

Digital Media Production

Drake University School of Journalism and Mass Communication

Fall 2025

Drake Curriculum		
Requirement	Course	Completed
First Year Seminar		<input type="checkbox"/>
Equity and Inclusion	JMC 030	<input type="checkbox"/>

Area of Inquiry		
Artistic Experience	JMC 059	<input type="checkbox"/>
History Foundation		<input type="checkbox"/>
Information Literacy	JMC 030	<input type="checkbox"/>
Global & Cultural Understanding		<input type="checkbox"/>
Engaged Citizen		<input type="checkbox"/>
Quantitative Literacy		<input type="checkbox"/>
Written Communication	JMC 054	<input type="checkbox"/>
Science with Lab		<input type="checkbox"/>
Values and Ethics	JMC 104	<input type="checkbox"/>

OR

Honors Track		
<i>Note: Must register for the Honors track</i>		
Honors Class	Course	Completed
Paths to Knowledge	HONR 100	<input type="checkbox"/>
AOI - Science with lab		<input type="checkbox"/>
AOI - Quantitative		<input type="checkbox"/>
AOI - Artistic Experience	JMC 059	<input type="checkbox"/>
15 credits of Honors electives required		
Honors Elective		<input type="checkbox"/>

SJMC Core Requirements		Pre-Req	Completed
1	030 Mass Media in a Global Society		<input type="checkbox"/>
1	031 Multimedia Lab (1 cr.)		<input type="checkbox"/>
2	040 Pre-Professional Workshop (1 cr.)		<input type="checkbox"/>
3	041 Financial Fundamentals for Com. Prof. (1 cr.) (Sp.)	So+	<input type="checkbox"/>
1	054 Reporting and Writing Principles		<input type="checkbox"/>
2	055 Digital Strategies		<input type="checkbox"/>
3	104 Media Law and Ethics (Spring)	Jr+	<input type="checkbox"/>

Major Requirements		Pre-Req	Completed
1	057 Intro to Video Production	031	<input type="checkbox"/>
2	059 Visual Communication Methods	031	<input type="checkbox"/>
2	067 Multimedia Sound Design (Spring Only)	054	<input type="checkbox"/>
3	075 Digital Photography (Fall Only)	059	<input type="checkbox"/>
2	100 Electronic Field Production	054, 057	<input type="checkbox"/>
3	105 Web Content & Development	055	<input type="checkbox"/>
4	DMP Advanced Production Elective (Pick One)		
	114 Advanced Video Production (Fall Only)	100	<input type="checkbox"/>
	116 Documentary Production (Fall Only)	100	<input type="checkbox"/>
3	124 Advertising Copy and Content (Spring Only)	054	<input type="checkbox"/>
3	150 Editing and Motion Graphics (Spring Only)	100	<input type="checkbox"/>
2	108 Media Criticism (Fall)		<input type="checkbox"/>
4	194 Digital Media Production Capstone (spring)	040, 055, 059, 105, 124, elective	<input type="checkbox"/>

Area of Concentration		21 Credits Total (Non-JMC)
Title:		12 upper-level credits:
9 lower-level credits:		<input type="checkbox"/>
		<input type="checkbox"/>
		<input type="checkbox"/>
		<input type="checkbox"/>

Required to Graduate

120 minimum credit hours
40 credits in 100+ level
classes
44 minimum JMC credit

Additional Notes

Must maintain a cumulative
JMC GPA of 2.25 after
attempting 30 credits

All prerequisites must be a
grade of C- or higher
Must fulfill Drake Curriculum
requirements

Advisor Sign-Off

Yr.	Fall	Spring
1		
2		
3		
4		

First-year courses
Transfer students take first year

Second-year courses
Transfer students take first year

Third-year courses
Transfer students take second year

Fourth-year courses
Transfer students take second year

Digital Media Production

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Writing and Creation				Multimedia Skills				Explore		
Course	Pre-req	Cr.	Course	Pre-req	Cr.	Course	Pre-req	Cr.		
054 Reporting & Writing Principles		3	031 Multimedia Lab		1	030 Mass Media in a Global Society		3		
067 Digital Audio Wrtg/Prod (Spring)	054	3	057 Video Production	031	3	076 Advertising Principles (Fall)		3		
070* Media Editing (Fall)	054	3	058 Foundations of Visual Comm (Spring)	031	3	079 Sports Media & Communication (Fall)		3		
100 Electronic Field Production	054, 057	3	059 Visual Comm Methods	031	3	085 PR Principles		3		
112 Sports Reporting (Spring)	054	3	067 Multimedia Sound Design (Spring)	031, 054	3	088 Intro to SPC (Fall)		3		
120* Freelance Writing (Spring)	054	3	075 Digital Photography (Fall)	059	3	108 Media Criticism (Fall)		3		
123 PR Writing	054	3	100 Electronic Field Production	054, 057	3	178* Sports, Publicity & Promotion (Fall)	Jr.+, 055	3		
124 Advertising Copy and Content (Spring)	054	3	150 Editing & Motion Graphics (Spring)	100	3					
161* Adv. Magazine Staff Writing (Fall)	054	3	Strategy and Execution							
168* Advanced Reporting (Spring)	054	3	Course	Pre-req	Cr.	Business Knowledge				
176* Travel Writing	054	3	055 Digital Strategies		3	Course	Pre-req	Cr.		
177* Advanced Audio Storytelling	054	3	105 Web Content & Development	055	3	040 Pre-Professional Workshop		1		
			114 Advanced Video Production (Fall)	057, 100	3	041 Financial Fundamentals for Comm. Prof. (Spring)	So+	1		
			115 Sports Production (Spring)	057, 100	3	104 Media Law and Ethics (Spring)	Jr+	3		
			116 Documentary Production (Fall)	057, 100	3	109 JMC Internship		1-3		
			118 Dotdash Meredith Apprenticeship	Instr. Approval	3	118 JMC Practicum	Instr. Approval	3		
055 Digital Strategies		3	119* Brand Media Planning (Fall)	054	3					
065 Social Media Strategies		3	128* Generative AI Theory & Practice		3					
103 Statehouse Reporting (Spring)	054	3	131 Political Campaign Mgmt (Fall)		3					
113 Consumer Culture (Spring)	076	3	138 Public Affairs Planning & Mgmt (Fall)		3					
117 Media Analytics and Insights (Fall)	113, MKTG 101	3	141 Advanced Strategic Messaging (Fall)	057, 059, 124, MKTG 101	3					
119* Brand Media Planning (Fall)	054	3	143 PR Planning & Mgmt. (Fall)	059, 123	3					
136 PR Research (Fall)	123	3	145 Advertising Campaign Capstone (Spring)	057, 059, 139, & 117 or 141	3					
139 Advertising Research and Planning (Fall)	40, 113, 124, MKTG 101	3	146 PR Campaign Strategy (Spring)	136, 143	3					
144 Cases in Ethical PR Pract. (Spring)	054	3	147 SPC Capstone (Spring)	088, 138	3					
195 App Design (Fall)	055	3	172 Journalism Capstone (Fall)	Instr. Approval	3					
			173* Reporting for TV & Web (Spring)	100	3					
			194 Digital Media Production Capstone (Spring)	040, 055, 059, 105, 124, elective	3					

*courses offered on a rotational basis - see schedule of classes for availability