Digital Studies explores how we use digital technology to communicate effectively and efficiently, how digital technology has become ubiquitous in our lives, and the impact technology has had on society economically, politically, and socially. Courses you take for the certificate will provide you with the opportunity to both produce digital content and critically assess the digital content you encounter. In the rapidly changing digital environment, you must be able to quickly adapt to these changes in order to be successful. These courses will challenge you to critically assess all modes of digital communication and become savvy users of current digital technology.
WHAT ARE THE REQUIREMENTS FOR THE CERTIFICATE?

ONE CORE COURSE

FOUR AREA COURSES

CAPSTONE COURSE

Total Credits: 16-21 depending on the courses chosen in each category
**COMMUNICATION ARTS 200:**
This course is an introduction to digital communication and how it shapes our everyday lives. In this course, you will develop digital communication skills, explore digital media tools and trends, and examine expressions of power online.

**JOURNALISM 175:**
This course examines and engages with the contemporary media landscape through course discussions and a group media fluency blog, to better understand how this landscape has changed over the last 20 years and the major ramifications for how we see the practice and professions of journalism and strategic communication.

**ENGLISH 178:**
**DIGITAL MEDIA, LITERACY, AND CULTURE**
This course is an introduction to the intersection of ever-evolving digital technologies with the production and reception of literature. Lectures will examine the role of digital media in structuring the knowledge and experience of literary works; discussions will provide opportunity for critical and potentially creative practice.

**LIBRARY & INFORMATION STUDIES 201:**
**THE INFORMATION SOCIETY**
This course examines important social, legal, and historical contexts of information and information technologies, and explores significant social, legal, and moral questions that surround those technologies.
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<th>Area Course Descriptions</th>
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<tr>
<td><strong>Digital Information Structures</strong></td>
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<tr>
<td><strong>Digital Forms</strong></td>
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<tr>
<td><strong>Digital Media</strong></td>
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<td><strong>Digital Practice</strong></td>
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The capstone course is a professional development course where you’ll build an online portfolio website to highlight the work you’ve created through your certificate courses and also incorporate work you’ve done throughout your academic career. You’ll create your brand, learn how you can market your skills and experiences, and talk about digital studies as you seek out professional opportunities after graduation.
I'M INTERESTED IN THIS CERTIFICATE. WHAT COURSES SHOULD I START WITH?

If possible, you are encouraged to start the Digital Studies curriculum by taking a Core course. However, courses may be taken in any order, at any time during your academic career (except for the capstone course).

Here are a few other options that are great introductions to the certificate.

<table>
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<tr>
<th>Course</th>
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<tr>
<td>Communication Arts 155: Introduction to Digital Media Production</td>
<td>This course introduces you to the converging fields of video and web-based media production.</td>
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<td></td>
<td>You will explore the aesthetic, ethical, and design issues in these media as well as acquire a basic technical education in the tools used to create digital media.</td>
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<tr>
<td>Art 107: Introduction to Digital Forms</td>
<td>This course introduces you to digital media techniques for artists and designers, with an emphasis on creative design and technical skill building. Concepts covered include digital imaging, vector graphics, web design, and 3D digital modeling.</td>
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<tr>
<td>Library &amp; Information Studies 351: Introduction to Digital Information</td>
<td>This course introduces you to current technologies and policy issues associated with digital information, with an emphasis on information-organization technologies.</td>
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<tr>
<td>Com Arts 346: Critical Internet Studies</td>
<td>This class introduces you to the historical development of the Internet and its infrastructure as well as some of the many social, political, economic, and industrial implications the Internet opens up as a technology for communication.</td>
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WHY DO STUDENTS ADD THE DIGITAL STUDIES CERTIFICATE?

For many students, it’s because they want a better understanding of how to use digital technology and/or software. For others, it’s because they know that having digital skills will help them pursue their personal and professional goals. And for others, it’s simply a fun add-on to their college experience.

The most common majors that students pursue along with this certificate are Communication Arts, Journalism, Marketing, Retail & Consumer Behavior, Computer Sciences, and Life Sciences Communications. But we have over 40 different majors represented in our student population, so it could be a great fit for you too!
WHY I LOVE THE DIGITAL STUDIES CERTIFICATE

Being part of the digital studies certificate program has been one of the highlights of my undergraduate career. While in the program, I took a wide variety of classes such as how to design a website, how to curate the best social media post and what marketing strategy should be used for different businesses and services. Each class was unique and added a new layer to my skill set which I look forward to implementing in future courses and career opportunities. This program encouraged me to take classes outside of my comfort zone in order to explore other topics and ideas. I would highly recommend becoming part of the digital studies certificate program!
WHY I LOVE THE DIGITAL STUDIES CERTIFICATE

The Digital Studies certificate has played an integral part in my college education and I highly recommend any student join the program! The wide range of classes offered under this certificate gives students the opportunity to explore their interests and gain experience in a variety of fields. I was able to try my hand in video production, website coding, social media marketing, content creation, and so much more all through the courses under the Digital Studies certificate.

