

# 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

Prior to declaration, students must complete COM ARTS 355 for a grade of B or higher. In addition, students must 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

Students who meet the Admission criteria should speak with the advisor to declare the certificate.

## REQUIREMENTS

### REQUIREMENTS FOR THE CERTIFICATE

Four courses and at least 13 credits are required.

Code	Title	Credits
COM ARTS 355	Introduction to Media Production	4
<b>Electives (complete three):</b>		<b>9</b>
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 on 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

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

### 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. They can help you learn more about the certificate, discuss eligibility, declare, or review certificate requirements. Please see the Communication Arts website (<https://commarts.wisc.edu/undergraduate/advising/>) for advising options.

### Contact Information:

Steffie Halverson, 6114 Vilas Hall, 608-262-2285,  
advising@commarts.wisc.edu  
Mary Rossa, 6068 Vilas Hall, 608-262-0992,  
advising@commarts.wisc.edu

### CAREER ADVISING

The communications, arts & entertainment career community advisor (<https://careers.ls.wisc.edu/what-are-career-communities/communications-arts-and-entertainment/>) assists students with career preparation, such as exploring career options, learning internship and job search strategies, and writing resumes and cover letters.

### DIGITAL CINEMA PRODUCTION COURSES

The selection of courses varies by semester. Please check Course Search and Enroll 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, nonprofit organizations, talent agencies, magazines, radio stations, advertising

agencies, production companies, government agencies, and other communication-related businesses help students gain work-related experience and explore career options. Emails, tweets, 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, such as guest speakers, career panels, and the advertising and communications career fair.

### Communication Arts Alumni Careers At a Glance

After completing a liberal arts education with a communication arts major, communication arts alumni pursue a variety of careers. In a recent survey, communication arts alumni were asked to provide and categorize their occupation. The results are available on the Department of Communication Arts website:

- Communication Science & Rhetorical Studies Alumni Careers (<https://commarts.wisc.edu/undergraduate/careers/>)
- Radio–Television–Film Alumni Careers (<https://commarts.wisc.edu/undergraduate/careers/>)

## L&S CAREER RESOURCES

SuccessWorks at the College of Letters & Science helps students leverage the academic skills learned in their major, certificates, and liberal arts degree; explore and try out different career paths; participate in internships; prepare for the job search and/or graduate school applications; and network with professionals in the field (alumni and employers). In short, SuccessWorks helps students in the College of Letters & Science discover themselves, find opportunities, and develop the skills they need for success after graduation.

SuccessWorks can also assist students in career advising, résumé and cover letter writing, networking opportunities, and interview skills, as well as course offerings for undergraduates to begin their career exploration early in their undergraduate career.

Students should set up their profiles in Handshake (<https://careers.ls.wisc.edu/handshake/>) to take care of everything they need to explore career events, manage their campus interviews, and **apply to jobs and internships from 200,000+ employers around the country.**

- SuccessWorks (<https://careers.ls.wisc.edu/>)
- Set up a career advising appointment (<https://careers.ls.wisc.edu/make-an-appointment/>)
- INTER-LS 210 L&S Career Development: Taking Initiative (1 credit, targeted to first- and second-year students)—for more information, see Inter-LS 210: Career Development, Taking Initiative (<https://careers.ls.wisc.edu/inter-ls-210-career-development-taking-initiative/>)
- INTER-LS 215 Communicating About Careers (3 credits, fulfills Com B General Education Requirement)
- Handshake (<https://careers.ls.wisc.edu/handshake/>)
- Learn how we're transforming career preparation: L&S Career Initiative (<http://ls.wisc.edu/lsci/>)

Eric Hoyt, Associate Professor

## INSTRUCTIONAL STAFF

Erik Gunneson, Faculty Associate; Lisa Ellis, Senior Lecturer

## ACADEMIC ADVISING

Steffie Halverson, Academic Advisor; Mary Rossa, Senior Student Services Coordinator

## CAREER ADVISING

Communications, Arts & Entertainment Career Community Advisor (<https://careers.ls.wisc.edu/what-are-career-communities/communications-arts-and-entertainment/>)

## RESOURCES AND SCHOLARSHIPS

## COMMUNICATION ARTS INSTRUCTIONAL MEDIA CENTER

The Instructional Media Center (<https://commarts.wisc.edu/imc/>) (IMC), located 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 staff.

## PEOPLE

### FACULTY

Aaron Greer, Associate Professor