

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

2025-2026 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 _____

(Multimedia Capstone OR
Documentary Photography)

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 & Responsibilities 3 _____

COMM 418 Comm Law & Regulation 3 _____

COMM 420 Diversity and Communication 3 _____

PHOT 205 Digital Photography 3 _____

MA PRAD COURSES: 12 cr.

_____ 3 _____

_____ 3 _____

_____ 3 _____

_____ 3 _____

PRODUCTION CONCENTRATION: 21 cr.

COMM 320 Information Graphics 3 _____

MULT 220 Writing for Multimedia & Web 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 & 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 3 _____

MULT 470 Short Documentary Core

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MAJOR ELECTIVES: 6 cr.

Choose 2 courses from the following:

BPMM 202 Intro to Broadcasting	3
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
CMPS 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 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 Short Documentary	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	3
SPTS 300 Sports Broadcasting	3
SPTS 325 Sports Photo and Video	3

GENERAL ELECTIVES: 12 cr.

3	_____
3	_____
3	_____
3	_____

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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.