When I started at UW-Madison, I wasn’t sure what field I wanted to go into for a career. I knew that I liked acting and creating things, but I wasn’t sure how to constructively apply my interests into something I could take into the real-world. After taking several courses through the Digital Studies certificate, I realized how much fun it is to work behind the camera in a production role. It was also through the Digital Studies certificate that I gained a strong interest in the radio industry. This certificate has helped shape how I see myself professionally and has also helped form my career goals.

Another great experience that has come out of my time in the Digital Studies certificate is the relationships I’ve fostered with my fellow peers. As you go through your college experience, it can be easy to get swept up in the large crowds and lecture halls. Having a few familiar faces to turn to really makes a positive difference. In taking courses for the Digital Studies certificate, I found a group of like-minded students who progressed through the certificate alongside me. We still keep in touch even if we don’t happen to have matching classes, and I have no doubt our connections will remain beyond UW-Madison.

With the skills I acquired through the Digital Studies certificate and the connections I made along the way, I am confidently taking my first steps into the next chapter of my life. I encourage students to add the Digital Studies certificate and take advantage of this great opportunity.

RIGOLETTO LOPEZ
Major: Communication Arts
Certificates: Digital Studies & Digital Cinema Production
As a freshman, my love for all things digital led me to explore the digital studies certificate. With the help of the Digital Studies Advisor, Amy, I learned that this is a very broad program that can be tailored to your interests while covering multiple course requirements. For example, I was able to take Introduction to Digital Marketing, which is a class that includes my interests and satisfied course requirements in marketing and digital studies. Another one of my favorite courses was Introduction to Digital Media Production. This class allowed me to explore my interests in photography, videography, and design. My digital professors and coursework have been the most enjoyable and applicable to my future career. I have said many times that if digital studies was a major, I would have majored in it too! Having a digital studies certificate has made me stand out in my job search. By having my certificate, I was able to secure a digital marketing internship my sophomore year that gave me invaluable experience. As I reflect over the past 4 years, pursuing a certificate in digital studies has been my best decision in college.
WHAT CAREERS DOES THE CERTIFICATE PREPARE ME FOR?

This certificate prepares students for careers in any area. With the ever changing job landscape, being digitally literate is becoming more and more important. Every company, organization, start-up, non-profit, etc. uses digital technology to communicate in some way. Understanding how, and why, we use digital technology in the ways that we do can not only set you up to be successful in your role, but it can also set you apart from other candidates who haven’t studied digital technology in this way.

Many students who add the certificate do so because they want to work in the following areas: advertising, public relations, marketing, retailing, graphic design, and other creative fields. But your skills learned through digital studies will prepare you for a variety of careers and fields.
Since 2012, over 1,000 students have graduated with a Digital Studies Certificate and the certificate continues to graduate about 200 students every year. Here are a few examples of what our alumni are up to now and you can see more examples on our website.
DESIGNLAB

DesignLab is a digital media design consulting service for students who want help with their digital media projects. Think of DesignLab as the Writing Center for creative projects!

SOFTWARE TRAINING FOR STUDENTS

Software Training for Students is a service provided by DoIT to help you learn new software through both group workshops and one-on-one consultations.

LINKEDIN LEARNING

LinkedIn Learning is an online library full of self-study software tutorials that is free to you while you are a student.
HOW DO I LEARN MORE ABOUT THE CERTIFICATE?

- Visit digitalstudies.wisc.edu to review the program requirements, see course lists, and learn more about what the certificate offers.

- Follow us @uwdigitalstudies on Instagram to see what current students and alumni are up to, be the first to learn about internship opportunities, and more.

- If you already know that digital studies is for you, complete this short survey to declare today!

ADVISING INFORMATION

Amy Schultz - Digital Studies Advisor
Email: digitalstudies@commarts.wisc.edu
Phone: 608-262-2547

Schedule an appointment through Starfish with Amy today to see if Digital Studies is a good fit for you!