

DIGITAL MEDIA & JOURNALISM MAJOR (B.S.)

Purpose

The purpose of the Bachelor of Science in Digital Media and Journalism major is to impact society by developing technically sound and ethical leaders who are prepared to use media to communicate truth with our world.

Program Learning Outcomes

The student will be able to:

- Explain the history and functions of media in American culture.
- Lead media and production efforts.
- Apply a biblical worldview to industry-related decisions.

Audio - Live Production Concentration

The student will be able to:

- Explain the science of sound and its impact on the human brain.
- Formulate audio production for live industry formats, purposes and audiences.
- Employ skills in signal flow, production software and equipment.

Audio - Music Recording Concentration

The student will be able to:

- Explain the science of sound and its impact on the human brain.
- Employ skills in audio mixing and editing for music and sound design.
- Use and care for digital audio equipment and software.

Audio - Post Production Concentration

The student will be able to:

- Explain the science of sound and its impact on the human brain.
- Employ skills in audio mixing and editing for industry formats, purposes and audiences.
- Use and care for digital audio equipment and software.

Church Media Production Concentration

The student will be able to:

- Employ effective leadership skills within specific ministry media settings.
- Formulate media production specific to the organized church media environment.
- Employ proficiency in software and technology most readily available to the local church.

Digital Journalism Concentration

The student will be able to:

- Employ storytelling skills across journalism beats and formats.
- Use and care for digital video equipment and software.

Entertainment Journalism Concentration

The student will be able to:

- Employ storytelling skills across entertainment journalism contexts and formats.
- Use and care for digital video equipment and software.

Sports Journalism Concentration

The student will be able to:

- Employ storytelling skills across sports journalism contexts and formats.
- Use and care for digital video equipment and software.

Video Editing Concentration

The student will be able to:

- Synthesize post-production theory and skills.
- Use post-production software and technology to create industry standard digital media product.

Video Production Concentration

The student will be able to:

- Synthesize theory and practice of digital video production.
- Collaborate with others in the content creation environment.
- Use and care for digital audio equipment and software.

Programs of Study Delivery Format: Residential Only

- Digital Media & Journalism (B.S.) - Resident
- Digital Media & Journalism - Audio - Live Production - Resident
- Digital Media & Journalism - Audio - Music Recording - Resident
- Digital Media & Journalism - Audio - Post Production - Resident
- Digital Media & Journalism - Church Media Production - Resident
- Digital Media & Journalism - Digital Journalism - Resident
- Digital Media & Journalism - Entertainment Journalism - Resident
- Digital Media & Journalism - Sports Journalism - Resident
- Digital Media & Journalism - Video Editing - Resident
- Digital Media & Journalism - Video Production - Resident

Career Opportunities

- Ministry Media Director
- Communications Director
- Worship Audio and Video Arts Coordinator
- Recording Studio Manager
- Sound Designer
- Audio Technician
- Studio Sound Engineer
- Studio Instrument Specialist
- Acoustical Consultant
- Live Music and Sound Engineer
- Live Music and Sound Producer
- News and Sports Producer
- Live Television Director
- Videographer
- Studio Camera Operator
- Documentary Videographer

- Sports Camera Operator
- Post Production Supervisor
- Senior Video Editor
- Motion Graphics Editor
- VFX Editor
- Radio Sports Reporter
- TV Sports Reporter
- TV News Reporter
- Magazine Writer
- Newspaper Reporter
- Radio Host
- TV Host
- Multimedia Journalist
- Sports Writer
- Radio Sports Talk Host
- Radio Sports Update Anchor
- TV Sports Anchor/Host
- Play-by-play Broadcaster
- Color Commentary
- Sideline Reporter
- Sports Director
- Sports Information Director
- Documentary Production
- Social Media Writer
- Social Media Editor
- Multimedia Packaging for Web/Mobile
- Communications Coordinator
- Promotional Writing/Packaging