers in the occupation earned more than that amount and half earned less.

Description
The Bachelor of Science degree in Digital Media Production educates students to create exciting fiction and non-fiction content for delivery in today’s most in-demand formats. Whether they want to produce the next award-winning podcast, write a hit streaming series, or influence millions with social media content, students learn from seasoned professionals using industry standard technology to tell their stories on screens big or small.

Many opportunities exist to collaborate with students from theatre and dance, game design, science, music, art, fashion and technology during the production of live TV, short films, audio series, documentaries and animated works.

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3. Demonstrate the ability to apply theory and research appropriate to their professions, including quantitative and qualitative methods.
4. Demonstrate the ability to apply basic ethical principles to their professional work.
5. Demonstrate the ability to apply laws and regulations applicable to their professional work.
6. Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve.
7. Demonstrate understanding of how media and their professions evolved historically, their role in societal development and their global interaction today with institutions and individuals.
8. Demonstrate appreciation for diverse cultures and individual differences, and reflect that appreciation in their work.

**University Requirements**

All students in a bachelor’s degree program at Kent State University must complete the following university requirements for graduation.

**NOTE:** University requirements may be fulfilled in this program by specific course requirements. Please see Program Requirements for details.

**Destination Kent State: First Year Experience**

- Course is not required for students with 25 transfer credits, excluding College Credit Plus, or age 21+ at time of admission.

**Experiential Learning Requirement (ELR)**

- Students must successfully complete one domestic and one global course, of which one must be from the Kent Core.
- Students must successfully complete one course or approved experience.

**Writing-Intensive Course (WIC)**

- Students must earn a minimum C grade in the course.

**Upper-Division Requirement**

- Students must successfully complete 39 upper-division (numbered 30000 to 49999) credit hours to graduate. Students in a B.A. and/or B.S. degree in the College of Arts and Sciences must complete 42 upper-division credit hours.

**Total Credit Hour Requirement**

- Some bachelor's degrees require students to complete more than 120 credit hours.

**Kent Core Requirements**

- Kent Core Composition (KCMP) 6
- Kent Core Mathematics and Critical Reasoning (KMCR) 3
- Kent Core Humanities and Fine Arts (KHUM/KFA) (min one course each) 9
- Kent Core Social Sciences (KSS) (must be from two disciplines) 6
- Kent Core Basic Sciences (KBS/KLAB) (must include one laboratory) 6-7
- Kent Core Additional (KADL) 6

**Total Credit Hours:** 36-37

**Program Requirements**

**Major Requirements**

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>MDJ 10009</td>
<td>ELEMENTS OF FILM, TV AND ANIMATION</td>
<td>3</td>
</tr>
<tr>
<td>MDJ 13001</td>
<td>PRODUCTION SAFETY AND SET PROTOCOL</td>
<td>2</td>
</tr>
<tr>
<td>MDJ 20001</td>
<td>MEDIA, POWER AND CULTURE (DIVD) (KSS)</td>
<td>3</td>
</tr>
</tbody>
</table>

**Additional Major Electives, choose from the following:**

- ART 10022 2D COMPOSITION
- ART 10023 3D COMPOSITION
- ARTS 14000 DRAWING I
- CCI 12001 PHOTOGRAPHY
- EMAT 10310 MY STORY ON THE WEB
- ECON 22060 PRINCIPLES OF MICROECONOMICS (KSS)
- ENG 20021 INTRODUCTION TO CREATIVE WRITING
- ENTR 27056 INTRODUCTION TO ENTREPRENEURSHIP
- FDM 10010 FASHION FUNDAMENTALS
- THEA 11303 THE ART OF ACTING
- THEA 11722 FUNDAMENTALS OF PRODUCTION I: SCENERY, STAGECRAFT AND SOUND

**Advanced Skills Electives, choose from the following:**

- MDJ 20011 PRODUCTION FUNDAMENTALS 3
- MDJ 23004 STORY FOR PICTURE 3
- MDJ 23130 DIRECTING FOR PICTURE 3
- MDJ 23140 PRODUCTION I 3
- MDJ 30036 DIGITAL VIDEO EDITING 3
- MDJ 33033 SOUND FOR PICTURE 3
- MDJ 33043 DIGITAL CINEMATOGRAPHY 3
- MDJ 40006 LAW OF MASS COMMUNICATION 3
- MDJ 40010 ETHICS AND ISSUES IN MASS COMMUNICATION (WIC) 1
- MDJ 40092 INTERNSHIP (ELR) 1
- MDJ 45007 PRODUCING FOR PICTURE 3
- MDJ 49099 PRODUCTION II (ELR) 3

