

DIGITAL STORYTELLING

Digital Storytelling

The Digital Storytelling Major is an interdisciplinary program that blends expertise in media, communication, production, performance and emerging technologies to teach students how to craft compelling narratives across digital platforms. From podcasts and video documentaries to interactive web features and social media content, students will learn to engage audiences in meaningful ways. Through hands-on instruction and experiential learning opportunities, students will be equipped with the digital skills to meet the changing media and performing arts workforce expectations. Coursework focuses on media literacy, personal branding and storytelling. Students are required to complete a capstone internship experience to practice and refine their skills. Digital Storytelling is available as a primary major or as an additional major across all disciplines.

Student Learning Outcomes

Students who major in Digital Storytelling will:

- demonstrate an ability to create compelling content for/with digital technology;
- design influential digital narratives in business, in news media, in entertainment or for social impact;
- evaluate and use social media analytics across disciplines;
- demonstrate an understanding of storytelling as an interdisciplinary application;
- apply storytelling skills to build community and grow audiences.

Contact Information

Primary Contact

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College Website las.iastate.edu (<https://las.iastate.edu/>)

Department Website greenlee.iastate.edu (<https://greenlee.iastate.edu/>)

Program Administration

- **Owning Academic Unit/College:** College of Liberal Arts and Sciences
- **Coordinating Academic Unit/Department:** Greenlee School of Journalism and Communication

Credential Opportunities

- **Program Duration:** 4 years
- **Credential(s) Offered:** Digital Storytelling Bachelor of Arts (120 Credits)
- **Available as an Additional Major:** Yes
- **Program Designation:** On-Campus Program

Digital Storytelling

To receive a Bachelor of Arts degree in Digital Storytelling, a student must earn at least 120 credits, of which at least 45 credits must be from 3000-level courses or above.

JLMC 1100	Orientation to Journalism and Communication	1
JLMC 2010	Reporting and Writing for the Mass Media	3
DSTR 2700	Media Literacy	3
DSTR 2710	Digital Storytelling and Performance	3
DSTR 3700	Personal Branding	3
JLMC 4600	Law of Mass Communication	3
or JLMC 4620	Media Ethics, Freedom, Responsibility	
DSTR 4990A		3
MAJOR ELECTIVES - At least 6 credits must be from ADVRT, DSTR or JLMC; at least 6 credits must be from THTRE. The remaining 3 credits may be from any of the courses below.		
9 credits from the following electives:		9
DSTR 3710X	Applied Storytelling (will not count for 6 cr of THTRE)	
JLMC 3070	Fundamentals of Digital Video Production	
JLMC 3110	Fundamentals of Mobile Photography	
JLMC 3150	Digital Storytelling	
JLMC 3160	Visual Communication Design	
THTRE 1510	Actor's Voice and Movement	
THTRE 2510	Acting Foundations	
THTRE 2630	Script Analysis	
THTRE 3530	Acting for the Camera	
6 credits from the following electives:		6
ADVRT 4730	Social Media Strategy	
DSTR 4970		
JLMC 4740	Communication Technology and Social Change	
JLMC 4770	Diversity and the Media	
THTRE 3930	Studies in Theatre Design and Production	
THTRE 3520	Puppetry Design and Performance	
THTRE 4510	Acting: Period Styles	
THTRE 4550	Directing	

THTRE 4560	Advanced Directing	
Total Credits		34

Digital Storytelling majors also must take one of the following advanced communication courses with a grade of C or better:

ENGL 3090	Proposal and Report Writing	3
ENGL 3150	Creative Writing: Screenplays	3
JLMC 3020	Intermediate Reporting and Writing for the Mass Media	3
JLMC 3030	Writing for Electronic Media	3
PR 3210	Public Relations Writing	3
THTRE 4650	Theatre History: Ancient to 19th Century	3
THTRE 4660	Theatre History: 19th Century to Present	3

Students in Digital Storytelling are encouraged to seek an additional area of expertise. They may do this by pursuing a focal area suggested by the program (<https://greenlee.iastate.edu/academics/majors-and-minors/digital-storytelling/>), an additional undergraduate major, minor, or certificate, or their own selection of courses.

As majors in the College of Liberal Arts and Sciences, Digital Storytelling students must meet College of Liberal Arts and Sciences (<http://catalog.iastate.edu/collegeofliberalartsandsciences/#lascollegerequirementstext>) and university-wide (<http://catalog.iastate.edu/collegescurricula/>) requirements for graduation in addition to those stated above for the major.

Digital Storytelling, B.A.

First Year

Fall	Credits	Spring	Credits
JLMC 1100		1 JLMC 2010	3
DSTR 2700		3 DSTR 3700	3
ENGL 1500		3 MATH	3
Arts & Humanities		3 Social Science	3
Natural Science		3 Arts & Humanities	3
LIB 1600		1	
		14	15

Second Year

Fall	Credits	Spring	Credits
DSTR 2710		3 3000-level choice from Degree Requirements	3

3000-level choice from Degree Requirements	3 US Cultures and Communities	3	
ENGL 2500	3 World Languages & Cultures elective	3	
Social Science World Languages & Cultures elective	3 Arts & Humanities	3	
	4 Natural Sciences	2	
	LAS 2030	1	
		16	15

Third Year

Fall	Credits	Spring	Credits	Summer	Credits
3000-level choice from Degree Requirements		3 4000-level choice from Degree Requirements		3 DSTR 4990A	3
Advanced communication course from Degree Requirements		3 Natural Sciences		3	
		3 Focal area/ minor/ additional major		3	
		3 Focal area/ minor/ additional major		3	
		3 Elective/ minor/ additional major		3	
		15	15		3

Fourth Year

Fall	Credits	Spring	Credits
JLMC 4600 or 4620		3 Focal area/ minor/ additional major	3
Arts & Humanities		3 Focal area/ minor/ additional major	3
Focal area/ minor/ additional major		3 Elective/ short course intensive	3
Focal area/ minor/ additional major		3 Social Science	3
Elective/ short course intensive		3	
		15	12

Total Credits: 120

Digital Storytelling – Undergraduate Minor

Students can combine Digital Storytelling with any other major and minor on campus, including those within the Greenlee School of Journalism and Communication. Due to its interdisciplinary nature, this is the only minor administered by the Greenlee School that is also available to Greenlee majors.

For a minor in Digital Storytelling, students complete 15 credits. The minor must include at least 3 credits that are not used to meet any other department, college or university requirement.

DSTR 2700	Media Literacy	3
DSTR 2710	Digital Storytelling and Performance	3
JLMC 3070	Fundamentals of Digital Video Production	3
	or JLMC 3110 Fundamentals of Mobile Photography	
	or JLMC 4730 Social Media Strategy	
3 credits at the 3000 level or above from THTRE		3
3 additional credits at the 3000 level or above from ADVRT, DSTR, JLMC, PR, SMC or THTRE		3

DSTR or Greenlee majors and minors cannot take ADVRT, DSTR, JLMC, PR or SMC courses pass/not pass.

The Digital Storytelling Undergraduate Minor is an LAS minor. In addition to university policies governing minors (<https://catalog.iastate.edu/academics/#degreeplanningtext>), LAS minors require at least 6 credits in courses numbered 3000 and above, with a grade of C or better.