# **BACHELOR OF ARTS IN MULTIMEDIA**

2024-2025 Degree Requirements

Name \_\_\_\_\_\_ ID# \_\_\_\_\_

	TOTAL CREDIT	TS FOR DEGREE: 122	
UNIN	VERSITY CORE	CURRICULUM: 42 credits	
Required Fundar			
COMM 101 Ora			
ENGL 101 Coll	ege Compositio		
Senior Capstone: <b>MULT 455 or MULT 470</b> 3 credits			(Multimedia Capstone OR
Choose Thematic	Core courses in	n the following:	Documentary Photo)
Explore the Worl			
Explore the Worl			
Investigate Scien	3 credits		
Investigate Math	3 credits		
Interpret Creative	e Works	3 credits	
Understand Peop	ole - Choice 1	3 credits	
Understand Peop	ole - Choice 2	3 credits	
Succeed in Busine	ess	3 credits	
Appreciate & App	oly the Arts	3 credits	
Discover Technol	ogy	3 credits	
COMM BA CORE: 29	cr.	PRODUCTION CONCENTRAT	<u>'ION:</u> 21 cr.
COMM 105 Media & Society	3	COMM 320 Information Graphics	3
COMM 110 Media Literacy	3	MULT 220 Writing for Multimedia & Web	3
COMM 115 Media Storytelling	3	MULT 280 Intro to Multimedia	3
COMM 120 Visual Storytelling	3	MULT 330 Multimedia Design	3
COMM 215 Video Storytelling	3	MULT 365 Web Publishing I	3
COMM 300 Career Prep Seminar	1	MULT 420 Web Publishing II	3
COMM 311 Practicum	1	PHOT 350 Digital Image Editing	3
COMM 412 Media Ethics & Responsibilities	s 3	MULT 455 Multimedia Capstone	Core
COMM 418 Comm Law & Regulation	3	.	
COMM 420 Diversity and Communication	n 3	VISUAL COMM CONCENTRA	TION: 21 cr.
PHOT 205 Digital Photography	3	MULT 220 Writing for Multimedia & Web	3
		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 Photo	
		MULT 470 Short Documentary	Core

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MAJOR ELECTIVES: 6 cr.		GENERAL ELECTIVES: 24 cr.
Choose 2 courses from the following:		3
BPMM 202 Intro to Broadcasting	3	3
BPMM 223 Radio Production	3	3
BPMM 303 Motion Graphics	3	3
JOUR 304 Broadcast News Reporting	3	3
BPMM 329 Professional Video Techniques	3	
COMM 290 Seminar in Media Studies	3	
COMM 313 Internship I	3	3
COMM 413 Internship II	3	
COMM 380 Cooperative Education	6	
COMM 390 International Media	3	
COMM 470 Tech Mediated Communication	3	
COMM 471 Global Communication	3	
COMM 472 Communication Tech & Culture	3	
CMPS 162 Intro to Programming	3	
JOUR 260 Newsgathering & Reporting	3	
JOUR 312 Advanced Reporting	3	
JOUR 315 Photojournalism II	3	
JOUR 410 Data & Investigative Journalism	3	
JOUR 414 Multiplatform Magazine I	3	
JOUR 415 Multiplatform Magazine II	3	
JOUR 465 Mass Media History	3	
MULT 295, 395, 495 Special Topics	3	
MULT 365 Web Publishing I	3	
MULT 420 Web Publishing II	3	
MULT 455 Multimedia Capstone	3	
MULT 470 Documentary Photography	3	
PHOT 110 Foundations of Art & Design I	3	
PHOT 207 History of Photography	3	
PHOT 316 Studio Lighting	3	
PHOT 365 Experimental Video	3	
PHOT 385 Commercial & Editorial Photo	3	
PHOT 414 Prof. Practices in Photography	3	

PRAD 206 Introduction to PR/AD SPTS 300 Sports Broadcasting SPTS 325 Sports Photo and Video

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### 2024-2025 Degree Requirements

#### **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.