

Online Content Creation

Minor

23 Credit Hours

This program is offered by the School of Communications/Media Arts Department and is available at the St. Louis main campus and online via asynchronous modality.

For information on the general requirements for a minor, see Minor under the Academic Policies and Information section of this catalog.

Social media influencers, online video producers, bloggers, and other web-based content creators have redefined how we think of the making of media, blurring the lines that once separated traditional production fields. The minor in Online Content Creation is designed for the student who wishes to work across platforms creating and deploying online content for themselves or others using a variety of methods and modalities. This program can be completed entirely online.

Learning Outcomes

Graduates of this program will:

- Demonstrate a basic proficiency with different forms of social media.
- Build a successful online presence with a unique aesthetic.

Required Courses

- AUDI 1000 Audio Production for Non-Majors (3 hours)
- AUDI 1063 Introduction to Podcasting (3 hours)
- EPMD 1004 Introduction to Adobe After Effects (1 hour)
- EPMD 1101 Introduction to WordPress (1 hour)
- FTVP 1010 Fundamentals of Video Production (3 hours)
- INTM 1600 Introduction to Interactive Media (3 hours)
- INTM 2200 Visual Design for Interactive Media (3 hours)
- MDST 3100 Social Media Strategies and Tactics (3 hours)
- PHOT 1010 Digital Basic Photography (3 hours)