DIGITAL STORYTELLING CERTIFICATE

Overview

This certificate, delivered part-time and online, is designed to help working communication professionals build and improve skills in digital content creation. The courses, listed below, are part of the Digital Communication Master's Curriculum. Key concepts include creating stories and products across platforms, visual literacy, design thinking and user-experience (testing and design).

This is one of three graduate certificates offered by the Hussman School of Journalism and Media. The others are the Digital Communication Strategy Certificate (https://catalog.unc.edu/graduate/certificate-programs/digital-communication-strategy/) and Digital Media Management Certificate (https://catalog.unc.edu/graduate/certificate-programs/digital-media-management/). Students can take one course per term and complete a certificate in one year. Certificate courses allow students to try out online learning before committing to a full degree program and, if they later transfer to the master's program, lighten their course loads for part of their time in the degree program.

Eligibility

Graduate certificates and certificate courses from the Hussman School of Journalism and Media are open to students in UNC-Chapel Hill degree programs and non-degree students. Enrollment requires three years of professional experience in communications-related roles. Students interested in taking a certificate course who have not been admitted to the certificate program should contact grad@hussman.unc.edu to confirm their professional experience and request permission to enroll.

Credit Transfer to Master's

Admitted online master's students can transfer credit for up to three certificate courses (9 hours) toward the degree program. They complete the same application as other applicants but may seek recommendation letters from certificate instructors and highlight in application materials their successes in the certificate program. Certificate students and graduates are not automatically admitted to the master's program.

Course Requirements

Code	Title	Hours
MEJO 711	Multi-platform Storytelling	3
MEJO 723	Visual Literacy and User Experience	3
MEJO 725	Media Innovation in Practice	3
Minimum Hours		**9**