

Digital Writing and Media Arts B.S. in Content Design and Development

Program Description

The Bachelor of Science in Content Design and Development prepares students for creative and technical approaches to writing for digital spaces, design thinking, and content development. Content Design and Development students develop fluency in interactive and digital engagement, content creation, narrative design for games, content strategy, and visual design for content development. Future CCD graduates can pursue careers as content creators/developers, content strategists, narrative designers, web editors, social media managers, and freelance writers.

Concentration Descriptions

Content Strategy and Development (CSD)

The Content Strategy and Development concentration prepares students to create and contribute content for multiple digital media contexts. As content creators, students combine web design, graphic design, and professional writing skills for digital projects. Students engage in content-specific writing for purposes of social media, blogging, interactive features, white papers and online publications that engage audiences and encourage participatory communication. This concentration blends creative perspectives with a study of the tools of digital infrastructure and new media publishing practices. Students explore the importance of digital identity through the creation of original and dynamic content across media platforms with an attention to transmedia narrative projects. Students work to understand and produce rhetorically appropriate digital artifacts and cultural content for online contexts. They can enter Content Development positions in roles such as digital storytellers, travel bloggers, digital identity specialists, content strategists, interactive feature writers, and community building experts. This concentration meets the ever-growing need on the job market for dynamic and active content.

Narrative Design for Interactive Fiction and Games (NDIFG)

The Narrative Design for Interactive Fiction and Games concentration focuses on the planning, production, and development of interactive narratives for games and other media. Within the concentration students engage with interactive texts as scholars and authors, carefully considering the relationship between narratology, interactivity, and audience immersion/agency. Through coursework that includes screenwriting, scripting, game studies and world building, students focus their skills as authors and produce a portfolio of work displaying their talents as interactive storytellers. Students in the concentration are best prepared to work on teams with designers, game developers, and software engineers producing interactive projects for the video gaming and entertainment industries.

Program Learning Outcomes

Students will:

- Develop new media content for digital audiences and purposes.
- Demonstrate new media publishing methodologies and professional practices.
- Articulate approaches to digital engagement, identity, and collaboration within the context of content design and development.
- Assemble a digital portfolio of creative and professional work.

Program Requirements

Area F (18 credits):

- DWMA 2170 Introduction to Digital Media and Culture
- DWMA 2050 Digital Collaboration
- CDD 2030 Research Methods in New Media
- CDD 2045 New Media Writing I: Platforms and Architectures
- (Choose 1): IS 2200 Info Systems and Communication **or** CSE 1301 Programming and Problem Solving I **or** ACST 2301 Problem Solving and Computer Game Programming (*CSE 1301 recommended for WIFG concentration students)
- (choose 1): IT 2101 Computers and Your World **or** COM 2230 Introduction to Mass Media **or** CGDD 2002 Fundamentals of Game Design (*CGDD 2002 required for WIFG concentration students) or TCOM 2010 Technical Writing

Basic Required Courses (18 credits):

- CDD 3045 New Media Writing II: Content Creation
- ENGL 4240 Rhetorical Theory **or** WRIT 3150 Topics in Digital Rhetoric
- DWMA3400 Front-End Development I
- DWMA3430 Visual Design I for Content Developers
- CDD3050 Transmedia Narrative
- DWMA4800 Portfolio

Concentration Courses (15 credits):

Content Development:

- CDD 3040 Interactive Feature Writing Workshop (Required)

(Choose 4):

- DWMA 3800 Front End Development II
- DWMA 4500 Front End Development III
- CDD 3025 Perspectives in Digital Humanities

- CDD 4030 Podcasting: Scripting and Distribution
- COM 3326 Global Media Systems
- JOUR 3310 Concepts in New Media (w/ permission of COM)
- HIST 3378 History of Technology
- TCOM 3245 SEO and Analytics for Technical Communicators
- WRIT 3111 Professional Editing **or** TCOM 4000 Technical Editing
- WRIT 3130 Literary Nonfiction

Narrative Design for Interactive Fiction and Games:

- CDD 3060 Narrative Design for Interactive Fiction and Games (Required)

(Choose 4):

- CDD 3065 Critical Perspectives on Game Culture
- CGDD 3103 Application Extension and Scripting
- CGDD 4003 Digital Media and Interaction
- CGDD 4203 Mobile and Casual Game Dev
- CGDD 4303 Educational and Serious Game Design
- CGDD 4803 Studio
- FILM 3105 Fundamentals of Writing for Film and Television
- FILM 4105 Advanced Writing for Film and Television
- WRIT 3000 Intro to Creative Writing Genres
- WRIT 3120 Fiction Writing

Credit Breakdown:

- Gen Ed - 42 hours
 - WELL 1000 - 3 hours
- AREA F - 18 hours
- Basic Required Courses - 18 hours
- Concentration Courses -15 hours
- Related Major Studies: 12 Credits
- Free Electives: 15 Credits

- Total Credit Hours: 123