

Digital Communication
Bachelor of Arts
2024-2025

Description:

The Bachelor of Arts (BA) in Digital Communication provides students with the skills and knowledge needed to create various forms of digital media content. This field includes a wide range of media types, including video, audio, and interactive media for broadcast, streaming, online content, and corporate communication.

Career Paths:

Potential career paths for graduates with a BA in Digital Communication include video production, broadcast television, corporate communication, and content creation for online platforms.

Potential Jobs:

Podcaster

National average salary: \$33,000 per year

Job description: The role of a podcast host is to serve as the primary on-air personality and lead the show, playing a major role in the show's success. They are responsible for introducing guests, conducting interviews, and keeping the conversation flowing. They may also be responsible for booking guests, researching topics, and writing scripts.

Production assistant

National average salary: \$42,000 per year

Job description: A production assistant supports the production crew on the set of a television show, film or commercial. Their duties can vary greatly depending on the needs of the production, but some core responsibilities typically include helping actors and crew members move between locations, running errands and picking up supplies, assisting with craft services, or catering, transferring information between different departments and answering phones. When unexpected needs arise, production assistants might be responsible for last-minute tasks.

Video editor

National average salary: \$53,000 per year

Job description: A video editor is an entertainment professional who arranges video footage to create the intended emotional effect. Their key responsibilities typically include reviewing footage, selecting the best takes, placing the scenes in the proper narrative order, color grading the video, adding music and sound effects and exporting the video file. They might create graphics and visual effects, use different types of cuts for dramatic impact and manipulate the final product to match the genre of the product.

**DEPARTMENT OF
COMMUNICATION**

Canaday Technology Center
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Websites

[Walla Walla University](#)
[University Bulletin](#)

[Department of Communications](#)

Faculty

Chair

[Nancy Semotiuk](#)

Advisor

[Lynelle Ellis](#)

Professional Organizations

[Faith in Entertainment Guild](#)

[National Communication Association](#)

[National Religious Broadcasters](#)

[Society of Adventist Communicators](#)

Television Host

National average salary: \$57,000

Job Description: A TV host presents performances, guests, news, sports, music, or commercials in a television program. Depending on his or her area of specialty, a TV host can lead shows on a variety of topics, provide commentary, interview guests, as well as host game shows and shopping programs. A TV host may also select program content and make promotional appearances in public or private events.

Video Producer

National average salary: \$59,000

Job description: A Video Producer plans, creates, coordinates, or produces videos. Video producers are typically hired by both businesses and individuals for the purpose of creating videos that are used for marketing, instruction, or presentations. Video producers often work as freelancers or in-house employees. Video producers have a variety of responsibilities such as selecting the best location for filming, planning script and storyboards, selecting equipment, hiring actors, designing special effects, and providing post-production capabilities.

Television Director

National average salary: \$66,000 per year

Job description: A television director is in charge of the actors, production crew and post-production creatives when making an episode of television. These professionals analyze the script, lead rehearsals, guide actors' movements and performances, give approval on lighting, sound and costume decisions and give feedback to creatives in different departments. Television directors also collaborate closely with cinematographers to achieve the intended visual style of the episode.

Videographer

National average salary: \$72,000

Job description: A videographer is someone who is responsible for recording live events and small scale video productions. Videographers focus on smaller productions like documentaries, live events, short films, legal depositions, weddings, birthday parties, sports events, commercials, and training videos.

Denominational Opportunities:

Opportunities exist within SDA Conferences and Unions, Ministry entities, Healthcare organizations, and Churches. All businesses and organizations need people to tell their stories.

Note: Before graduation, all students must complete a senior project.

Suggested Degree Path

TOTAL CREDITS REQUIRED: 192 cr. GENERAL STUDIES REQUIREMENTS: 72-81 cr. [See the Undergraduate Bulletin for Details](#)

The chart below details one suggested path a student may take to complete a bachelor's degree in Digital Communication.

All B.A. degrees require a minor

Cognates are listed in *italics*.

Freshman Year

Fall Courses	Hours
Essentials of Filmmaking (COMM/VISF135)	4
Media Writing (JOUR 245)	4
College Writing I (ENGL 121)	3
General Studies	5
Total	16

Winter Courses	Hours
Creativity & Innovation (COMM 148)	3
College Writing II (ENGL 122)	3
<i>Principles of Photography</i> (VISD 156)	4
General Studies	6
Total	16

Spring Courses	Hours
Media and Culture (COMM 145)	4
Fund. of Speech Comm. (SPCH 101)	4
General Studies	8
Total	16

Sophomore Year

Fall Courses	Hours
On-Camera Performance - (COMM 248) or Screen Writing (COMM 205)	3 or 4
Acting (DRMA 242)	4
Foreign Language	4
General Studies	5 or 6
Total	16

Winter Courses	Hours
Foreign Language	4
Research Writing (ENGL 223)	3
<i>Cinematography & Postproduction</i> (VISF 240)	4
General Studies	5
Total	16

Spring Courses	Hours
Foreign Language	4
Social Media Strategies (JOUR 349)	3
General Studies	9
Total	16

Junior Year

Fall Courses	Hours
Multi-Camera Stream & Broad - (COMM 320)	4
Screen Writing (COMM 205) or On-Camera Performance - (COMM 248)	3 or 4
Colloquium (COMM 495)	
Communication Theory (COMM 475)	3
General Studies	5 or 6
Total	16

Winter Courses	Hours
*Internship (COMM 490) possible	0
Colloquium (COMM 495)	0
General Studies and/or electives	16
Total	16

Spring Courses	Hours
*Internship (COMM 490) possible	0
Colloquium (COMM 495)	0
General Studies and/or electives	16
Total	16

Senior Year

Fall Courses	Hours
Senior Project (COMM 487)	1
Redemptive Cinema + (COMM 480) or Interactive & VR Storytelling (VISF 425)	4
Colloquium (COMM 495)	0
General Studies	11
Total	16

Winter Courses	Hours
Comm Law & Ethics (COMM 357)	4
Soc. & Spirit. Infl. thru Media (COMM 360)	3
Communication Research I (COMM 496)	3
Colloquium (COMM 495)	0
General Studies	6
Total	16

Spring Courses	Hours
Communication Research II (COMM 497)	1
Audio Production (COMM 333)	4
Colloquium (COMM 495)	0
General Studies	11
Total	16

+ Offered even years only
only

*Minimum of 120 Hours
*[COMM 495](#): Six Colloquiums Required

- Offered odd years