

DIGITAL STUDIES, CERTIFICATE

The Digital Studies Certificate helps students learn about digital culture and develop their skills in producing digital media content. Each student that completes the Digital Studies Certificate will be able to better recognize what digital communication tools can do and how to use them.

Digital cultures are about relationships between people and the digital tools they use. To better understand those relationships, Digital Studies students think about two big questions:

- What impact do digital technologies have on our lives?
- How can we use digital tools to make our world a better place?

Digital Studies students approach these questions from four different perspectives:

- Digital Practice - learning how to use digital tools to produce better digital content
- Digital Media - learning how to assess digital media to better understand digital cultures
- Digital Information - learning how we use and produce digital archives, databases, and other digital information tools
- Digital Forms - learning how design impacts the ways we interpret and produce digital content

Students who add the Digital Studies Certificate to their major(s) will be recognized as someone who can more quickly and more effectively use digital tools in any environment.

HOW TO GET IN

DECLARING THE DIGITAL STUDIES CERTIFICATE

Students are eligible to declare the certificate at any point in their undergraduate career. They should declare it as early as possible to plan the required coursework. Students are encouraged to meet with the Digital Studies advisor (<https://digitalstudies.wisc.edu/undergraduate-certificate/advising/>) to discuss certificate requirements and ensure it fits with their academic and career goals. Students who are ready to declare the certificate now may complete this form (https://uwmadison.co1.qualtrics.com/jfe/form/SV_8kLFLI3ADELQ0In/).

REQUIREMENTS

REQUIREMENTS FOR THE CERTIFICATE

The certificate requires a minimum of six courses and 16 credits. The courses must be distributed as follows:

CORE COURSES

Choose one course from this list:

Code	Title	Credits
COM ARTS 200	Introduction to Digital Communication	3
JOURN 175	Media Fluency for the Digital Age	3
L I S 201	The Information Society	4

DISTRIBUTION

Choose one course from each area (a unique course must be taken to satisfy each area):

Digital Practice (P) Courses

Code	Title	Credits
ART 107	Introduction to Digital Forms	3
ART 309	Digital Art and Code	4
ART 409	Digital Fabrication Studio	4
ART 428	Digital Imaging Studio	4
ART 429	3D Digital Studio I	4
ART 528	Digital Interactive Studio	4
COM ARTS 155	Introduction to Digital Media Production	4
COM ARTS 355	Introduction to Media Production	4
COM ARTS 449	Sound Cultures: Podcasting and Music	3
COM ARTS 465	Editing and Post-production for Video and Film	4
COM ARTS 468	Producing for Internet TV and Video	3
COM ARTS/ FOLKLORE 522	Digital Storytelling for Social Media	3
COMP SCI/L I S 102	Introduction to Computing	3
COMP SCI 200	Programming I	3
COMP SCI 220	Data Science Programming I	4
CURRIC 209	Digital Media and Literacy	3
GEOG 370	Introduction to Cartography	4
JOURN 411	Multimedia Design	4
JOURN 417	Magazine Publishing	4
JOURN 425	Video Journalism	4
JOURN 445	Creative Campaign Messages	4
JOURN 449	Account Planning and Strategy	4
JOURN 463	Digital Media Strategies	4
JOURN 464	Public Relations Strategies	4
JOURN 465	Social Media Marketing Communications	4
JOURN 670	Community Service Learning: Technology for Social Change	3
L I S 341	Topics in Information Studies - Technological Aspects	1-3
L I S 351	Introduction to Digital Information	3
L I S 440	Navigating the Data Revolution: Concepts of Data & Information Science	3
L I S 500	Code and Power	3
LSC 314	Introduction to Digital Video Production	3
LSC 332	Print and Electronic Media Design	3
LSC 360	Information Radio	3

LSC 432	Social Media for the Life Sciences	3
LSC 450	Documentary Photography for the Sciences	3
LSC 532	Web Design for the Sciences	3
LSC 614	Advanced Video Production	3
THEATRE 213	Digital Design Visualization for Entertainment	3

