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.

Related Programs

Master's

- Digital Advertising (MS) (https://catalog.luc.edu/graduate-professional/graduate-school/communication/digital-advertising-ms/)
- Global Strategic Communication (MS) (https://catalog.luc.edu/graduate-professional/graduate-school/communication/global-strategic-communication-ms/)

Curriculum

Code	Title	Hours
COMM 400	Designing for Digital Environments	3
COMM 405	Story Development and Production	3
COMM 409	Video Production Lab	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 448	Advanced Storytelling	3
COMM 449	Capstone Seminar	3
COMM 450	Capstone II	3
Total Hours		**30**

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		
Summer		
COMM 400	Designing for Digital Environments	3
COMM 409	Video Production Lab	3
	Hours	**6**
Fall		
COMM 405	Story Development and Production	3
COMM 420	Digital Production: Storytelling with Impact	3
COMM 430	2D Design for Print and the Web	3
COMM 449	Capstone Seminar	3
	Hours	**12**
Winter		
COMM 448	Advanced Storytelling	3
	Hours	**3**
Spring		
COMM 415	Data-Powered Digital Storytelling	3
COMM 425	Digital Marketing and Analytics	3
COMM 450	Capstone II	3
	Hours	**9**
	Total Hours	**30**

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.

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 supersede school policies.

Learning Outcomes

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

- Gain proficiency in using industry-standard cameras and sound equipment, including smartphone technology in video storytelling.
- Develop the ability to craft engaging and well-structured non-fiction narratives across multiple digital platforms.

- Analyze digital audience behavior and the legal, marketing and economic environment for finding ideal audiences and distributing digital content.
- Gain proficiency using the Adobe Creative Suite (Photoshop, AfterEffects, Illustrator, InDesign, etc.) and achieve proficiency in digital and print visual design.

- Create industry-standard content that integrates learning from all coursework and culminates into a capstone project suitable for a professional portfolio.
- Develop a mindful approach to ethical storytelling and the representation of diverse voices and perspectives. By understanding the impact of media, students create projects that reflect inclusivity and social responsibility.