ATCM3301 - Digital Content Design

[ATCM 3301](#) Digital Content Design (3 semester credit hours) This writing-intensive course blends theory and practice to increase the effectiveness of text prepared for digital media. Students will design, compose, and evaluate information to improve audiences' utility and satisfaction. Topics include the organization, logical development, structuring, and ethical presentation of information. Prerequisite: [RHET 1302](#). (3-0) S