Immersive Media Communication (MS)

https://journalism.uoregon.edu/academics/graduate-programs/immersive-media (https://journalism.uoregon.edu/academics/graduate-programs/immersive-media/)

Donna Davis, Director

SOJC Portland
503-412-3658
dzdavis@uoregon.edu

In this fully online master's program in Immersive Media Communication, students will learn how to design and critically analyze strategies that use emerging technologies to influence key audiences. Along the way, students will work with highly skilled faculty and become part of a tight-knit cohort of professionals who are passionate about using immersive media as effective and ethical communication tools.

Our program prepares students for the communication trends of the future by teaching students how to create immersive and experiential marketing strategy, including user experience and design, the psychology of immersive media, and how to plan content creation, including the building process and production pipelines, for AR, VR, and XR platforms.

This 46-credit-hour program is designed to be completed in one year, but the pace can flex to meet students' needs. All students will receive a tech package (included in tuition) so they can complete coursework at home, or they can use our state-of-the-art immersive media gear in the Oregon Reality Lab based at SOJC Portland.

Admission Process

Please visit the program's website (https://journalism.uoregon.edu/academics/graduate-programs/immersive-media/).

Program Learning Outcomes

Upon successful completion of this program, students will be able to:

- Demonstrate an understanding of immersive media with a particular focus on immersive VR, AR, and XR experiences.
- Clearly define key attributes of augmented (AR), virtual (VR), and cross reality (XR) important to communication and its potential use.
- Consider appropriate and measurable communication outcomes for targeted publics using AR/VR/XR/VWs.
- Demonstrate creativity in approaching communications solutions using immersive technologies.
- Articulate ethical, best practices in AR/VR/XR and VWs.

Degree Requirements

- 46 credits if completing a Terminal Project or Internship; 49 credits if completing a Thesis
- At least 24 credits graded
- At least 9 credits at 600-level
- At least 6 credits of JCOM 609 or JCOM 604 or 9 credits JCOM 503 (thesis)

Immersive Media Communication Major Requirements

Code	Title	Credits
Immersive Media Communication Core		**24**
JCOM 664	Foundations in Immersive Media	
JCOM 665	Immersive Media Psychology	
JCOM 667	User Experience Design	
JCOM 668	Immersive Marketing in Communication (Experiential Marketing)	
JCOM 669	Creating for Immersive Platforms	
JCOM 610	Experimental Course: [Topic] (Current Topics in Immersive Media)	
Mass Communication Core		**18-21**
JCOM 570	Strategic Communications Research Methods	
JCOM 611	Media and Society	
JCOM 629	Media and Communication Ethics: [Topic] (Communication Ethics in the Digital Age)	
JCOM 609	Terminal Project [1]	
or JCOM 604	Internship: [Topic]	
or JCOM 503	Thesis	
Professional Specialization Elective Core (no less than 4 credits) [2]		**4**
JCOM 624	Strategic Communication: [Topic]	
JCOM 610	Experimental Course: [Topic]	
Total Credits		**46-49**

[1] At least 6 credits of JCOM 609 Terminal Project or JCOM 604 Internship, OR 9 credits of JCOM 503 Thesis

[2] Graduate courses from the Eugene-based Game Studies minor can also serve as elective credits. Check the schedule and with the instructor to confirm availability of online courses. Students in the Portland metro area can also take any of the immersive media building classes offered in the Oregon Reality Lab to satisfy elective credits.