

# DIGITAL STUDIES, CERTIFICATE

Digital studies at the University of Wisconsin–Madison explores the relationship between communication and digital forms of media by asking four questions:

- How do digital media affect the ways we communicate?
- How do we use digital tools to best communicate with each other?
- What roles do the visual, sound and interactive elements of digital media play and how can we use them?
- How do digital technologies affect the way we access and understand information?

It forges new connections across disciplinary boundaries by addressing distinct yet overlapping areas of intellectual activity:

- *Digital information structures*—the consideration and assessment of how we use and create digital archives, databases, and other digital information architectures
- *Digital media*—the consideration of how we consume and assess communication that is mediated by digital technologies such as Internet, mobile, and smart devices including digital video and audio content as well as games and simulations produced both in everyday discourse and by media professionals
- *Digital forms*—the analysis and assessment of both mechanical and aesthetic elements of design in digital content including visual, audio, interactive, and other components
- *Digital practices*—the acquisition of skills that allow us to create expressive and strategic communication content using digital tools such as digital video and audio equipment as well as software for video and audio editing, web design, database and information architecture design, app design, computer simulation, and digital gaming

The digital studies certificate brings together departments from across campus and allows students to choose from over fifty courses to create their own individualized digital curriculum, where students have the opportunity to both produce digital content and critically assess the digital content they encounter.

## HOW TO GET IN

### DECLARING THE DIGITAL STUDIES CERTIFICATE

Students are eligible to declare the certificate at any point in their undergraduate career. They should declare it as early as possible to plan the required coursework. Students are encouraged to meet with the Digital Studies advisor (<https://digitalstudies.wisc.edu/undergraduate-certificate/advising/>) to discuss certificate requirements and ensure it fits with their academic and career goals. Students who are ready to declare the certificate now may complete this form ([https://uwmadison.co1.qualtrics.com/jfe/form/SV\\_8kLFLI3ADELQ0ln/](https://uwmadison.co1.qualtrics.com/jfe/form/SV_8kLFLI3ADELQ0ln/)).

## REQUIREMENTS

### REQUIREMENTS FOR THE CERTIFICATE

The certificate requires a minimum of six courses and 16 credits. The courses must be distributed as follows:

#### CORE COURSES

One course from:

Code	Title	Credits
COM ARTS 200	Introduction to Digital Communication	3
ENGL 178	Digital Media, Literature, and Culture	3
JOURN 175	Media Fluency for the Digital Age	3
L I S 201	The Information Society	4

#### DISTRIBUTION

One course from each of these areas:

##### Digital Information Structures (I) Courses

Code	Title	Credits
COM ARTS 345	Online Communication and Personal Relationships	3
COM ARTS 377	Topics in Digital Studies (Communication Science & Rhetoric)	3
COM ARTS 472	Rhetoric and Technology	3
COM ARTS 478	Rhetoric and Power on the Internet	3
COM ARTS/JOURN/LSC 617	Health Communication in the Information Age	3
CURRIC 209	Digital Media and Literacy	3
GEOG 572	Graphic Design in Cartography	3-4
L I S 202	Informational Divides and Differences in a Multicultural Society	3
L I S 301	Information Literacies in Online Spaces	3
L I S 340	Topics in Information Studies - Social Aspects	3
L I S 341	Topics in Information Studies - Technological Aspects	1-3
L I S 350	History and Future of Books	3
L I S 351	Introduction to Digital Information	3
L I S 440	Navigating the Data Revolution: Concepts of Data & Information Science	3
L I S 500	Code and Power	3
L I S 510	Human Factors in Information Security	3
L I S/NURSING/OCC THER 517	Digital Health: Information and Technologies Supporting Consumers and Patients	3
L I S 661	Information Ethics and Policy	3

