

DIGITAL MEDIA AND STORYTELLING (MCOMM)

Create a Personal and Rewarding Experience.

Loyola University's Master of Digital Media and Storytelling program is for makers. Makers of all forms of digital content who desire the tools to turn their ideas into compelling, marketable stories they can share with the world. The two-year program prepares professionals for a career in digital media by teaching them the most important skills hiring managers need: How to write, shoot and edit powerful digital content.

One of the greatest strengths of our program is that students can shape their own experience. Prospective candidates should demonstrate an interest in digital media and/or storytelling in relation to:

- Journalism
- Advertising
- Public relations
- Documentary filmmaking

Digital Media and Storytelling Program Highlights

- Real-world curriculum equips students from diverse backgrounds with a broader, more in-depth skill set so that they can become productive members of communications teams in a variety of organizations.
- Create a digital portfolio in the heart of Chicago—Courses take place at Loyola's Water Tower Campus in Chicago, a world-class city that is recognized as a leading communications and business district.
- A capstone course that integrates learning from all coursework and culminates in a professional project that is widely distributed to the public.
- Students can work with faculty to help determine the right career for them or how to become more marketable in their current area of employment.

Curriculum

Code	Title	Hours
COMM 400	Designing for Digital Environments	3
COMM 405	Story Development and Production	3
COMM 410	Media Law for Inclusive Digital Storytelling	3
COMM 415	Data-Powered Digital Storytelling	3
COMM 420	Digital Production: Storytelling with Impact	3
COMM 425	Digital Marketing and Analytics	3
COMM 430	2D Design for Print and the Web	3
COMM 450	Capstone II	3
Elective Courses from List of Electives for DMST (p. 1)		12
Total Hours		36

Suggested Sequence of Courses

The below sequence of courses is meant to be used as a suggested path for completing coursework. An individual student's completion of requirements depends on course offerings in a given term as well as the start term for a major or graduate study. Students should consult their advisor for assistance with course selection.

Course	Title	Hours
First Year		
Fall		
COMM 400	Designing for Digital Environments	3
COMM 405	Story Development and Production	3
COMM 420	Digital Production: Storytelling with Impact	3
Hours		9
Spring		
COMM 425	Digital Marketing and Analytics	3
COMM 430	2D Design for Print and the Web	3
One course from List of Electives for DMST (p. 1)		3
Hours		9
Second Year		
Fall		
COMM 410	Media Law for Inclusive Digital Storytelling	3
COMM 415	Data-Powered Digital Storytelling	3
One course from List of Electives for DMST (p. 1)		3
Hours		9
Spring		
COMM 450	Capstone II	3
Two courses from List of Electives for DMST (p. 1)		6
Hours		9
Total Hours		36

Electives for Digital Media and Storytelling

Code	Title	Hours
Advertising/Public Relations		
COMM 422	Global and Multicultural Audiences and Stakeholders	3
COMM 432	Nonprofit Communication	3
COMM 433	Corporate Communication	3
COMM 437	Advertising/PR Multimedia Commercial Production	3
COMM 463	Intermediate Advertising Design	3
COMM 464	Mobile Advertising	3
Film and Production		
COMM 439	Video Documentary	3
COMM 455	Animation	3
COMM 459	Advanced Post Production	3
COMM 494	Film & Digital Media Internship	3
Multimedia Journalism		
COMM 458	Newscasting and Producing	3
COMM 473	Digital Storytelling Abroad	3
COMM 492	Multimedia Journalism Internship	3
Other		
COMM 416	Special Topics in Digital Media & Storytelling	3
COMM 479	Digital Sustainability	3
COMM 498	Directed Study for Graduate Students	1-3

When Do Classes Meet?

Each course numbered COMM 400 Designing for Digital Environments or above is held one night per week. Most courses meet between 7:00pm - 9:30pm.

Full-time students take three courses per semester.

Part-time students take two courses per semester.

Graduate & Professional Standards and Regulations

Students in graduate and professional programs can find their Academic Policies in Graduate and Professional Academic Standards and Regulations (<https://catalog.luc.edu/academic-standards-regulations/graduate-professional/>) under their school. Any additional University Policies supercede school policies.

Learning Outcomes

Students who complete the graduate program in Digital Media and Storytelling will:

1. Learn how to use state-of-the-art equipment in our Convergence Studio and technology labs.
2. Learn audience engagement and analytics to understand user activities and to drive improvements in distribution performance. Students will learn digital audience behavior and the legal, marketing and economic environment for finding ideal audiences and distributing digital content.
3. Create a capstone project that integrates learning from all coursework and culminates in a professional project that is widely distributed to the public.