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

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
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<tbody>
<tr>
<td>COMM 400</td>
<td>Designing for Digital Environments</td>
<td>3</td>
</tr>
<tr>
<td>COMM 405</td>
<td>Story Development and Production</td>
<td>3</td>
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<tr>
<td>COMM 420</td>
<td>Digital Production: Storytelling with Impact</td>
<td>3</td>
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<tr>
<td>COMM 425</td>
<td>Digital Marketing and Analytics</td>
<td>3</td>
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<tr>
<td>COMM 430</td>
<td>2D Design for Print and the Web</td>
<td>3</td>
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<tr>
<td>Elective Courses from List of Electives for DMST (p. 1)</td>
<td>3</td>
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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.
**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.

**Learning Outcomes**

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

- Learn how to use state-of-the-art equipment in our Convergence Studio and technology labs.
- 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.
- Create a capstone project that integrates learning from all coursework and culminates in a professional project that is widely distributed to the public.