Digital Media (M) Courses

Code	Title	Credits
COM ARTS 345	Online Communication and Personal Relationships	3
COM ARTS 346	Critical Internet Studies	3
COM ARTS 377	Topics in Digital Studies (Communication Science & Rhetoric)	3
COM ARTS 449	Sound Cultures: Podcasting and Music	3
COM ARTS 472	Rhetoric and Technology	3
COM ARTS 478	Rhetoric and Power on the Internet	3
COM ARTS 509	Digital Media and Political Communication	3
COM ARTS 547	Digital Game Cultures	3
COM ARTS 577	Dynamics of Online Relationships	3
ENGL 178	Digital Media, Literature, and Culture	3
JOURN 463	Digital Media Strategies	4
JOURN 464	Public Relations Strategies	4
JOURN 465	Social Media Marketing Communications	4
JOURN 622	The Impact of Emerging Media	3
L I S 340	Topics in Information Studies - Social Aspects	3
L I S 510	Human Factors in Information Security	3
L I S/NURSING/OCC THER 517	Digital Health: Information and Technologies Supporting Consumers and Patients	3
L I S 661	Information Ethics and Policy	3
L I S/LEGAL ST 663	Introduction to Cyberlaw	3
LSC 350	Visualizing Science and Technology	3
LSC 432	Social Media for the Life Sciences	3
LSC 440	Digital Media and Science Communication	3
LSC 460	Social Media Analytics	3
MARKETNG 355	Marketing in a Digital Age	3

Digital Information (I) Courses

Code	Title	Credits
COM ARTS 345	Online Communication and Personal Relationships	3
COM ARTS 377	Topics in Digital Studies (Communication Science & Rhetoric)	3
COM ARTS 472	Rhetoric and Technology	3
COM ARTS 478	Rhetoric and Power on the Internet	3

COM ARTS/JOURN/ LSC 617	Health Communication in the Information Age	3
CURRIC 209	Digital Media and Literacy	3
GEOG 572	Graphic Design in Cartography	3-4
JOURN/L I S 677	Concepts and Tools for Data Analysis and Visualization	3
L I S 202	Informational Divides and Differences in a Multicultural Society	3
L I S 301	Information Literacies in Online Spaces	3
L I S 340	Topics in Information Studies - Social Aspects	3
L I S 341	Topics in Information Studies - Technological Aspects	1-3
L I S 351	Introduction to Digital Information	3
L I S 440	Navigating the Data Revolution: Concepts of Data & Information Science	3
L I S 500	Code and Power	3
L I S 510	Human Factors in Information Security	3
L I S/NURSING/OCC THER 517	Digital Health: Information and Technologies Supporting Consumers and Patients	3
L I S 661	Information Ethics and Policy	3
L I S/LEGAL ST 663	Introduction to Cyberlaw	3
LSC 460	Social Media Analytics	3

Digital Forms (F) Courses

Code	Title	Credits
ART 107	Introduction to Digital Forms	3
ART 428	Digital Imaging Studio	4
ART 429	3D Digital Studio I	4
COM ARTS 155	Introduction to Digital Media Production	4
COM ARTS 355	Introduction to Media Production	4
COM ARTS 465	Editing and Post-production for Video and Film	4
COM ARTS 468	Producing for Internet TV and Video	3
COM ARTS/FOLKLORE 522	Digital Storytelling for Social Media	3
GEOG 370	Introduction to Cartography	4
GEOG 572	Graphic Design in Cartography	3-4
JOURN 411	Multimedia Design	4
JOURN 417	Magazine Publishing	4
JOURN/L I S 677	Concepts and Tools for Data Analysis and Visualization	3
LSC 332	Print and Electronic Media Design	3
LSC 350	Visualizing Science and Technology	3
LSC 450	Documentary Photography for the Sciences	3
LSC 532	Web Design for the Sciences	3

CAPSTONE

Code	Title	Credits
COM ARTS 605	Digital Studies Capstone ¹	1

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The Capstone cannot be completed until students are in their senior year and have completed or are enrolled in their final course of the certificate.

RESIDENCE AND QUALITY OF WORK

- At least 9 Certificate credits in Residence
- Minimum 2.000 GPA in all Certificate courses

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. To understand key theories and concepts related to digital studies and the historical context surrounding the creation of digital technologies.
2. To gain familiarity with methods, concepts and tools needed to research and evaluate information related to digital studies.
3. To think critically about how digital technologies work and their impact on society.
4. To be able to create strategic communication content and self-expression using digital tools.
5. To understand the professional and ethical principles related to the field of digital studies.

