



DIGITAL MEDIA DESIGN

FPU BRINGS A TRADITION OF EXCELLENCE TO THE DIGITAL MEDIA DESIGN DEGREE



ALUMNI SPOTLIGHT

Violet Schuttler '20

A Digital Media Design major, with a minor in Communications, Violet excelled in the program, earning a cumulative GPA of 3.97. Beyond her impressive academic performance, Violet is a wildly intelligent, self-motivated, endlessly creative young woman. Organized and articulate, Violet is also the consummate professional, well on her way to becoming an accomplished web designer and content creation specialist.

Outside of class, Violet was extremely active at the Fitzwater Center for Communication. A member of the Pierce Media Group, Violet can be found working in the television studio, recording a myriad of Franklin Pierce sporting events, or collecting content from political events all over the country.

APPLY TODAY!

franklinpierce.edu/digitalmedia

DIGITAL MEDIA DESIGN

Franklin Pierce University
College of Liberal Arts
and Social Sciences

ABOUT THE PROGRAM

The World Wide Web of today, like television in the 1950s, is in its infancy. The web is evolving and showing us what it can do at its best - sharing ideas, telling stories, entertaining, building communities, expanding empathy and bringing us together. Like television, the web is a delivery platform for content of endless variety and type. With the Digital Media Design major, you will be well-prepared for creating, editing and managing professional visual, written and audio web content for business, education, news outlets, the arts and more.

PROGRAM HIGHLIGHTS

You will gain core knowledge in digital design and delivery, work collaboratively with fellow students to research and present media concepts, and use current technology to create professional websites.

Graduates with this major can continue study in the fields of Design Innovation, Digital Content Management, Digital Marketing and Data Analytics, Graphic and Web Design, and Media Design.



DIGITAL MEDIA DESIGN

REQUIRED COURSES

FIRST YEAR

GLE101	First Year Inquiry
GLE110	First Year Composition I
DMD100	Introduction to Digital Media Design
DMD105	Digital Design Foundations
DMD120	User Experience and Interface Design
-----	4 Additional Electives*

SECOND YEAR

GLE120	First Year Composition II
DMD200	Exploring Digital Storytelling
DMD205	Social Media, Ethics, Intellectual Property (IP) & Media Law
DMD220	Web Design
DMD250	Introduction to Data Visualization
DMD___	200 or 300 level Program Elective
-----	5 Additional Electives*

THIRD YEAR

DMD320	Application and Mobile Design
DMD330	Social Media
DMD___	300 or 400 level Program Elective
DMD___	300 or 400 level Program Elective
-----	6 Additional Electives*

FOURTH YEAR

DMD400	Audio & Video for the Web
DMD410	Digital Media Design Portfolio
-----	8 Additional Electives*

DIGITAL MEDIA DESIGN ELECTIVES

Choose one elective at the 200 level and choose two electives at the 300-level or above.	
COMM210	Journalism (2-3 credits)
COMM310	Convergent Journalism (3 credits)
GC201	Graphic Design (3 credits)
DMD390	Internship in Digital Media Design (1-4 credits)
DMD490	Internship in Digital Media Design (1-4 credits)
MK201	Principles of Marketing (3 credits)
MK304	Advertising (3 credits)

*Please refer to the Academic Catalog for full listing of elective options

There is also a Minor offered in Digital Media Design.

WHO SHOULD MAJOR IN DIGITAL MEDIA DESIGN?

You'll find this major a good fit if you have or want to develop:

- Digital branding and storytelling skills
- Strong sense of visual, web and mobile design
- Professional networking strategies
- Excellence in writing, proofreading and editing

STRATEGIES FOR SUCCESS

You can gain valuable experience through opportunities at Franklin Pierce to

- Join the Pierce Media Group for experience in television, radio and journalism
- Volunteer in the Marlin Fitzwater Center for Communication
- Utilize recording/broadcast equipment and media editing software
- Build a professional social media presence in your field
- Consider a minor or second major in business, political science or communications

COURSES TO HIGHLIGHTS

DMD100 Introduction to Digital Media Design

Enjoy television, movies, art, and design even more by exploring the principles of visual literacy as a basis for the study and understanding of digital media.

DMD105 Digital Design Foundations

Learn the basics of Adobe Photoshop, Illustrator, and XD and how they all work together to create amazing visual content for the web and print.

DMD200 Exploring Digital Storytelling

Storytelling is at the heart of many professions including Advertising, Communication, Design, Marketing, Public Relations, and Sports Media. In this class, we create visual, audio, photo, and video stories while learning about narrative structure, character development, and much more.

DMD120 User Experience and Interface Design +

DMD220 Web Design +

DMD320 Application and Mobile Design

From conceptualization and research to design, prototype, and development – these three classes teach you how to create engaging, effective, human-centered responsive websites and mobile apps.