- MDJ 30034 PROGRAMMING FOR DIGITAL MEDIA
- MDJ 33036 MULTIMEDIA ENGINEERING
- MDJ 40037 SCRIPTWRITING FOR VIDEO AND FILM
- MDJ 40295 SELECTED TOPICS IN JOURNALISM AND MASS COMMUNICATION
- MDJ 44050 POST-PRODUCTION SOUND
- MDJ 44055 SUAS AERIAL CINEMATOGRAPHY
- MDJ 45001 ADVANCED LIGHTING FOR DIGITAL FILM AND TELEVISION
- MDJ 45020 AVID EDITOR CERTIFICATION
- MDJ 46057 MOTION GRAPHICS FOR VIDEO EDITING
- MDJ 46395 SPECIAL TOPICS IN JOURNALISM PRACTICE

- UC 10097 DESTINATION KENT STATE: FIRST YEAR EXPERIENCE 1

- COMM 15000 INTRODUCTION TO HUMAN COMMUNICATION (KADL)
- COMM 35852 INTERCULTURAL COMMUNICATION (DIVG)
- EMAT 15310 CREATIVE CODING
- EMAT 33310 HUMAN-COMPUTER INTERACTION
- LIS 30010 INFORMATION FLUENCY IN THE WORKPLACE AND BEYOND
- UXD 20001 INTRODUCTION TO USER EXPERIENCE DESIGN
- VCD 13000 DESIGN: PRINCIPLES, PROCESSES AND PRACTICE

- MUS 21113 MUSIC PRODUCTION I

- Kent Core Composition 6
- Kent Core Mathematics and Critical Reasoning 3
- Kent Core Humanities and Fine Arts (minimum one from each) 9
Kent Core Social Sciences (must be from two disciplines) 3
Kent Core Basic Sciences (must include one laboratory) 6-7
Kent Core Additional 6
General Electives (total credit hours depends on earning 120 credit hours, including 39 upper-division credit hours) 26

Minimum Total Credit Hours: 120

1 A minimum C grade must be earned to fulfill the writing-intensive requirement. If course is not being used to fulfill the writing-intensive requirement, a minimum grade of C- must be earned.
2 All general elective credit hours for the degree must be from courses outside of the discipline.

Progression Requirements
Students must maintain a minimum 2.700 major GPA and a minimum 2.000 overall GPA to continue taking MDJ courses. Failure to do so will result in students not being permitted to enroll in MDJ courses until they meet with their academic advisor to complete a plan of study. In addition, no grade lower than a C- in a MDJ course will be counted toward graduation or as a prerequisite for a subsequent class.

Graduation Requirements
Minimum Major GPA 2.700  
Minimum Overall GPA 2.000

- A minimum C- grade may be required in some courses.
- Any MDJ course taken is calculated in the major GPA.
- Students must complete minimum 72 credit hours outside the journalism and mass communication discipline per the Accrediting Council on Education in Journalism and Mass Communications. The following courses are considered within the discipline and cannot be used toward the 72-credit-hour requirement:
- All transfer coursework with a subject TRAN, KAPS, COMM, MDJ or VCD (and no number other than "xxxx") will not count toward the 72-credit-hour requirement automatically, nor will Kent State coursework with a subject designator of CCI. Prior Kent State coursework with the subject designator of JOUR or JMC also will not count toward the 72-credit-hour requirement. Students must meet with their academic advisor for further evaluation of their coursework for applicability to this requirement.

