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, cultura, 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...

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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