

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

2022-2023 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 } _____
COMM 115 Media Storytelling } _____
COMM 120 Visual Storytelling } _____
COMM 215 Video Storytelling } _____
COMM 300 Career Prep Seminar L _____
COMM 311 Practicum L _____
COMM 412 Media Ethics & Responsibility } _____
COMM 418 Comm Law & Regulation } _____
COMM 420 Diversity and Communication } _____
PHOT 205 Digital Photography } _____

MA PRAD COURSES: 12 cr.

_____ 3 _____
_____ 3 _____
_____ 3 _____
_____ 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

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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.

_____	_____
_____	_____
_____	_____

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PROGRAM OBJECTIVES

Upon successful completion of this program, a student will be able to:

1. Demonstrate professional-level journalism reporting, writing, photojournalism editing skills, and news judgement.
2. Demonstrate an understanding of principles of aesthetics and composition.
3. Apply ethical and legal principles to media production and distribution.
4. Apply basic and advanced interview techniques, appropriate for professional journalistic work.
5. Demonstrate an ability to research and develop sources for reporting.
6. Produce professional-level short and/or long-form reporting and/or documentary packages for multiple media platforms.