### Mission Statement

The mission of the Digital Communication and Media major is to produce career-ready graduates with a foundation in the principles of 21st Century multimedia communication. Graduates of the Digital Communication and Media major will have mastered all facets of digital communication from digital studio production to coding, data analysis and visualization, web development, and social media production. The Bachelor of Science in Digital Communication and Media places emphasis in three main areas: written, oral, and visual communication and technology skills.

### Outcomes

FIU graduates should be able to achieve the following:

<table>
<thead>
<tr>
<th>Content Knowledge and Skills (including Technology)</th>
<th>Direct Measures</th>
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</thead>
<tbody>
<tr>
<td>Content/Discipline Knowledge Skills</td>
<td>Procedure:</td>
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</tbody>
</table>
| Graduates will be able to use technical communication, technical ability, content management and strategy, graphic design, and web analytics to demonstrate understanding of the central concepts of digital communication and analysis. | Assessment Instrument: Rubric  
Assessment Method: All student group projects will be evaluated by a panel composed of two faculty members, and an outside professional in the field.  
Rubric indicators for Content Knowledge:  
- Understanding of factual knowledge in content area  
- Application of knowledge in content area  
- Analysis of information in content area  
Course Assessed: DIG 4552  
Sampling: Students in DIG 4552  
Minimum Criteria for Success: Students will achieve a minimum of 3.75 out of 5 on the rubric. |

<table>
<thead>
<tr>
<th>Critical Thinking</th>
<th>Direct Measures</th>
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<tbody>
<tr>
<td>Critical Thinking Skills</td>
<td>Procedure:</td>
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| Graduates will be able to demonstrate the ability to think critically, creatively and independently in their own work and about the work of others. | Assessment Instrument: Rubric  
Assessment Method: All student group projects will be evaluated by a panel composed of two faculty members, and an outside professional in the field.  
Rubric indicators for Critical Thinking:  
- Presentation of Issues  
- Use of Data Sources  
- POV Development  
Course Assessed: DIG 4552  
Sampling: All students in DIG 4552.  
Minimum Criteria for Success: Students will achieve a minimum of 3.75 out of 5 on the rubric. |

<table>
<thead>
<tr>
<th>Communication (Oral or Written)</th>
<th>Direct Measures</th>
</tr>
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<tbody>
<tr>
<td>Oral Communication Skills</td>
<td>Procedure:</td>
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</tbody>
</table>
| Graduates will be able to conduct oral presentations demonstrating appropriate subject knowledge and delivery.        | Assessment Instrument: Rubric  
Assessment Method: All student group projects will be evaluated by a panel composed of two faculty members and one working professional in their discipline. |
A rubric will be used to assess the following indicators of oral communication:
- Presentation
- Organization
- Delivery

**Course Assessed:** DIG 4552  
**Sampling:** Students in DIG 4552.  
**Minimum Criteria for Success:** Students will achieve a minimum score of 3.75 out of 5 on the rubric.

<table>
<thead>
<tr>
<th>Written Communication Skills</th>
<th>Procedure</th>
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</table>
| Graduates will be able to write demonstrating appropriate development of ideas, organization, and use of language. | **Assessment Instrument:** Rubric  
**Assessment Method:** All student group projects will be evaluated by a panel composed of two faculty members and one working professional in their discipline.  
A rubric will be used to assess the following indicators of written communication:  
- Development of Ideas  
- Organization of Ideas  
- Use of Language  
**Course Assessed:** DIG 4552  
**Sampling:** Students in DIG 4552.  
**Minimum Criteria for Success:** Students will achieve a minimum score of 3.75 out of 5 on the rubric. |