CONTENT CREATION & STRATEGIC STORYTELLING, BA/BS & MA FIVE YEAR PROGRAM

Overview

Master of Arts

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The 4+1 Master of Arts in Content Creation & Strategic Storytelling is an interdisciplinary graduate program housed within the Graduate School of Arts & Sciences and administered by the Documentary Film Program (DFP). Designed specifically for Wake Forest undergraduates from any major, this program enables students to obtain their bachelor's degree and a master's degree in just five years. Combining creative production with strategic thinking, the program equips students with professional video, editing, and digital storytelling skills while allowing them to explore the application of those skills within their academic field of interest. Whether a student's focus is education, political science, business, journalism, the arts, or another discipline, the 4+1 structure integrates their undergraduate training with advanced coursework in storytelling and communication. Students begin taking graduate-level courses during their senior year and formally matriculate into the graduate program in the summer following their undergraduate graduation. This timeline allows them to complete the MA by May of their fifth year. The program culminates in an experiential capstone project—such as a short film, strategic campaign, or immersive professional experience—developed in close collaboration with DFP faculty and a sponsoring professor from the student's undergraduate discipline.

Students must apply for admission at the beginning of the spring semester of their junior year. To be eligible, applicants must have a minimum GPA of 3.5 at the time of application and submit three letters of recommendation. One of these letters must be from the student's academic advisor, confirming that the student is well-positioned to complete the 4+1 degree based on their completed coursework and accumulated credit hours. The Graduate Record Examination (GRE) is not required, and the application fee is waived.

Requirements

Degree Requirements

To earn the MA in Content Creation & Strategic Storytelling through the 4+1 pathway, students must complete a total of 30 credit hours. The program combines graduate-level coursework in storytelling, filmmaking, and content strategy with electives in the student's academic area of study. A final capstone project brings together creative practice and disciplinary focus.

Senior Year (Undergraduate Status with Graduate Credit)

Fall Semester:

- Digital Storytelling Public Advocacy (3 credits, DFP)

Spring Semester:

- Elective I: Graduate Course in Area of Study (3 credits, Home Department)

Graduate Year (Post-Baccalaureate Enrollment)

Summer Session I:

- Social Media Marketing in the Creative Arts (3 credits, DFP)

Summer Session II:

- Introduction to Editing (1.5 credits, DFP)

Fall Semester:

- Documentary Storytelling I (3 credits, DFP)
- Cinematography & Sound (3 credits, DFP)
- Advanced Story Editing (3 credits, DFP)
- Capstone Project Prep (1.5 credits, DFP)

Spring Semester:

- Law & Ethics (3 credits, DFP)
- Elective II: Graduate Course in Area of Study (3 credits, Home Department)

Capstone Project (3 credits, DFP)

For additional degree requirements, see Requirements for Degrees (https://bulletin.wfu.edu/graduate/requirements-degrees/).