

BACHELOR OF ARTS IN MULTIMEDIA

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 Photo)

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 _____

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 Photo 3 _____

MULT 470 Short Documentary Core

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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.