

# 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 Course Details

[https://ssb-prod.ec.royalholloway.ac.uk/PROD/bwckctlg.p\\_disp\\_catalog\\_syllabus?c...](https://ssb-prod.ec.royalholloway.ac.uk/PROD/bwckctlg.p_disp_catalog_syllabus?c...)

## Host Institution Campus

Royal Holloway, University of London

## Host Institution Faculty

## Host Institution Degree

## Host Institution Department

Media Arts

## Course Last Reviewed

2018-2019

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