

COURSE DETAIL

ADVANCED DIGITAL MEDIA COMMUNICATIONS

Country

United Kingdom - England

Host Institution

University of London, Royal Holloway

Program(s)

University of London, Royal Holloway

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Film & Media Studies

UCEAP Course Number

135

UCEAP Course Suffix**UCEAP Official Title**

ADVANCED DIGITAL MEDIA COMMUNICATIONS

UCEAP Transcript Title

ADV DIG MEDIA COMM

UCEAP Quarter Units

12.00

UCEAP Semester Units

8.00

Course Description

The course examines advanced theoretical and practical skills to analyze the social media segment of choice. Students explore its main principles (analysis of existing campaign), and create a piece of digital /social media (campaign), combining the ability to conceive and create a project plan and budget (plan), and realize a piece of digital media communications. Students cultivate an awareness of the aesthetic cultural and practical possibilities of non-linear narrative forms and make an argument for the creative and technical choices they have made having regard to their understanding of digital culture and the socioeconomic, cultural, and regulatory forces that shape online experiences.

Language(s) of Instruction

English

Host Institution Course Number

MA3811

Host Institution Course Title

ADVANCED DIGITAL MEDIA COMMUNICATIONS

Host Institution Campus

Royal Holloway, University of London

Host Institution Faculty

Host Institution Degree

Host Institution Department

Media Arts

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