

BACHELOR OF ARTS IN MULTIMEDIA

2017-2018 Degree Requirements

TOTAL CREDITS FOR DEGREE: 122

UNIVERSITY CORE CURRICULUM 42 credits

Required Courses:

COMM 101	Oral Comm. & Pres.	3 credits
ENGL 101	College Composition	3 credits
UNIV 101	City-University Life	3 credits
	Senior Capstone	3 credits

Choose thematic core courses in the following:

Explore the World - Choice 1		3 credits
Explore the World - Choice 2		3 credits
Investigate Science		3 credits
Investigate Mathematics		3 credits
Interpret Creative Works		3 credits
Understand People - Choice 1		3 credits
Understand People - Choice 2		3 credits
Succeed in Business		3 credits
Appreciate & Apply the Arts		3 credits
Discover Technology		3 credits

MAJOR REQUIREMENTS: 53 credits (C = taken in the Core)

WI	(Writing Intensive course)	3	HIST	203 OR 204	3
ENGL	(Designated English Literature)	3	POLS	102, 202, 205, 209, 250, 308, 372, OR 402	3
	<i>Language Sequence (6 credits)</i>	6	ECON	201, 202, OR 421	3
2-course sequence in the same foreign language (courses in translation excluded)					

JOUR 101	Survey of Mass Comm.	3	JOUR 307	Graphic Design II	3
JOUR 103	Graphic Design I (Discover Tech.)	C	JOUR 311	Practicum	1
JOUR 150	Journalistic Writing & Editing	3	JOUR 365	Web Publishing I	3
JOUR 215	Video Production & Editing I	3	JOUR 412	Media Ethics & Responsibilities	3
JOUR 220	Writing for Multimedia/Web	3	JOUR 418	Comm. Law & Regulation	3
JOUR 280	Introduction to Multimedia	3	JOUR 455	Multimedia Capstone (Senior Capstone)	C
JOUR 300	Career Prep	1	PHOT 205	Intro to Digital Photography	3

MULTIMEDIA CONCENTRATION: 15 credits

Choose 5 courses from the following:

JOUR 223	Radio Production	3	JOUR 320	Information Graphics	3
JOUR 260	Reporting	3	JOUR 329	Professional Video Techniques	3
JOUR 301	Advertising Copy & Layout	3	JOUR 336	Branding & Corporate Identity	3
JOUR 303	Motion Graphics	3	JOUR 355	Magazine & Marketing Design	3
JOUR 305	Typography	3	JOUR 390	International Media	3
JOUR 306	Social Media Practices	3	JOUR 405	Packaging & Retail Design	3
JOUR 312	Advanced Reporting	3	JOUR 413	Mass Media Internship II	3
JOUR 313	Mass Media Internship I	3	JOUR 420	Web Publishing II	3
			JOUR 465	Mass Media History	3

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GRAPHIC DESIGN CONCENTRATION: 15 credits

JOUR 205 Graphic Design Illustration 3

JOUR 305 Typography 3

Select three of the following courses (9 credits):

ART 213 Introduction to Drawing 3

JOUR 301 Advertising Copy & Layout 3

JOUR 303 Motion Graphics 3

JOUR 320 Information Graphics 3

JOUR 336 Branding & Corporate Identity 3

JOUR 355 Magazine & Marketing Design 3

JOUR 405 Packaging & Retail Design 3

JOUR 465 Mass Media History 3

GENERAL ELECTIVES: 12 credits

PROGRAM OBJECTIVES

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

1. Research, write and edit materials for a variety of media platforms.
2. Demonstrate an understanding of principles of media design, aesthetics and composition.
3. Apply ethical and legal principles to media production and distribution.
4. Demonstrate the ability to customize media materials for a variety of audiences and messages.
5. Use industry-standard hardware and software to create multimedia projects for a variety of media platforms.
6. Produce professional-level media pieces including photographs, video, Web and graphic design.