PROGRAM SPECIFICATIONS

Awarding Institution	De La Salle-College of Saint Benilde
School	School of New Media Arts
Program Accreditation	
Name of Final Award	
Program Title	**Master of Digital Media (MDM)**
CMO Reference	CHED Memorandum Order No. 15, Series of 2019 Policies, Standards, and Guidelines for Graduate Programs
Academic Year Implementation	SY 2024-2025
Academic Year Revision	
Description of the Program	The Master of Digital Media (MDM) program at the School of New Media Arts is a professionally focused interdisciplinary graduate program designed to equip students with advanced technical skills, creative vision, and an understanding of the socio-historical and ethical contexts of digital media. Combining technical mastery with foundational theory, the program prepares students for leadership roles in the dynamic digital media industry, fostering innovators who produce meaningful and responsible creative outputs. Key areas of focus include Digital Media Applications, Content Strategies, New Media, and Data, along with Directed Electives exploring Philippine cultural, historical, and societal themes within the arts. The program culminates in a Capstone Project, enabling students to synthesize their expertise into industry-relevant work that showcases their innovation, technical proficiency, and creative insight. Graduates of the MDM program are well-positioned to lead in the competitive digital landscape, blending cultural sensitivity with a forward-thinking approach. This combination of theoretical depth, industry alignment, and social awareness ensures alumni contribute as impactful and socially conscious professionals in the evolving field of digital media.

Program Goals	Program Goals of the Master of Digital Media (MDM) Program:
	1. Equip students with advanced technical skills and knowledge of cutting-edge digital platforms, enabling them to create innovative and impactful outputs in their fields of specialization.
	2. Instill a deep understanding of the ethical responsibilities and socio-historical contexts of digital media to empower graduates to create meaningful, responsible, and culturally sensitive work.
	3. Promote collaboration across diverse disciplines, enabling graduates to develop innovative solutions that integrate multiple perspectives and skill sets.
	4. Nurture the ability to continuously learn and adapt to new technologies, methodologies, and market shifts in the ever-evolving digital media landscape
	5. Prepare students to become trailblazers capable of redefining the boundaries of digital creativity and setting new benchmarks in the global digital media industry.
	6. Ensure graduates are prepared for high-level roles by integrating industry-focused learning with a clear understanding of market demands, trends, and career specialization.
	7. Develop graduates who can lead interdisciplinary teams, drive innovation, and deliver visionary projects in the digital media sector.

Expected Program Learning Outcomes	Upon completion of the **Master of Digital Media,** students are expected to
	Knowledge
	PO1: Critical Thinker (Analyzing and Creating)
	Demonstrate critical literacy necessary in the contextualization of creative projects to address socially relevant issues and concerns by proposing options appropriate for the project goals.
	PO2: Innovative Creator (Remembering and Creating)
	Introduce innovative content to create new bodies of knowledge through the integration of multiple creative disciplines using both digital and non-digital resources and technologies.
	Skills
	PO3: Digital Pioneer (Evaluating and Creating)
	Develop specialized digital media production techniques to pioneer new frameworks for creative output (art and design) by engaging in independent research study and studio production.

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PO4: Life-long Learner (Applying and Creating)
Manifest self-determined learning essential in the production of independent creative output by applying deep insights and building capabilities towards realizing one's work.

Values
PO5: Principled Benildean (Understanding and Creating)
Exhibit professional and ethical aptitude in their creative practices to inspire socially responsible and inclusive environments through a highly collaborative engagement with colleagues and advisers.

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Performance Indicators

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Program Outcomes and Performance Indicators

PO1: Performance Indicators
- Critically evaluate societal, cultural, and ethical issues in the context of digital media.
- Analyze and propose creative solutions aligned with project objectives and societal relevance.
- Develop theoretical frameworks to support project goals and inform creative decisions.

PO2: Performance Indicators
- Identify and integrate multiple creative disciplines in digital media projects.
- Demonstrate the ability to generate original ideas and transform them into innovative outputs.
- Explore the use of both digital and non-digital tools to expand creative boundaries.

PO3: Performance Indicators
- Design and implement specialized production techniques in art and design projects.
- Conduct independent research to inform and refine creative outputs.
- Lead the development of innovative frameworks for digital media projects.

PO4: Performance Indicators
- Apply insights from various learning experiences to produce independent creative works.
- Build new capabilities and adapt to emerging technologies and methodologies.
- Demonstrate initiative in continuous skill enhancement to address evolving market demands.

