

BACHELOR OF ARTS IN MULTIMEDIA

2021-2022 Degree Requirements

Name: _____

ID Number: _____

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: JOUR 455	JOUR 455	3 credits	(Multimedia Capstone)

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	GRID 103	3 credits	(Graphic Design I)

COMM CORE: 29 cr.

BPMM 215 Video Storytelling (3)
COMM 105 Media & Society (3)
COMM 110 Media Literacy (3)
COMM 115 Media Storytelling(3)
COMM 120 Visual Storytelling (3)
COMM 300 Career Prep Sem (1)
COMM 311 Practicum (1)
COMM 412 Media Ethics (3)
COMM 418 Comm Law and Regulation (3)
COMM 420 Diversity and Communication (3)
PHOT 205 Intro to Digital Photography (3)

MAJOR REQUIREMENTS: 12 cr.

GRID 307 Graphic Design II (3)
MULT 220 Writing for Multim/Web (3)
MULT 280 Intro to Multimedia (3)
MULT 365 Web Publishing I (3)

General Electives: 21 cr.

Major Electives: 18 cr.

Choose 6 courses from the following:

BPMM 223 Radio Production (3)
BPMM 303 Motion Graphics (3)
BPMM 329 Prof Video Tech (3)
COMM 313 Internship I (3)
COMM 320 Info Graphics (3)
COMM 390 International Media (3)
COMM 413 Internship II (3)
GRID 305 Typography (3)
GRID 336 Branding&Corp Iden (3)
GRID 355 Mag & Mktg Des (3)
GRID 405 Packaging&Retail Des (3)
JOUR 260 Newsgathering&Rep (3)
JOUR 312 Adv Rep (3)
JOUR 150 Journalistic Writing& Editing (3)
JOUR 465 Mass Media History (3)
MULT 295,395,495 Special Topics
MULT 420 Web Publishing (3)
PRAD 301 Adv Copy & Layout (3)
PRAD 306 Social Media Pract (3)
PRAD 348 Sports Media and Mktg

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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.