

# Post-Baccalaureate Certificate - Digital Communication

## Degree Type

Post-Baccalaureate Certificate

## Mission Statement

The Post-Baccalaureate Certificate in Digital Communication at Meredith College provides students with a foundation in the fundamental skills and techniques of digital communication. The certificate is designed to introduce students to a combination of creative techniques and technical skills that will enable them to take advantage of the increasingly digital nature of the workplace.

## Goals

Students completing the Post-Baccalaureate Certificate in Digital Communication will be able to

- Identify and analyze the ways we communicate across various media in the digital age;
- Demonstrate an understanding of issues in digital media production and communication, such as access, agency and ethics, using both theory and practice to engage these concepts;
- Achieve basic proficiency in industry-standard software for graphic design and video production;
- Create and edit digital content for the web and social media;
- Think creatively and critically to find less obvious and more effective solutions to problems of visual communication;
- Produce a culminating portfolio that showcases the types of technical competency and creativity that are in demand in today's digital media environment

## Program of Study

The Post-Baccalaureate Certificate in Digital Communication at Meredith College is an interdisciplinary program consisting of 16 semester hours of coursework: four 3-credit courses, a one-credit portfolio and three hours of elective credit.

If admitted students have previously earned undergraduate credit for any of the core courses required for the certificate, they must take an elective approved by the director in place of each course they completed as an undergraduate.

## Required Coursework

### Core Curriculum

Item #	Title	Credits
IDS-203	Principles of Digital Communication	3
ART-180	Computer Literacy for Design	3
COM-365	Digital Media Convergence	3
ENG-358	Professional Writing	3
IDS-403	Digital Communication Portfolio	1
	Sub-Total Credits	13

## Electives

<b>Item #</b>	<b>Title</b>	<b>Credits</b>
ART-131	Digital Photography I	3
BUS-250	Applied Data Analysis for Business, Decisions	3
BUS-303	Management & Organiz Behavior	3
BUS-305	Management Information Systems	3
BUS-360	Principles of Marketing	3
COM-316	PR Techniques	3
COM-350	Business and Professional Communication	3
COM-380	Interactive & Social Media	3
COM-480	Interpersonal Communication Internship	3-6
	CS-110/120/140	1
CS-156	Web Site Design and Management	3
ENG-245	Introduction to Journalism	3
ENG-247	Publishing and Editing	3
ENG-250	Text and Image	3
GEO-203	Geographic Information Systems [GIS]	3
	Sub-Total Credits	3
	<b>Total Credits</b>	<b>16</b>

## CS-110/120/140

### Elective Credits 1

<b>Item #</b>	<b>Title</b>	<b>Credits</b>
CS-110	Ethics & Information Technology	1
CS-120	Spreadsheets	1
CS-140	Databases	1
	Sub-Total Credits	3