

BACHELOR OF ARTS IN MULTIMEDIA (MA PRAD 4+1 Option)

2023-2024 Degree Requirements

Name _____ ID# _____

TOTAL CREDITS FOR DEGREE: 122

UNIVERSITY CORE CURRICULUM: 42 credits

Required Fundamental Courses:

COMM 101	Oral Comm. & Pres.	3 credits	_____
ENGL 101	College Composition	3 credits	_____
UNIV 101	City-University Life	3 credits	_____
Senior Capstone: MULT 455 or MULT 470		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	_____

COMM BA CORE: 29 cr.

COMM 105	Media & Society	3	_____
COMM 110	Media Literacy	3	_____
COMM 115	Media Storytelling	3	_____
COMM 120	Visual Storytelling	3	_____
COMM 215	Video Storytelling	3	_____
COMM 300	Career Prep Seminar	1	_____
COMM 311	Practicum	1	_____
COMM 412	Media Ethics & Responsibility	3	_____
COMM 418	Comm Law & Regulation	3	_____
COMM 420	Diversity and Communication	3	_____
PHOT 205	Digital Photography	3	_____

PRODUCTION CONCENTRATION: 21 cr.

COMM 320	Information Graphics	3	_____
MULT 220	Writing for Multimedia &	3	_____
MULT 280	Intro to Multimedia	3	_____
MULT 330	Multimedia Design	3	_____
MULT 365	Web Publishing I	3	_____
MULT 420	Web Publishing II	3	_____
PHOT 350	Digital Image Editing	3	_____
MULT 455	Multimedia Capstone		Core

VISUAL COMM CONCENTRATION: 21 cr.

MULT 220	Writing for Multimedia &	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	3	_____
MULT 470	Short Documentary		Core

MA PRAD COURSES: 12 cr.

_____		3	_____
_____		3	_____
_____		3	_____
_____		3	_____

BACHELOR OF ARTS IN MULTIMEDIA (MA PRAD 4+1 Option)

2023-2024 Degree Requirements

MAJOR ELECTIVES: 6 cr.

Choose 2 courses from the following:

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

GENERAL ELECTIVES: 12 cr.

_____	_____
_____	_____
_____	_____

BACHELOR OF ARTS IN MULTIMEDIA (MA PRAD 4+1 Option)

2023-2024 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.