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	PO5: Performance Indicators ● Exhibit professional integrity and ethical decision-making in all aspects of creative practice. ● Foster inclusivity and cultural sensitivity in collaborative projects. ● Inspire and contribute to socially responsible environments through mentorship and teamwork.
Admission Requirements	All students must pass the Benildean Entrance Exam (BEE), with additional items relative to the MDM program. Applicants are also expected to complete all application requirements mandated by the College. Applicants who qualify for admission to the MDM program, and whose undergraduate degrees are non-Multimedia Arts/New Media-related/Fine Arts courses (or related), are required to take 9 units of Bridging Courses before enrolling in the Core Courses of the MDM program. An interview with the Chairperson or Dean, portfolio review, and/or essay submissions are also taken into consideration for inclusion in the admission requirements.
Program Overview	The program comprises a total of 34 units. | Course Classification	Total Credit Units
Coursework	30
Institutional Requirements	1
Capstone	3
Total No. of Units	**33 (1)**	
Curriculum and Program Structure	The curriculum and program structure are outlined in the course sequence. The curriculum map shows the alignment between the courses in the program and the program outcomes.
Teaching and Learning Strategies, Assessment	**DLS-CSB espouses and promotes OBE principles and learner-centered parameters.** **For the Teaching and Learning Strategies:** 1. **Project-Based Learning:** Engage students in real-world projects that simulate professional digital media environments. These projects culminate in assessments such as the Capstone Project and Professional Portfolio,

fostering creativity, critical thinking, and technical expertise while addressing real-world challenges.

2. **Interdisciplinary Collaboration:** Facilitate opportunities for students to collaborate across disciplines, blending diverse perspectives to produce innovative and impactful digital media outputs. Outcomes are showcased in Professional Portfolios and Oral Presentations to highlight the value of integrated approaches in addressing complex digital media issues.

3. **Case Study Analysis:** Incorporate the analysis of socio-historical and ethical scenarios in digital media to develop critical evaluation skills and cultural sensitivity. Students are assessed through written reports and presentations that emphasize practical solutions and theoretical understanding.

4. **Workshops and Masterclasses:** Provide hands-on training in advanced digital tools and techniques led by industry experts. These sessions directly support the development of Professional Portfolios, ensuring students acquire cutting-edge skills relevant to their fields.

5. **Blended Learning Approach:** Combine in-person and online learning experiences to maximize flexibility and engagement. Interactive digital platforms are leveraged to prepare students for the Written Comprehensive Exam and other assessments requiring theoretical and applied knowledge integration.

6. **Mentorship and Peer Learning:** Establish mentorship programs where students receive guidance from faculty and industry leaders. Peer learning opportunities are embedded into the program to encourage collaborative problem-solving and preparation for Oral Defenses.

7. **Research Integration:** Strengthen students' ability to explore theoretical concepts through research-driven practices. Findings are applied to practical challenges and creative outputs, preparing students for Case Study Analyses and Capstone Projects that are both innovative and academically rigorous.

Assessment Methods
1. **Written Comprehensive Exam:**
   ○ Assess students' mastery of theoretical foundations and advanced concepts across key areas of digital media. The timed written examinations cover major subjects, including socio-historical and ethical contexts, technical expertise, and market-driven strategies. The intention for this is to demonstrate

the ability to integrate interdisciplinary knowledge and critical thinking, a core expectation of professional graduate tracks

2. **Capstone Project:**
   - Provide a culminating experience where students develop an innovative digital media output, such as a campaign, product prototype, or advanced multimedia content. Students work on projects in collaboration with industry mentors or faculty advisors, culminating in a public presentation and defense. It intends to equip the students to focus on applied, real-world skills and innovation aligned with professional-track requirements and industry relevance

3. **Professional Portfolio**
   - Showcase a collection of original work and projects that demonstrate technical and creative expertise in digital media production. Students curate and refine a professional portfolio tailored to industry standards, supported by faculty feedback. This serves as a tangible demonstration of career readiness and technical proficiency.

4. **Case Study Analysis and Report**
   - Analyze real-world scenarios in digital media to propose data-driven solutions or strategies. Students are tasked with dissecting industry problems and applying learned concepts to craft innovative strategies, emphasizing socio-historical and ethical implications. This helps the students to strengthen their problem-solving abilities and understanding of global industry contexts.

5. **Oral Defense and Presentation**
   - Evaluate communication and critical thinking skills through an oral defense of the capstone project and portfolio. Students present their work to a panel of experts comprising faculty and industry professionals, followed by a Q&A session. This aims to strengthen the students' skills in articulating ideas and justifying them ensuring graduates are prepared for professional leadership roles.

