

DIGITAL CINEMA PRODUCTION, CERTIFICATE

Explore the fundamentals of storytelling through the Digital Cinema Production certificate. Certificate students complete coursework in screenwriting, producing, directing, cinematography and sound, editing, and related fields. They master the aesthetic and technical tools of moving-image storytelling, learn creative decision making, employ collaborative work skills, and apply industry standards. The Digital Cinema Production certificate is relevant to undergraduates across campus who are considering careers in film, television, documentary, and internet-based media.

HOW TO GET IN

HOW TO GET IN CERTIFICATE DECLARATION REQUIREMENTS

To be eligible to declare the certificate, students must

1. complete COM ARTS 355 with a grade of B or higher;
2. earn a grade of B or higher in their first attempt of one of the following courses:

Code	Title	Credits
COM ARTS 465	Editing and Post-production for Video and Film	4
COM ARTS 466	Writing for Television and Film	3
COM ARTS 467	Cinematography and Sound Recording	4
COM ARTS 468	Producing for Internet TV and Video	3
COM ARTS 609	Special Topics in Production	3
COM ARTS 651	Advanced Video Production and Direction	3

Eligible students should contact a Communication Arts advisor to declare the certificate.

REQUIREMENTS

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Four courses and at least 13 credits are required.

Code	Title	Credits
COM ARTS 355	Introduction to Media Production	4
Electives (complete three):		9
COM ARTS 465	Editing and Post-production for Video and Film	
COM ARTS 466	Writing for Television and Film	
COM ARTS 467	Cinematography and Sound Recording	

COM ARTS 468	Producing for Internet TV and Video
COM ARTS 609	Special Topics in Production
COM ARTS 651	Advanced Video Production and Direction
COM ARTS 659	Advanced Motion Picture Production Workshop

Total Credits

13

RESIDENCE & QUALITY OF WORK

- Minimum 2.000 GPA in all certificate courses.
- At least 7 certificate credits must be completed in residence.

CERTIFICATE COMPLETION REQUIREMENT

This undergraduate certificate must be completed concurrently with the student's undergraduate degree. Students cannot delay degree completion to complete the certificate.

LEARNING OUTCOMES

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1. Demonstrate mastery of the aesthetic and technical tools of moving-image story telling.
2. Analyze story structure and illustrate how their creative decisions support their interpretation of story.
3. Employ collaborative work skills to perform in the role of leaders or members of production crews/groups.
4. Analyze the meaning, form, and process of cinematic work with the goal of providing honest, critical, and instructive feedback.
5. Reproduce and apply industry standard methods for media pre-production, production and post-production, and explain the rationale for these methods.

ADVISING AND CAREERS

ADVISING AND CAREERS ACADEMIC ADVISING

The Department of Communication Arts academic advisors (<https://commarts.wisc.edu/undergraduate/advising/>) serve as the advisors for the Digital Cinema Production certificate. Contact an advisor to learn more about the certificate, discuss eligibility, declare, or review certificate requirements.

CAREER ADVISING

The communications, media, and the arts career community advisor (<https://successworks.wisc.edu/what-are-career-communities/communications-media-and-the-arts/>) assists students with career preparation, such as exploring career options, strategies for the internship/job search, and networking opportunities.

DIGITAL CINEMA PRODUCTION COURSES

The selection of courses varies by semester. Please check Course Search and Enroll (<https://public.enroll.wisc.edu>) for current offerings.

CAREER EXPLORATION AND PREPARATION

Gain Experience

The Department of Communication Arts encourages students to apply the knowledge and skills they attain through coursework to professional settings. Internships and part-time jobs at television networks, production companies, nonprofit organizations, talent agencies, advertising agencies, and other media-related businesses help students gain work-related experience and explore career options. Emails and postings provide certificate students with information on opportunities across the country.

Attend Events

Throughout the academic year, students have the opportunity to participate in several communication-focused, career-related events.

Join a Student Organization

Learn more about the entertainment industry and career opportunities by joining the Hollywood Badgers (<https://win.wisc.edu/organization/hollywoodbadgers/>), a Communication Arts affiliated student organization.

SUCCESSWORKS

SuccessWorks (<https://successworks.wisc.edu/>) at the College of Letters & Science helps you turn the academic skills learned in your classes into a fulfilling life, guiding you every step of the way to securing jobs, internships, or admission to graduate school.

Through one-on-one career advising, events, and resources, you can explore career options, build valuable internship and research experience, and connect with supportive alumni and employers who open doors of opportunity.

- What you can do with your major (<https://successworks.wisc.edu/what-you-can-do-with-your-major/>) (Major Skills & Outcomes Sheets)
- Make a career advising appointment (<https://successworks.wisc.edu/make-an-appointment/>)
- Learn about internships and internship funding (<https://successworks.wisc.edu/finding-a-job-or-internship/>)
- Try "Jobs, Internships, & How to Get Them," (<https://successworks.wisc.edu/canvas/>) an interactive guide in Canvas for enrolled UW-Madison students

RESOURCES AND SCHOLARSHIPS

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COMMUNICATION ARTS INSTRUCTIONAL MEDIA CENTER

The Instructional Media Center (<https://commarts.wisc.edu/imc/>) (IMC), in 3160 Vilas Hall, provides state-of-the-art equipment for Communication Arts media-production courses. The IMC circulates industry-standard camera, lighting, grip, and sound equipment for use on set. The Hamel Family Digital Media Lab's 70 editing stations and the department's two sound stages are also managed by the Instructional Media Center staff.