BACHELOR OF ARTS IN MULTIMEDIA

2023-2024 Degree Requirements

Name	ID#						
		S FOR DEGREE: 122					
<u>UNI\</u>	/ERSITY CORE	CURRICULUM: 42 credits					
Required Fundan	nental Courses:						
COMM 101 Oral	Comm. & Pres.	3 credits					
ENGL 101 Colle	ege Compositio	n 3 credits					
UNIV 101 City-	University Life	3 credits					
Senior Capstone:	MULT 455 or M	1ULT 470 3 credits					
Choose Thematic	Core courses in	n the following:					
Explore the World	d - Choice 1	3 credits					
Explore the World	d - Choice 2	3 credits					
Investigate Scienc	ce	3 credits					
Investigate Math	ematics	3 credits					
Interpret Creative	Works	3 credits					
Understand Peop	le - Choice 1	3 credits					
Understand Peop	le - Choice 2	3 credits					
Succeed in Busine	ess	3 credits					
Appreciate & App	ly the Arts	3 credits					
Discover Technol	ogy	3 credits					
COMM BA CORE:29		PRODUCTION CONCENTRAT	ION: 21 cr				
OMM 105 Media & Society	3	COMM 320 Information Graphics	3				
OMM 110 Media Literacy	3	MULT 220 Writing for Multimedia &	3				
OMM 115 Media Storytelling	3	MULT 280 Intro to Multimedia	3				
OMM 120 Visual Storytelling	3	MULT 330 Multimedia Design	3				
OMM 215 Video Storytelling	3	MULT 365 Web Publishing I	3				
OMM 300 Career Prep Seminar	1	MULT 420 Web Publishing II	3				
OMM 311 Practicum	1	PHOT 350 Digital Image Editing	3				
OMM 412 Media Ethics & Responsi		MULT 455 Multimedia Capstone	Core				
OMM 418 Comm Law & Regulation			33.3				
OMM 420 Diversity and Communication		VISUAL COMM CONCENTRAT	TION: 21 cr.				
HOT 205 Digital Photography	3	MULT 220 Writing for Multimedia &	3				
5 5 5 5 5 5 F 7		MULT 280 Intro to Multimedia	3				
		MULT 330 Multimedia Design	3				
		PHOT 316 Studio Lighting	3				
		PHOT 350 Digital Image Editing	3				
		PHOT 365 Experimental Video	3				
		PHOT 385 Commercial & Editorial	3				
		MULT 470 Short Documentary	Core				

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Choose 2 courses from the following: BPMM 202 Intro to Broadcasting (3) BPMM 223 Radio Production (3) BPMM 303 Motion Graphics (3) BPMM 304 Broadcast News Reporting (3) BPMM 329 Professional Video Techniq 3 COMM 290 Seminar in Media Studies (3 COMM 313 Internship I (3) 3 ____ COMM 413 Internship II (3) COMM 380 Cooperative Education (6) 6 COMM 390 International Media (3) COMM 413 Internship II (3) 3 COMM 470 Technology Mediated Com 3 COMM 417 Global Communication (3) 3 COMM 472 Communication Technolog 3____ CMPS 162 Introduction to Programmin 3 JOUR 260 Newsgathering and Reporting 3 JOUR 312 Advanced Reporting (3) 3 JOUR 315 Photojournalism II (3) JOUR 410 Data and Investigative Journa 3_____ JOUR 414 Multiplatform Magazine I (3) 3____ JOUR 415 Multiplatform Magazine II (3 3 JOUR 465 Mass Media History (3) MULT 295, 395, 495 Special Topics MULT 365 Web Publishing I (3) MULT 420 Web Publishing II (3) MULT 455 Multimedia Capstone (3) MULT 470 Short Documentary (3) 3 PHOT 110 Foundations of Art & Design 3____ PHOT 207 History of Photography (3) 3 PHOT 316 Studio Lighting (3) PHOT 365 Experimental Video (3) PHOT 385 Commercial & Editorial Phot 3_____ PHOT 414 Business of Photography (3) 3_____ PRAD 206 Intro to Ad&PR (3) SPTS 300 Sports Broadcasting (3) 3 SPTS 325 Sports Photo and Video (3)

MAJOR ELECTIVES: 6 cr.

GENERAL ELECTIVES: 24 cr.										

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PROGRAM OBJECTIVES

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

- 1. Demonstrate professional-level journalism reporting, writing, photojournalism editing skills, and news judgement.
- 2. Demonstrate an understanding of principles of aesthetics and composition.
- 3. Apply ethical and legal principles to media production and distribution.
- 4. Apply basic and advanced interview techniques, appropriate for professional journalistic work.
- 5. Demonstrate an ability to research and develop sources for reporting.
- 6. Produce professional-level short and/or long-form reporting and/or documentary packages for multiple media platforms.