COURSE SEQUENCE

TERM 1						
Course Code	Course Title	Units	Course Hours Per Week (CHPW)			Prerequisite
			Lecture	Laboratory	Total	
DMFODIM	Foundations of Digital Media	3	3	0	3	None
DMMEHAT	Media History and Theory	3	3	0	3	None
GCSBLIF	College of Saint Benilde Student Life	1	1	0	1	None
	Total	7	7	0	7	

TERM 2						
Course Code	Course Title	Units	Course Hours Per Week (CHPW)			Prerequisite
			Lecture	Laboratory	Total	
DMDESME	Design for Digital Media	3	0	3	3	DMFODIM, DMMEHAT
DMUXDES	User Experience Design	3	0	3	3	DMFODIM, DMMEHAT
	Total	6	0	6	6	

TERM 3						
Course Code	**Course Title**	**Units**	**Course Hours Per Week (CHPW)**			**Prerequisite**
			Lecture	**Laboratory**	**Total**	
DMAPPXC	Digital Media Applications and Content	3	0	3	3	DMFODIM, DMMEHAT, DMDESME, DMUXDES
DMAPPXS	Digital Media Application and Strategies	3	0	3	3	DMFODIM, DMMEHAT, DMDESME, DMUXDES
	Total	6	0	6	6	

TERM 4						
Course Code	**Course Title**	**Units**	**Course Hours Per Week (CHPW)**			**Prerequisite**
			Lecture	**Laboratory**	**Total**	
DMAPPNM	Digital Media Applications and New Media	3	0	3	3	DMFODIM, DMMEHAT, DMDESME, DMUXDES
DMAPPXD	Digital Media Applications and Data	3	0	3	3	DMFODIM, DMMEHAT, DMDESME, DMUXDES
	Total	6	0	6	6	

TERM 5						
Course Code	Course Title	Units	Course Hours Per Week (CHPW)			Prerequisite
			Lecture	Laboratory	Total	
DMELECT	Directed Elective	3	3	0	3	DMFODIM, DMMEHAT, DMDESME, DMUXDES
DMPROJ1	Independent Creative Work Project Production and Exhibit	3	0	3	3	ALL COURSEWORK COURSES
	Total	6	3	3	6	

Summer						
Course Code	Course Title	Units	Course Hours Per Week (CHPW)			Prerequisite
			Lecture	Laboratory	Total	
DMCOMPR	Written Comprehensive Exam (WCE)	-	-	-	-	ALL CORE, COURSEWORK, AND ELECTIVES
	Total	-	-	-	-	

TERM 6						
Course Code	Course Title	Units	Course Hours Per Week (CHPW)			Prerequisite
			Lecture	Laboratory	Total	
DMPROJ2	Independent Creative Work Project Defense and Documentation	3	3	0	3	ALL COURSEWORK COURSES AND WCE
	Total	3	3	0	3	

CURRICULUM MAP

I.	Institutional Courses	PO1	PO2	PO3	PO4	PO5
1	Benildean-Lasallian Identity in the Society		✓		✓	✓
II.	**Graduate Coursework Courses**	PO1	PO2	PO3	PO4	PO5
1	Foundations of Digital Media	✓	✓		✓	
2	Media History and Theory	✓			✓	
3	Design for Digital Media	✓	✓		✓	
4	User Experience Design	✓	✓	✓	✓	✓
Digital Media Applications and Content (choose 1 course)						
5	Digital Filmmaking and Video Production: Seminar and Practice	✓	✓	✓	✓	✓
6	Survey of Digital Graphic Design	✓	✓	✓	✓	✓
7	Digital Branding: Research and Applications	✓	✓	✓	✓	✓
Digital Media Applications and Strategies (choose 1 course)						
8	Content Creation for Digital Media	✓	✓	✓	✓	✓
9	Digital Technologies and Emerging Media	✓	✓		✓	✓
10	Strategy for Digital Engagement	✓	✓	✓	✓	✓
Digital Media Applications and New Media (choose 1 course)						
11	Advanced Materials and Techniques in Photography	✓	✓	✓	✓	✓
12	New Media and Interaction Design	✓	✓	✓	✓	✓
13	Contemporary Practices in Digital Animation	✓	✓	✓	✓	✓
Digital Media Applications and Data (choose 1 course)						
14	Methodologies for Digital Analytics	✓	✓		✓	✓
15	Approaches to Data Visualization	✓	✓		✓	✓
Directed Elective (choose 1 course)						
16	Human Image in the Arts: Historical & Contemporary Perspectives	✓	✓	✓	✓	✓
17	Philippine Folklore and Folk Traditions	✓		✓		✓
18	Philippine Art and Society: Issues & Perspectives	✓	✓	✓	✓	✓
19	Philippine Indigenous Art and Its Narratives	✓		✓		✓
III.	**Capstone**	PO1	PO2	PO3	PO4	PO5
20	Independent Creative Work Project Production and Exhibit	✓	✓	✓	✓	✓
21	Independent Creative Work Project Defense and Documentation	✓	✓	✓	✓	✓