

**University of Connecticut**  
**SCHOOL OF FINE ARTS**  
**PLAN OF STUDY – Digital Media & Design**  
**2019-2020 Catalog                      BA in DMD**  
**CONCENTRATION: Digital Media Business Strategies**

Name: \_\_\_\_\_ ID: \_\_\_\_\_  
 Email: \_\_\_\_\_ Phone: \_\_\_\_\_

Fulfilling Requirements of **2019-20** Catalog  
 Expected Comp. Date (Mo) \_\_\_\_\_ (YR) \_\_\_\_\_

**GENERAL EDUCATION REQUIREMENTS**

**Second Language Competency**

exempt \_\_\_\_\_  
 \_\_\_\_\_ 04 \_\_\_\_\_  
 \_\_\_\_\_ 04 \_\_\_\_\_

**Writing Competency**

English 1010 or 1011 04 \_\_\_\_\_  
 DMD 3010W 03 \_\_\_\_\_  
 W: \_\_\_\_\_ 03 \_\_\_\_\_

**Quantitative Competency**

Q-Math/Stats 3/4 \_\_\_\_\_  
 Q \_\_\_\_\_ 03 \_\_\_\_\_

**Environmental Literacy**

E: \_\_\_\_\_ 03 \_\_\_\_\_

**Content Area 1: Arts & Humanities**

must be from 2 different departments  
 \_\_\_\_\_ 03 \_\_\_\_\_  
 \_\_\_\_\_ 03 \_\_\_\_\_

**Content Area 2: Social Science**

must be from 2 different departments  
 \_\_\_\_\_ 03 \_\_\_\_\_  
 \_\_\_\_\_ 03 \_\_\_\_\_

**Content Area 3: Science & Technology**

\_\_\_\_\_ 03 \_\_\_\_\_  
 \_\_\_\_\_ (Lab) 04 \_\_\_\_\_

**Content Area 4: Diversity & Multiculturalism**

\_\_\_\_\_ (International) 03 \_\_\_\_\_  
 \_\_\_\_\_ 03 \_\_\_\_\_

One Content Area 4 course may also be used to satisfy one Content Area 1,2 or 3 requirement

**ELECTIVES (to get to 120 total credits)**- use back

**Digital Media & Design Requirements**

Total degree credit minimum	120
DMD major credit minimum*	45
DMD course credit minimum	42
Art, Design, Film History/Theory	6

\*Minimum of 15 DMD credits at 3000 level or higher.

**DMD BA-DMBS MAJOR REQUIRED COURSES: 45 credits**

**DMD Foundations / Core: (18 credits)**

DMD 1001 Foundations of Digital Media I	(3)	_____
DMD 1002 Foundations of Digital Media 2	(3)	_____
DMD 1101 Design Lab 1	(3)	_____
DMD 1102 Design Lab 2	(3)	_____
DMD 3010W Critical Perspectives on Digital Media	(3)	_____
DMD 4040 Agency	(3)	_____

**Digital Media Business Strategies Core (15 credits)**

Introductory course - Choose one: (DMD 1060, 1070, 2200, 2210, 2300, 2500)	(3)	_____
DMD 2700 - Digital Media Strategies for Business	(3)	_____
DMD 2710 - Social Media Business Applications	(3)	_____
DMD 3730 - Digital Consumer Behavior	(3)	_____
DMD 3720 - Digital Media Analytics	(3)	_____

**Digital Media Business Strategies ELECTIVES** - 6 credits of DMD courses, \*one course must be 3000/4000-level, as approved by Advisor.

\_\_\_\_\_ (3) \_\_\_\_\_  
 \* \_\_\_\_\_ (3) \_\_\_\_\_

**Art / Design / Digital Media / Film History or Theory (6 credits)** - Choose one course from the approved list. These same courses may be used to satisfy other university requirements if appropriate.

DMD 2010 History of Digital Culture	(3)	_____
_____	(3)	_____

**Independent Study (DMD 3099)** - Open to fifth semester students with a minimum departmental grade point average of 3.0 GPA and no outstanding incompletes for any other independent study courses. Limited to a maximum of 18 credits total.

**Internships (DMD 4081)** - Juniors and seniors in good academic standing may apply for an external or internal internship.

Digital Media & Design majors must maintain a minimum cumulative **grade point average of 2.7 for all graded coursework** at the University of Connecticut. Digital Media & Design majors must maintain a minimum cumulative grade point average of **3.0 based on all courses required within the Digital Media & Design majors.**

Degree plan must reflect **120 successfully completed credits** (excluding Pass/Fail courses).

Computer Technology & Information Literacy Competencies will be met by programmatic exit requirements