

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

2024-2025 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 304 Broadcast News Reporting	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 Technology Mediated Communication	3
COMM 417 Global Communication	3
COMM 472 Communication Technology	3
CMPS 162 Introduction to Programming	3
JOUR 260 Newsgathering and 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 Business of Photography	3
PRAD 206 Intro to Ad & PR	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.