ADVISING AND CAREERS

ACADEMIC ADVISING

Connecting and working with the digital studies advisor as early as possible helps you create a meaningful course plan and stay on track as you complete the certificate requirements. The advisor is available to consult on a variety of topics including:

- Declaring the certificate
- Course selection
- Studying abroad
- Job and internship opportunities related to digital media
- Preparing for the job market after graduation.

Make an appointment to talk with the digital studies advisor through Starfish (<https://wisc.starfishsolutions.com/starfish-ops/dl/instructor/serviceCatalog.html?bookmark=connection/11236/schedule>).

COURSE PLANNING

The list of digital studies courses found on the Requirements tab (<https://guide.wisc.edu/undergraduate/letters-science/communication-arts/digital-studies-certificate/#requirements-text>) is the comprehensive list of all courses that count toward the certificate. To find out which courses are offered during a specific term, please refer to the program's Courses

(<https://digitalstudies.wisc.edu/undergraduate-certificate/requirements-courses/#tailor-your-courses>) webpage. More specific information related to the course offerings is also available there, including: specific course prerequisites, limited enrollment course information, and application requirements.

CAREER EXPLORATION AND ADVISING

CAREER ADVISING

The communication and media career advisor (<https://journalism.wisc.edu/career-services/advising/>) assists students with career preparation, such as exploring career options, learning internship and job search strategies, and writing resumes and cover letters. Workshops, programs and events, as well as guest speakers ranging from alumni to employers, are all available during the year as well.

DIGITAL STUDIES ALUMNI

Since 2012, over 1,000 students have graduated with a Digital Studies Certificate. Digital Studies alumni pursue a variety of careers after completing their undergraduate degree. To learn more about what our alumni are up to, visit the Alumni Profiles page (<https://digitalstudies.wisc.edu/alumni/alumni-profiles/>) to read about the work they are doing and how Digital Studies has impacted their paths.

L&S CAREER RESOURCES

SuccessWorks at the College of Letters & Science helps students leverage the academic skills learned in their major, certificates, and liberal arts degree; explore and try out different career paths; participate in internships; prepare for the job search and/or graduate school applications; and network with professionals in the field (alumni and employers). In short, SuccessWorks helps students in the College of Letters & Science discover themselves, find opportunities and develop the skills they need for success after graduation.

SuccessWorks can also assist students in career advising, résumé and cover letter writing, networking opportunities, and interview skills, as well as course offerings for undergraduates to begin their career exploration early in their undergraduate career.

Students should set up their profiles in Handshake (<https://careers.ls.wisc.edu/handshake/>) to take care of everything they need to explore career events, manage their campus interviews and **apply to jobs and internships from 200,000+ employers around the country.**

- SuccessWorks (<https://careers.ls.wisc.edu/>)
- Set up a career advising appointment (<https://careers.ls.wisc.edu/make-an-appointment/>)
- INTER-LS 210 L&S Career Development: Taking Initiative (1 credit, targeted to first- and second-year students)—for more information, see Inter-LS 210: Career Development, Taking Initiative (<https://careers.ls.wisc.edu/inter-ls-210-career-development-taking-initiative/>)
- INTER-LS 215 Communicating About Careers (3 credits, fulfills Com B General Education Requirement)
- Handshake (<https://careers.ls.wisc.edu/handshake/>)
- Learn how we're transforming career preparation: L&S Career Initiative (<http://ls.wisc.edu/lsci/>)

PEOPLE

Please see the Digital Studies Certificate website (<https://digitalstudies.wisc.edu/people/>) for a list of certificate staff and committee members.

WISCONSIN EXPERIENCE

Students who pursue the Digital Studies Certificate have access to unique and exciting courses where they not only study digital culture, but learn to be savvy users and producers of digital media that they can use in their professional lives. Examples of work that students produce include websites, videos, illustrations, posters, podcasts, and more. See examples of student work on our website (<https://digitalstudies.wisc.edu/student-showcase/>).

Digital Studies Certificate students also have access to networking and alumni events featuring careers in digital media, internship and job opportunities emailed directly to them, technology resources through the Instructional Media Center (<https://commarts.wisc.edu/imc/>), and design consulting services through DesignLab (<https://designlab.wisc.edu/>). Through advising, students receive tailored recommendations based on their interests and are encouraged to seek out ways to apply the knowledge they are learning in the classroom through involvement in student organizations, volunteering, and internships.