L I S/LEGAL ST 663	Introduction to Cyberlaw	3
LSC 460	Social Media Analytics	3

**Digital Media (M) Courses**

Code	Title	Credits
COM ARTS 345	Online Communication and Personal Relationships	3
COM ARTS 346	Critical Internet Studies	3
COM ARTS 377	Topics in Digital Studies (Communication Science & Rhetoric)	3
COM ARTS 449	Sound Cultures: Podcasting and Music	3
COM ARTS 459	New Media and Society	3
COM ARTS 472	Rhetoric and Technology	3
COM ARTS 478	Rhetoric and Power on the Internet	3
COM ARTS 509	Digital Media and Political Communication	3
COM ARTS 547	Digital Game Cultures	3
COM ARTS 577	Dynamics of Online Relationships	3
ENGL 271	Writing with New Media	3
ENGL 571	Remix, Mashup, and Digital Design	3
JOURN 463	Digital Media Strategies	4
JOURN 464	Public Relations Strategies	4
JOURN 465	Social Media Marketing Communications	4
JOURN 622	The Impact of Emerging Media	3
JOURN/L I S 677	Concepts and Tools for Data Analysis and Visualization	3
L I S 340	Topics in Information Studies - Social Aspects	3
L I S 350	History and Future of Books	3
L I S 510	Human Factors in Information Security	3
L I S/NURSING/OCC THER 517	Digital Health: Information and Technologies Supporting Consumers and Patients	3
L I S 661	Information Ethics and Policy	3
L I S/LEGAL ST 663	Introduction to Cyberlaw	3
LSC 350	Visualizing Science and Technology	3
LSC 432	Social Media for the Life Sciences	3
LSC 440	Digital Media and Science Communication	3
LSC 460	Social Media Analytics	3
MARKETNG 355	Marketing in a Digital Age	3

**Digital Forms (F) Courses**

Code	Title	Credits
ART 107	Introduction to Digital Forms	3
ART 428	Digital Imaging Studio	4
ART 429	3D Digital Studio I	4
ART 529	3D Digital Studio II	4
ART 660	Art and Technology	4
COM ARTS 155	Introduction to Digital Media Production	4

COM ARTS 355	Introduction to Media Production	4
COM ARTS 465	Editing and Post-production for Video and Film	4
COM ARTS 467	Cinematography and Sound Recording	4
COM ARTS 468	Producing for Internet TV and Video	3
COM ARTS/FOLKLORE 522	Digitally Documenting Everyday Communication	3
COM ARTS 651	Advanced Video Production and Direction	3
COM ARTS 659	Advanced Motion Picture Production Workshop	4
GEOG 370	Introduction to Cartography	4
GEOG 572	Graphic Design in Cartography	3-4
JOURN 411	Multimedia Design	4
JOURN 417	Magazine Publishing	4
JOURN/L I S 677	Concepts and Tools for Data Analysis and Visualization	3
LSC 332	Print and Electronic Media Design	3
LSC 350	Visualizing Science and Technology	3
LSC 450	Documentary Photography for the Sciences	3
LSC 532	Web Design for the Sciences	3

**Digital Practices (P) Courses**

Code	Title	Credits
ART 107	Introduction to Digital Forms	3
ART 309	Digital Art and Code	4
ART 409	Digital Fabrication Studio	4
ART 428	Digital Imaging Studio	4
ART 429	3D Digital Studio I	4
ART 528	Digital Interactive Studio	4
ART 529	3D Digital Studio II	4
ART 660	Art and Technology	4
COM ARTS 155	Introduction to Digital Media Production	4
COM ARTS 355	Introduction to Media Production	4
COM ARTS 449	Sound Cultures: Podcasting and Music	3
COM ARTS 651	Advanced Video Production and Direction	3
COM ARTS 465	Editing and Post-production for Video and Film	4
COM ARTS 467	Cinematography and Sound Recording	4
COM ARTS 468	Producing for Internet TV and Video	3
COM ARTS/FOLKLORE 522	Digitally Documenting Everyday Communication	3
COM ARTS 659	Advanced Motion Picture Production Workshop	4
COMP SCI 200	Programming I	3
COMP SCI 202	Introduction to Computation	3
COMP SCI 220	Data Science Programming I	4
CURRIC 209	Digital Media and Literacy	3
ENGL 271	Writing with New Media	3

