The Digital Communication and Media Arts program will teach students how digital technology has affected communication and artistic practices, and how to effect change in communication and artistic practices through the integration of digital technology. The learning goals for the MA in Digital Communication and Media Arts are grounded in both practice and theory. By taking advantage of the wealth of courses that focus on digital communication and digital technology in the College of Communication and the College of Computing and Digital Media, the degree program provides students an opportunity to experience and apply digital technology in multiple professions.

The Master of Arts in Digital Communication and Media Arts integrates multiple topics all centered on the way contemporary technology is changing communication practices, for a truly interdisciplinary degree program. This is a practical degree, in that it teaches students skills utilizing technology, while giving them the critical tools to become better communicators in a digital environment.

Students choose between two tracks: The Digital Communication track is offered through the College of Communication, while the Media Arts track is offered through the College of Computing and Digital Media.

**Program Requirements**

<table>
<thead>
<tr>
<th>Competency Course</th>
<th>Quarter Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Degree Requirements</td>
<td>52</td>
</tr>
<tr>
<td>Total hours required</td>
<td>52-60</td>
</tr>
</tbody>
</table>

**Learning Outcomes**

Students will be able to:

- Identify, explain and apply conceptual and historical foundations of public communication disciplines as they relate to information and persuasion theories, concepts and models.

- Demonstrate facility with writing, speaking and production of media materials to inform, persuade, build relationships, and problem solve.

- Develop and demonstrate strategic plans and planning methods, as well as critical thinking skills.

- Construct and analyze audience research by applying measurement, environmental scanning, and evaluation techniques to products, projects, and programs.

- Classify and analyze the elements of ethical decision making to hypothetical and real world settings.

**Degree Requirements**

**Course Requirements**

Specific course requirements are determined by the concentration chosen. Please see each concentration page for detailed information.

**Degree Requirements**

Students in this degree program must meet the following requirements:

- Complete a minimum of 52 graduate credit hours in addition to any required competency courses of the designated degree program.
- Complete all graduate courses and requirements listed in the designated degree program.
- Earn a grade of C- or better in all courses of the designated degree program.
- Maintain a cumulative GPA of 3.00 or higher.

**Optional Latino Media & Communication Concentration**

The graduate concentration in Latino Media & Communication is comprised of at least three graduate courses drawn from the areas of advertising, journalism, media and cinema studies, multicultural communication, organizational communication and public relations. Graduate students in any of the College of Communication Master of Arts programs can elect to complete the Latino Media & Communication concentration. Students may need to use outside electives to complete this concentration.

Students who complete the concentration will:

- Develop an understanding of the heterogeneous and rapidly changing Latino communities locally, nationally and globally
- Ground their knowledge of intercultural studies within a more extensive and concrete knowledge of a particular (even though diverse), rapidly growing, and increasingly important population within the U.S.
- Increase their cross-cultural competence (understanding and ability to dialogue across difference, develop cultural sensitivity and awareness) with Latino communities
- Enhance their capacity to communicate with and learn from Latino populations in the workplace, in community situations and other sites of engagement
- Recognize the impact of the movement of Latinos across the globe and develop the skills to critically consume and produce media, public relations and advertisement representations that communicate to and about Latino communities
- Develop field-specific knowledge of Latino media and communication along with an understanding of how Latino studies shapes other fields of communication

**Courses**

Students are required to take three courses (12 credits) from the following list:

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Quarter Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>CMNS 509</td>
<td>SPECIAL TOPICS IN MULTICULTURAL COMMUNICATION</td>
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<tr>
<td>CMNS 542</td>
<td>MULTICULTURAL COMMUNICATION IN THE WORKPLACE</td>
<td></td>
</tr>
<tr>
<td>JOUR 515</td>
<td>SPECIAL TOPICS IN JOURNALISM</td>
<td></td>
</tr>
<tr>
<td>MCS 521</td>
<td>TOPICS IN CINEMA STUDIES</td>
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<tr>
<td>MCS 533</td>
<td>LATIN AMERICAN CINEMA/MEDIA</td>
<td></td>
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<tr>
<td>PRAD 511</td>
<td>CONSUMER INSIGHTS</td>
<td></td>
</tr>
<tr>
<td>PRAD 512</td>
<td>ENGAGING LATINX COMMUNITIES</td>
<td></td>
</tr>
</tbody>
</table>
**Concentration Requirements**

Concentrations, tracks and specializations provide focus to the degree. In addition to any degree requirements, students are required to choose one of the following:


- Media Arts Concentration, Digital Communication and Media Arts - Communication (MA) ([https://catalog.depaul.edu/programs/digital-communication-media-arts-communication-ma/media-arts-concentration-digital-communication-media-arts-communication-ma/](https://catalog.depaul.edu/programs/digital-communication-media-arts-communication-ma/media-arts-concentration-digital-communication-media-arts-communication-ma/))

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1 Topic must be related to Latino Media and Communication.