

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.