DIGC - DIGITAL MEDIA LECTURE/LAB

DIGC 1105 Social Media Tools for Interactive Media
Credit Hours: 3
This course explores the current technologies associated with latest web models and social media. Focus will be on how to optimize content for different social media platforms, enhance user interaction, and analyze the effectiveness of digital strategies for marketing. Generative Artificial Intelligence (AI) will be analyzed as a tool in the creation of social media content.

DIGC 2500 Fundamentals of Interactive Media
Credit Hours: 3
Prerequisites: GRAC 1100, RTVC 1240, and RTV 1520 with a grade of "C" or higher
This course explores the principles and practices behind creating interactive media experiences. Students combine audio, video, imaging, and animation using industry standard software. Emphasis is placed on user-centered design, multimedia integration, interactivity, and storytelling for a range of platforms, including web, mobile applications, and interactive video.

DIGC 2974 Interactive Media Capstone
Credit Hours: 3
Prerequisites: RTV 2100, RTVC 2251, and DIGC 2500 with a grade of "C" or higher
Emphasizing real-world application, students will work individually or in teams to conceptualize and execute an interactive media product using industry-standard tools and methodologies. This capstone course prepares students for professional roles in interactive media production, providing them with a showcase project that reflects their creative and technical expertise.