Digital Media Studies M.A.

The graduate degree in Digital Media Studies at UHCL provides students with cutting-edge interdisciplinary instruction in the theory and production of emerging media. The degree responds to a cultural shift toward media convergence by giving students exposure to courses that cross the disciplines of communication, art, business, computer programming, and gaming.

The Digital Media Studies degree requires 36 hours of study. Students are required to take 9 hours from a common core, 21 hours of specialized coursework, and 6 hours in a capstone experience. Specialized coursework is organized into three concentrations: Public Relations and Social Media, Production Design, and Gaming. The capstone may be in the form of a master’s project, thesis, practicum in our Digital Media Lab, internship, or the exam option (2 additional advanced and approved courses in the student's concentration and an exam with zero credit hours and a minimum grade of "B-"). Graduate projects, theses, and exam options typically begin in the spring semester. Practica in the Digital Media Lab and internships may begin any semester. Students are expected to maintain a 3.00 or better GPA before taking a capstone.

Admission

Students must have a 3.00 or better GPA or have met the HSH admission GRE requirement to be accepted into the program. Additionally, all students are expected to have had courses in Digital Photography Media Writing and Web Design. Those who feel they have the experience to waive the entrance requirements will need to submit a portfolio to the Digital Media Studies program director along with a detailed description of their skills and experience.

Students without the required preparatory courses may be provisionally accepted into the program but will need to complete those courses or their equivalents within the first two semesters. Students may take Critical Approaches to Digital Media and Technical Foundations of Digital Media in conjunction with preparatory prerequisites but may not progress to further coursework until the prerequisites are complete.

Applicants must also submit a "Statement of Purpose" describing previous education, work experience, and relevant coursework. Include why you are interested in Digital Media and why you are interested in our program. Include any additional information you would like us to know. The statement should be no more than 800 words. Send the statement with a resume and a portfolio of previous work directly to the DMST program director.

Applications are accepted for review twice a year, from January 15-March 31 and from August 15-October 15. Admission decisions for fall are usually made by the end of April and for spring by the end of November.

Equipment and Software

The university provides on-campus labs equipped with computers and the software needed for coursework. Students who wish to work from home may need to purchase equipment and software. A DSLR camera is
highly recommended for students concentrating in Production Design.

**Degree Requirements**

**Core Curriculum (9 hours)**

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<td>Must be taken in the first year.</td>
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**Additional Information**

Students who have taken Graphic Design in another program may take Advertising Design or an adviser-recommended alternative.

**Concentrations**

**Public Relations and Social Media (15 hours plus 6 hours of electives)**

Students entering this concentration who have not had a course in media writing will be required to take the undergraduate Media Writing course as a prerequisite for PR Writing. Students who have previously taken required courses in this concentration may substitute others in the track.

<table>
<thead>
<tr>
<th>MKTG 5435</th>
<th>E–Marketing Management</th>
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<td>Credit Hours: 3</td>
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**Recommended Electives**

Classes included in another concentration may also be taken for elective credit, as long as necessary prerequisites are met.

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<tr>
<th>PSYC 6431</th>
<th>User–Centered Design</th>
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**Production Design (15 hours plus 6 hours of electives)**

Instead of CSCI 3311, students may complete ISAM 5030.

**Gaming (21 hours required with no additional electives)**

Instead of CSCI 3311, students may complete ISAM 5030.

**Capstone Experience (6 hours)**

Practica in the Digital Media Lab and graduate internships may begin any semester. Students are strongly encouraged to begin graduate projects and theses in the spring semester and complete them in the fall. Proposals for graduate projects or theses are due to the project or thesis chair no later than week ten of the semester prior to the anticipated start date for the project or thesis. Students who apply for the practicum or internship may be asked to turn in a portfolio first so the capstone supervisor may assess their level of preparation.

**Capstone Experience (6 hours)**

**Additional Information**

- No more than six hours of undergraduate coursework may apply toward the degree.
- New courses are introduced under the DMST 5931: Research Topics in Digital Media Studies rubric.
Students who have earned an undergraduate degree from UHCL will not be able to take cross-listed courses in the curriculum for master’s level credit that they have previously taken for undergraduate credit. No grade lower than a “B-” will count for credit in the DMST graduate program.