



University of Wisconsin
Whitewater

Communication/Gaming Emphasis

Communication/gaming equips graduates with the conceptual knowledge, understanding, and professional communications skills necessary to develop innovative on-line and off-line interactive media using current and emerging technology.

Students will develop technical production skills and communication strategies necessary for the successful implementation of digital interactive media. Students will learn to analyze the quality and meaning of a variety of digital messages, including games, websites, web video, and interactive video and audio, employing these skills to create and deliver their own content while ensuring that the audience or user is able to understand, absorb, and utilize this content as intended.

What will I learn?

Classes in the communication/gaming thread provide an opportunity for students to gain theoretical and practical expertise in audio, video, and writing for the new web and interactive media. Theory classes focus on the role of games in developing culture and communicating messages, intersections and interactions between audio and video, and approaches for the optimization of social media. Practicum courses provide real-world opportunities for students to hone their skills in a variety of areas, including web video production, motion graphics, composition/scoring, advanced web development and marketing.

Example courses: Video Production, Sound and Image, Game Development, Social Media Optimization, Advanced Audio Techniques

Communication/Gaming Career Opportunities

- Website developer/designer
- Serious game developer
- Interface designer
- Usability engineer
- Game producer