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

## 2025-2026 Degree Requirements

Name		ID#		
TO	TAL CREDIT	S FOR DEGREE: 122		
UNIVER	SITY CORE	CURRICULUM: 42 credits		
Required Fundamer				
COMM 101 Oral Co	mm. & Pres	. 3 credits		
ENGL 101 College	Compositio	on 3 credits		
UNIV 101 City-Ur	niversity Life	3 credits		
Senior Capstone: M	Senior Capstone: MULT 455 or MULT 470 3 credits			
Choose Thematic Co	ore courses i	n the following:	Documentary Photography)	
Explore the World -	Choice 1	3 credits		
Explore the World -	Choice 2	3 credits		
Investigate Science	3 credits			
Investigate Mathem	3 credits			
Interpret Creative W				
Understand People				
Understand People				
Succeed in Business		3 credits		
Appreciate & Apply	the Arts	3 credits		
Discover Technology	/	3 credits		
COMM BA CORE: 29 cr.	Ī	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	3	MULT 455 Multimedia Capstone	Core	
COMM 418 Comm Law & Regulation	3			
COMM 420 Diversity and Communication	3	VISUAL COMM CONCENTRA	TION: 21 cr.	
PHOT 205 Digital Photography		MULT 220 Writing for Multimedia & Web	3	
		MULT 280 Intro to Multimedia	3	
		MULT 330 Multimedia Design	3	
	3	PHOT 316 Studio Lighting	3	
	3	PHOT 350 Digital Image Editing	3	
	3	PHOT 365 Experimental Video	3	
	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 303 Motion Graphics 3  BPMM 309 Professional Video Techniques 3  COMM 290 Seminar in Media Studies 3  COMM 313 Internship I 3  COMM 313 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 Introduction to Programming 3  JOUR 260 Newsgathering and Reporting 3  JOUR 304 Broadcast News Reporting 3  JOUR 315 Photojournalism II 3  JOUR 410 Data and Investigative Journalism 3  JOUR 415 Multiplatform Magazine I 3  JOUR 445 Mass Media History 3  MULT 295, 395, 495 Special Topics 3  MULT 295, 395, 495 Special Topics 3  MULT 470 Short Documentary 3  MULT 470 Short Documentary 3  PHOT 110 Foundations of Art & Design I 3  PHOT 207 History of Photography 9HOT 316 Studio Lighting 3  PHOT 365 Experimental Video 3  PHOT 385 Commercial & Editorial Photo 3  PHOT 385 Sports Photo and Video 3  SPTS 300 Sports Broadcasting 3  SPTS 325 Sports Photo and Video 3  SPTS 325 Sports Photo and Video 3  SPTS 325 Sports Photo and Video 3	<b>MAJOR ELECTIVES:</b> 6 cr.		<b>GENERAL ELECTIVES:</b> 1	L <b>2</b> c
BPMM 223 Radio Production 3 BPMM 303 Motion Graphics 3 BPMM 329 Professional Video Techniques 3 COMM 290 Seminar in Media Studies 3 COMM 313 Internship I 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 COMS 162 Introduction to Programming 3 JOUR 260 Newsgathering and Reporting 3 JOUR 304 Broadcast News Reporting 3 JOUR 312 Advanced Reporting 3 JOUR 315 Photojournalism II 3 JOUR 414 Multiplatform Magazine I 3 JOUR 415 Multiplatform Magazine I 3 JOUR 415 Multiplatform Magazine I 3 JOUR 455 Mass Media History 3 MULT 295, 395, 495 Special Topics 3 MULT 365 Web Publishing I 3 MULT 420 Web Publishing I 3 MULT 420 Web Publishing I 3 MULT 455 Multimedia Capstone 3 MULT 470 Short Documentary 3 PHOT 110 Foundations of Art & Design I 3 PHOT 207 History of Photography 3 PHOT 365 Experimental Video 3 PHOT 375 Proceed a 3 PHOT 385 Commercial & Editorial Photo 3 SPTS 300 Sports Broadcasting 3 SPTS 300 Sports Broadcasting 3	Choose 2 courses from the following:			3
BPMM 303 Motion Graphics 3 BPMM 329 Professional Video Techniques 3 COMM 290 Seminar in Media Studies 3 COMM 313 Internship I 3 COMM 313 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 COMS 162 Introduction to Programming 3 JOUR 260 Newsgathering and Reporting 3 JOUR 304 Broadcast News Reporting 3 JOUR 312 Advanced Reporting 3 JOUR 315 Photojournalism II 3 JOUR 410 Data and Investigative Journalism 3 JOUR 415 Multiplatform Magazine I 3 JOUR 465 Mass Media History 3 MULT 295, 395, 495 Special Topics 3 MULT 295, 395, 495 Special Topics 3 MULT 420 Web Publishing I 3 MULT 420 Web Publishing I 3 MULT 470 Short Documentary 3 PHOT 110 Foundations of Art & Design I 3 PHOT 207 History of Photography 3 PHOT 365 Experimental Video 3 PHOT 365 Experimental Video 3 PHOT 385 Commercial & Editorial Photo 3 PRAD 206 Introduction to PR/AD 3 SPTS 300 Sports Broadcasting 3	BPMM 202 Intro to Broadcasting	3		3
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	PRAD 206 Introduction to PR/AD	3		
SPTS 325 Sports Photo and Video 3	SPTS 300 Sports Broadcasting	3		
	SPTS 325 Sports Photo and Video	3		

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

### 2025-2026 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.