Digital Communication Program Requirements (48 credits)

- Core Courses
- Specializations
- General Electives
- Information Literacy Requirement
- Computer Graphics Competency Requirement
- Professional Attendance Requirement

Core Courses (21 credits)
- Survey of Digital Communication (CMAT 340)
- The Rhetoric of Digital Communication (CMAT 342)
- Media Literacy (CMAT 352)
- Communication Technologies (CMAT 451)
- Seminar in Digital Communication (CMAT 485)

and one of the following advanced writing courses:
- Argument & Persuasion (WRIT 314)
- Techniques of Popularization (WRIT 317)
- Writing, Editing & Publishing (WRIT 330)
- Public Relations Writing (WRIT 331)
- Writing for Digital Media (WRIT 361)
- Syntax, Semantics & Style (WRIT 380)

and one of the following background & ideas courses:
- Great Plays (ENGL 337)
- Modern Drama (ENGL 338)
- The American Dream (ENGL 346)
- Ancient Myth: Paradigms & Transformations (ENGL 351)
- Love in Literature (ENGL 354)
- The Hero & the Quest (ENGL 361)
- Shakespeare: Kings, Knaves & Fools (ENGL 364)
- Shakespeare: Love, Myth & Metamorphosis (ENGL 365)
- The Great Moderns (ENGL 450)
- Mass Media & Society (CMAT 371)
- Representing Reality: News & Documentary (CMAT 381)

Specializations (27 credits)
- Digital Theory & Culture
- Media Design & Production
- Public Relations

Complete one of the following specializations:
DIGITAL THEORY & CULTURE
• Research Methods in Digital Communication (CMAT 353)
• Mass Media & Society (CMAT 371)
• Representing Reality: News & Documentary (CMAT 381)

*and three of the following:*
• The Art of Film (ARTS 230)
• Literature & Film (ENGL 332)
• Media Genres (ENGL 333)
• Topics in Language & Society (ENGL 391)
• The Archaeology of Language (ENGL 392)
• Understanding Narrative (ENGL 395)
• Media & Community/Community Media (CMAT 453)
• Media and Government (GVPP 362)

**Major Electives** (9 credits)
With the advice and consent of your adviser, complete three approved courses from among CMAT, ENGL, WRIT and ARTS areas.
You also need to complete the **Professional Attendance requirement**.

**MEDIA DESIGN & PRODUCTION**
• Principles of Design (CMAT 357)
• Digital Design (CMAT 358)
• Digital Video (CMAT 369)
• Project Management (CMAT 458)

*and two courses from one of the following groups:*
**Print Courses**
• Print Production (CMAT 359)
• Digital Photography (CMAT 364)
• Magazine Design (CMAT 374)
• Advanced Print Design (CMAT 457)

**OR**
**Electronic Courses**
• Digital Photography (CMAT 364)
• Multimedia Design & Production (CMAT 456)
• Advanced Digital Design (CMAT 459)
• Advanced Audio Video Production (CMAT 469)

**Major Electives** (9 credits)
With the advice and consent of your adviser, complete three approved courses from among CMAT, ENGL, WRIT and ARTS areas.
You also need to complete the **Professional Attendance** and **Computer Graphics Competency** requirements.

**PUBLIC RELATIONS**
- Principles of Design (CMAT 357)
- Digital Design (CMAT 358)
- Public Relations Strategies (CMAT 391)
- Project Management (CMAT 458)
- Public Relations Writing (WRIT 331)

_and one of the following:_
- Marketing Management (MKTG 301)
- Marketing Communications and Digital Media (MKTG 415)
- Personal Selling (MKTG 430)
- Internet and Business (INSS 401)

**Major Electives** (9 credits)
With the advice and consent of your adviser, complete three approved courses from among CMAT, ENGL, WRIT and ARTS areas.
You also need to complete the [Professional Attendance](#) and [Computer Graphics Competency](#) requirements.

**General Electives**
- First Year Seminar: Introduction to University Learning (IDIS 101)
  _freshmen only; transfer students replace this with a different elective_

Complete as many courses as necessary from any discipline to fulfill your 120-credit requirement to graduate.

**Information Literacy Requirement**
Meet the UB Information Literacy graduation requirement by successfully completing one of the following:

- Introduction to Information Literacy (INFO 110)
- Research Methods in Digital Communication (CMAT 353)

Computer Graphics Competency Requirement
Complete CMAT 211: Computer Graphics: Publishing and CMAT 212: Computer Graphics: Imaging or satisfy this requirement through approved transfer credit or the competency examination.

Professional Attendance Requirement
[Learn more](#) about this requirement, which must be completed by the time you graduate.
Check out the many [film, video and digital workshops](#) from Creative Alliance, any of which count toward your participation requirement.