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credit Hours</th>
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<tbody>
<tr>
<td>CCI 12001</td>
<td>PHOTOGRAPHY</td>
<td>3</td>
</tr>
<tr>
<td>CCI 45091</td>
<td>SEMINAR IN MEDIA AND MOVEMENTS (ELR)</td>
<td>3</td>
</tr>
<tr>
<td>COMM 25863</td>
<td>BUSINESS AND PROFESSIONAL COMMUNICATION</td>
<td>3</td>
</tr>
<tr>
<td>COMM 26001</td>
<td>PUBLIC COMMUNICATION IN SOCIETY</td>
<td>3</td>
</tr>
<tr>
<td>COMM 35860</td>
<td>INTERVIEWING</td>
<td>3</td>
</tr>
<tr>
<td>COMM 41000</td>
<td>SPORTS COMMUNICATION</td>
<td>3</td>
</tr>
<tr>
<td>COMM 42000</td>
<td>MEDIA, WAR AND PROPAGANDA</td>
<td>3</td>
</tr>
<tr>
<td>COMM 45007</td>
<td>FREEDOM OF SPEECH</td>
<td>3</td>
</tr>
<tr>
<td>COMM 45902</td>
<td>COMMUNICATION AND INFLUENCE (WIC)</td>
<td>3</td>
</tr>
<tr>
<td>COMM 46503</td>
<td>HEALTH COMMUNICATION AND MEDIA</td>
<td>3</td>
</tr>
<tr>
<td>EMAT 10310</td>
<td>MY STORY ON THE WEB</td>
<td>3</td>
</tr>
<tr>
<td>Any Media and Journalism (MDJ) courses</td>
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<tr>
<td>VCD 32000</td>
<td>ILLUSTRATION I</td>
<td>3</td>
</tr>
<tr>
<td>VCD 32001</td>
<td>ILLUSTRATION II</td>
<td>3</td>
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</tbody>
</table>
Roadmap

This roadmap is a recommended semester-by-semester plan of study for this major. However, courses designated as critical (!) must be completed in the semester listed to ensure a timely graduation.

### Semester One

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<tr>
<td>UC 10097</td>
<td>DESTINATION KENT STATE: FIRST YEAR EXPERIENCE</td>
<td>1</td>
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</table>

Kent Core Requirement | 3  
Kent Core Requirement | 3

| Credit Hours | 15 |

### Semester Two

<table>
<thead>
<tr>
<th>Course Code</th>
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<th>Credits</th>
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<tbody>
<tr>
<td>MDJ 20011</td>
<td>PRODUCTION FUNDAMENTALS</td>
<td>3</td>
</tr>
<tr>
<td>MDJ 23004</td>
<td>STORY FOR PICTURE</td>
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</table>

College of Communication and Information Core Electives | 3  
Kent Core Requirement | 3  
Kent Core Requirement | 3

| Credit Hours | 15 |

### Semester Three

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Name</th>
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<tbody>
<tr>
<td>MDJ 23130</td>
<td>DIRECTING FOR PICTURE</td>
<td>3</td>
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<tr>
<td>MDJ 30036</td>
<td>DIGITAL VIDEO EDITING</td>
<td>3</td>
</tr>
<tr>
<td>or</td>
<td>SOUND FOR PICTURE</td>
<td></td>
</tr>
<tr>
<td>or</td>
<td>MDJ 33033 or DIGITAL CINEMATOGRAPH</td>
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<tr>
<td>or</td>
<td>MDJ 33043</td>
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Kent Core Requirement | 3  
Kent Core Requirement | 3  
Kent Core Requirement | 3

| Credit Hours | 15 |

### Semester Four

<table>
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<tr>
<th>Course Code</th>
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<tr>
<td>MDJ 23140</td>
<td>PRODUCTION I</td>
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<tr>
<td>MDJ 30036</td>
<td>DIGITAL VIDEO EDITING</td>
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College of Communication and Information Core Electives | 3  
Kent Core Requirement | 3  
Kent Core Requirement | 3  
General Electives | 1

| Credit Hours | 16 |

### Semester Five

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<tr>
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<tr>
<td>MDJ 30036</td>
<td>DIGITAL VIDEO EDITING</td>
<td>3</td>
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Advanced Skills Elective | 3  
Additional Major Electives | 3  
Kent Core Requirement | 3  
Kent Core Requirement | 3

| Credit Hours | 15 |

### Semester Six

<table>
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<tr>
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<tbody>
<tr>
<td>MDJ 40006</td>
<td>LAW OF MASS COMMUNICATION</td>
<td>3</td>
</tr>
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</table>

| Credit Hours | 15 |

### Semester Seven

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<tbody>
<tr>
<td>MDJ 40010</td>
<td>ETHICS AND ISSUES IN MASS COMMUNICATION (WIC)</td>
<td>3</td>
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</tbody>
</table>

Advanced Skills Elective | 3  
General Electives | 9

| Credit Hours | 15 |

### Semester Eight

<table>
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<tr>
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<th>Credits</th>
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<tbody>
<tr>
<td>MDJ 49099</td>
<td>PRODUCTION II (ELR)</td>
<td>3</td>
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General Electives | 9

| Credit Hours | 12 |

### Third Summer Term

<table>
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<tr>
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<tbody>
<tr>
<td>MDJ 40092</td>
<td>INTERNSHIP (ELR)</td>
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| Credit Hours | 1 |

### Minimum Total Credit Hours: 120