

**BACHELOR OF ARTS VISUAL  
AND INTERACTIVE COMMUNICATION MAJOR:  
MULTIMEDIA**

**2011-2012**

Student's Name \_\_\_\_\_  
Entrance Date \_\_\_\_\_

<b>CORE</b>			<b>42</b>	
___	CMPS	111	Information Literacy	3
___	ENGL	150	English Composition I	3
___	ENGL	151	English Composition II	3
___	ENGL	250	World Literature I	3
___	ENGL	251	World Literature II	3
___	COPA	250	Arts & Human Experience I	3
___	COPA	251	Arts & Human Experience II	3
___	HIST	150	Intro to Study of History	3
___	MATH	150	Mathematical Experience *	3
			* MATH 180 or 190	
___	NSET	110	Intro to Natural Sciences I	3
___	NSET	111	Intro to Natural Sciences II	3
___	POLS	250	Intro to Government Systems	3
___	PSYC	150	Psychological Foundations	3
___	SOC	150	Sociological Foundations	3

**DEPARTMENT GENERAL REQUIREMENTS 27**

**Humanities (6)**

___	ENGL	121	Effective Speech <b>OR</b> HUMA 150	3
___	ENGL	___	_____	3
			(English Lit., not writing at 300+ Level)	

**Language Sequence & Cultural Studies (9)**

A two course sequence in the same foreign language  
(courses in translation excluded)

___	___	___	_____	3
___	___	___	_____	3

**A cultural or specialized studies course (History, modern language, language or political science course.)**

___	___	___	_____	3
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**Social Sciences (9)**

___	HIST	___	_____	3
			(203 or 204)	
___	POLS	___	_____	3
			(102,202,205,209,308,372 or 402)	
___	ECON	___	_____	3
			(201,202, or 421)	

**Mathematics/Business (3)**

___	MATH	175	Elementary Statistics	3
			<b>OR</b>	
___	BMGT	___	_____	3
			(e.g., 101,201,205,208,or 303)	

**GENERAL COLLEGE ELECTIVES 9**

___	___	___	_____	3
___	___	___	_____	3
___	___	___	_____	3

**DEPARTMENT MAJOR REQUIREMENTS 47**

**School Core Requirements (12)**

___	JOUR	101	Survey of Mass Comm	3
___	JOUR	103	Visual Communication Design	3
___	JOUR	150	Journalistic Writing & Editing	3
___	JOUR	412	Media Ethics & Responsibilities	3

**Major Requirements (24)**

___	JOUR	215	Video Production & Editing I	3
___	JOUR	220	Writing for Multimedia & Web	3
___	JOUR	280	Introduction to Multimedia	3
___	JOUR	307	Digital Photography	3
___	JOUR	365	Web Publishing I	3
___	JOUR	407	Desktop/Electronic Publishing	3
___	JOUR	418	Comm. Law and Regulation	3
___	JOUR	455	Capstone	3

**Major Electives**

**Choose 4-5 courses (14-15 credits) from the following (14)**

___	JOUR	151	Broadcast Writing and Editing	3
___	JOUR	216	Multi-Camera Prod. & Directing	3
___	JOUR	223	Radio Production	3
___	JOUR	260	Reporting	3
___	JOUR	300	Career Prep	1
___	JOUR	303	Broadcast Graphics	3
___	JOUR	306	Social Media	3
___	JOUR	308	Publications Production I	3
___	JOUR	310	Publications Production II	3
___	JOUR	311	Practicum	1
___	JOUR	313	Mass Media Internship I	3
___	JOUR	320	Information Graphics	3
___	JOUR	325	Broadcast Prog. Writing & Format.	3
___	JOUR	329	Video Production & Editing II	3
___	JOUR	336	Ad/PR Graphics	3
___	JOUR	350	Digital Photo Editing	3
___	JOUR	355	Print Graphics	3
___	JOUR	390	International Media	3
___	JOUR	411	Specialized Photography	3
___	JOUR	413	Mass Media Internship II	3
___	JOUR	414	Business Photography	3
___	JOUR	423	Advanced Radio Production	3
___	JOUR	442	Advanced Television Production	3
___	JOUR	465	Web Publishing II	3
___	PHT	320	Advanced Digital Imaging	3

# Program Objectives

## B.A. in Multimedia

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

1. Demonstrate preparation for the professional work place.
2. Use industry standard software and hardware to design, produce and publish industry quality work via a variety of media platforms.
3. Apply ethical and legal principles to digital media production and distribution.
4. Research, write and design media materials for a variety of audiences and messages.
5. Produce an industry acceptable portfolio that will lead to internships and employment.