

DIGITAL CINEMA PRODUCTION, CERTIFICATE

Explore the fundamentals of storytelling through the digital cinema production certificate. Certificate students complete coursework in screenwriting, producing, directing, cinematography and sound, editing, and related fields. They master the aesthetic and technical tools of moving-image storytelling, learn creative decision making, employ collaborative work skills, and apply industry standards. The digital cinema production certificate is relevant to undergraduates across campus who are considering careers in film, television, documentary, and internet-based media.

HOW TO GET IN

ADMISSION TO THE CERTIFICATE

To be eligible to declare the certificate, students must

1. complete COM ARTS 355 with a grade of B or higher;
2. earn a grade of B or higher in their first attempt of one of the following courses:

Code	Title	Credits
COM ARTS 465	Editing and Post-production for Video and Film	4
COM ARTS 466	Writing for Television and Film	3
COM ARTS 467	Cinematography and Sound Recording	4
COM ARTS 468	Producing for Internet TV and Video	3
COM ARTS 609	Special Topics in Production	3
COM ARTS 651	Advanced Video Production and Direction	3

Students who meet the Admission criteria should speak with the advisor to declare the certificate.

REQUIREMENTS

REQUIREMENTS FOR THE CERTIFICATE

Four courses and at least 13 credits are required.

Code	Title	Credits
COM ARTS 355	Introduction to Media Production	4
Electives (complete three):		9
COM ARTS 465	Editing and Post-production for Video and Film	
COM ARTS 466	Writing for Television and Film	
COM ARTS 467	Cinematography and Sound Recording	
COM ARTS 468	Producing for Internet TV and Video	

COM ARTS 609	Special Topics in Production
COM ARTS 651	Advanced Video Production and Direction
COM ARTS 659	Advanced Motion Picture Production Workshop

Total Credits **13**

RESIDENCE & QUALITY OF WORK

- Minimum 2.000 GPA in all certificate courses.
- At least 7 certificate credits must be completed in residence.

CERTIFICATE COMPLETION REQUIREMENT

This undergraduate certificate must be completed concurrently with the student's undergraduate degree. Students cannot delay degree completion to complete the certificate.

LEARNING OUTCOMES

1. Demonstrate mastery of the aesthetic and technical tools of moving-image story telling.
2. Analyze story structure and illustrate how their creative decisions support their interpretation of story.
3. Employ collaborative work skills to perform in the role of leaders or members of production crews/groups.
4. Analyze the meaning, form, and process of cinematic work with the goal of providing honest, critical, and instructive feedback.
5. Reproduce and apply industry standard methods for media pre-production, production and post-production, and explain the rationale for these methods.

ADVISING AND CAREERS

ACADEMIC ADVISING

The Department of Communication Arts academic advisors (<https://commarts.wisc.edu/undergraduate/advising/>) serve as the advisors for the digital cinema production certificate. Contact an advisor to learn more about the certificate, discuss eligibility, declare, or review certificate requirements. Please see the Communication Arts website (<https://commarts.wisc.edu/undergraduate/advising/>) for advising options.

Contact Information:

Steffie Halverson, 6114 Vilas Hall, 608-262-2285, advising@commarts.wisc.edu
Mary Rossa, 6068 Vilas Hall, 608-262-0992, advising@commarts.wisc.edu

CAREER ADVISING

The communications, arts & entertainment career community advisor (<https://careers.ls.wisc.edu/what-are-career-communities/communications-arts-and-entertainment/>) assists students with career preparation, such as exploring career options, strategies for the internship/job search, and networking opportunities.

DIGITAL CINEMA PRODUCTION COURSES

The selection of courses varies by semester. Please check Course Search and Enroll for current offerings.

CAREER EXPLORATION AND PREPARATION

Gain Experience

The Department of Communication Arts encourages students to apply the knowledge and skills they attain through coursework to professional settings. Internships and part-time jobs at television networks, nonprofit organizations, talent agencies, magazines, radio stations, advertising agencies, production companies, government agencies, and other communication-related businesses help students gain work-related experience and explore career options. Emails and postings provide certificate students with information on opportunities across the country.

Attend Events

Throughout the academic year, students have the opportunity to participate in several communication-focused, career-related events.

Join a Student Organization

Learn more about the entertainment industry and career opportunities by joining the Hollywood Badgers, a Communication Arts Department affiliated student organization.

L&S CAREER RESOURCES

Every L&S major opens a world of possibilities. SuccessWorks (<https://successworks.wisc.edu/>) at the College of Letters & Science helps students turn the academic skills learned in their major, certificates, and other coursework into fulfilling lives after graduation, whether that means jobs, public service, graduate school or other career pursuits.

In addition to providing basic support like resume reviews and interview practice, SuccessWorks offers ways to explore interests and build career skills from their very first semester/term at UW all the way through graduation and beyond.

Students can explore careers in one-on-one advising, try out different career paths, complete internships, prepare for the job search and/or graduate school applications, and connect with supportive alumni and even employers in the fields that inspire them.

- SuccessWorks (<https://careers.ls.wisc.edu/>)
- Set up a career advising appointment (<https://successworks.wisc.edu/make-an-appointment/>)
- Enroll in a Career Course (<https://successworks.wisc.edu/career-courses/>) - a great idea for first- and second-year students:
 - INTER-LS 210 L&S Career Development: Taking Initiative (1 credit)
 - INTER-LS 215 Communicating About Careers (3 credits, fulfills Comm B General Education Requirement)
- Learn about internships and internship funding (<https://successworks.wisc.edu/finding-a-job-or-internship/>)
 - INTER-LS 260 Internship in the Liberal Arts and Sciences
- Activate your Handshake account (<https://successworks.wisc.edu/handshake/>) to apply for jobs and internships from 200,000+ employers recruiting UW-Madison students
- Learn about the impact SuccessWorks has on students' lives (<https://successworks.wisc.edu/about/mission/>)

INSTRUCTIONAL STAFF

Erik Gunneson, Teaching Faculty II

ACADEMIC ADVISING

Steffie Halverson, Academic Advisor; Mary Rossa, Academic Advising Manager

CAREER ADVISING

Communications, Arts & Entertainment Career Community Advisor (<https://careers.ls.wisc.edu/what-are-career-communities/communications-arts-and-entertainment/>)

RESOURCES AND SCHOLARSHIPS

COMMUNICATION ARTS INSTRUCTIONAL MEDIA CENTER

The Instructional Media Center (<https://commarts.wisc.edu/imc/>) (IMC), located in 3160 Vilas Hall, provides state-of-the-art equipment for communication arts media-production courses. The IMC circulates industry-standard camera, lighting, grip, and sound equipment for use on set. The Hamel Family Digital Media Lab's 70 editing stations and the department's two sound stages are also managed by the Instructional Media staff.

PEOPLE

FACULTY

Aaron Greer, Associate Professor

Eric Hoyt, Professor