ENGL 571	Remix, Mashup, and Digital Design	3
GEOG 370	Introduction to Cartography	4
JOURN 411	Multimedia Design	4
JOURN 417	Magazine Publishing	4
JOURN 425	Video Journalism	4
JOURN 445	Creative Campaign Messages	4
JOURN 449	Account Planning and Strategy	4
JOURN 463	Digital Media Strategies	4
JOURN 464	Public Relations Strategies	4
JOURN 465	Social Media Marketing Communications	4
JOURN 670	Community Service Learning: Technology for Social Change	3
L I S 301	Information Literacies in Online Spaces	3
L I S 341	Topics in Information Studies - Technological Aspects	1-3
L I S 351	Introduction to Digital Information	3
L I S 440	Navigating the Data Revolution: Concepts of Data & Information Science	3
L I S 500	Code and Power	3
LSC 314	Introduction to Digital Video Production	3
LSC 332	Print and Electronic Media Design	3
LSC 360	Information Radio	3
LSC 432	Social Media for the Life Sciences	3
LSC 450	Documentary Photography for the Sciences	3
LSC 532	Web Design for the Sciences	3
LSC 614	Advanced Video Production	3
THEATRE 213	Digital Design Visualization for Entertainment	3

## CAPSTONE

Code	Title	Credits
COM ARTS 605	Digital Studies Capstone <sup>1</sup>	1

<sup>1</sup>

The Capstone cannot be completed until students have completed or are enrolled in their final course of the certificate.

## RESIDENCE AND QUALITY OF WORK

- At least 9 Certificate credits in Residence
- Minimum 2.000 GPA in all Certificate courses

## 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. To understand key theories and concepts related to digital studies and the historical context surrounding the creation of digital technologies.
2. To gain familiarity with methods, concepts and tools needed to research and evaluate information related to digital studies.
3. To think critically about how digital technologies work and their impact on society.
4. To be able to create strategic communication content and self-expression using digital tools.
5. To understand the professional and ethical principles related to the field of digital studies.

## ADVISING AND CAREERS

### ACADEMIC ADVISING

Connecting and working with the digital studies advisor as early as possible helps you create a meaningful course plan and stay on track as you complete the certificate requirements. The advisor is available to consult on a variety of topics including: declaring the certificate, course selection, study abroad, job and internship opportunities related to digital media, and preparing for the job market after graduation. Make an appointment to talk with the digital studies advisor through Starfish (<https://wisc.starfishsolutions.com/starfish-ops/dl/instructor/serviceCatalog.html?bookmark=connection/11236/schedule>).

### COURSE PLANNING

The list of digital studies courses found on the Requirements tab (<https://guide.wisc.edu/undergraduate/letters-science/communication-arts/digital-studies-certificate/#requirements>) is the comprehensive list of all courses that count toward the certificate. However, not all courses on that list are offered each semester. To find out which courses are offered during a specific term, please refer to the program's Courses (<https://digitalstudies.wisc.edu/undergraduate-certificate/courses/>) webpage. More specific information related to the course offerings is also available there, including: specific course prerequisites, limited enrollment course information, and application requirements.

## CAREER EXPLORATION AND ADVISING

### CAREER ADVISING

The communication and media career advisor (<https://journalism.wisc.edu/career-services/advising/>) assists students with career preparation, such as exploring career options, learning internship and job search strategies, and writing resumes and cover letters. Workshops, programs and events, as well as guest speakers ranging from alumni to employers, are all available during the year as well.

### DIGITAL STUDIES ALUMNI

Since 2012, over 1,000 students have graduated with a Digital Studies Certificate. Digital Studies alumni pursue a variety of careers after completing their undergraduate degree. To learn more about what our alumni are up to, visit the Alumni Profiles page (<https://digitalstudies.wisc.edu/alumni/alumni-profiles/>) to read about the work they are doing and how Digital Studies has impacted their paths.

## 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/>)

## PEOPLE

Please see the Digital Studies Certificate website (<https://digitalstudies.wisc.edu/>) for a list of certificate staff and committee members.

## WISCONSIN EXPERIENCE

As an interdisciplinary certificate, students are encouraged to explore courses across disciplines and areas of interest. Once declared, students have access to unique and exciting courses where they not only study digital media, but learn to be savvy users and creators of digital media that they can use in their professional lives. Examples of work that students create include websites, videos, illustrations, posters, podcasts, and more (see examples of student work on our website (<https://digitalstudies.wisc.edu/student-showcase/>)).

Digital studies certificate students also have access to networking and alumni events featuring careers in digital media, internship and job opportunities emailed directly to them, technology resources through the Instructional Media Center (<https://commarts.wisc.edu/imc/>), and design consulting services through DesignLab (<https://designlab.wisc.edu/>). Through advising, students receive tailored recommendations based on their interests and are encouraged to seek out ways to apply the knowledge they are learning in the classroom through involvement in student organizations, volunteering, and internships.