

### **Mission and Goals:**

The goal of the Multimedia and Graphic Design Program is to provide students with a broad interdisciplinary understanding of the graphic design and multimedia field. Successful graduates will be able to create well-designed and effective media to communicate, educate, and inspire.

Competent students will demonstrate:

The appropriate application of design principles

Proficiency in technical skills required for successful project completion

Ethical use of digital media in the creative process

The ability to create effective multimedia and graphic content for a variety of purposes

**Requirements for the Degrees in Multimedia and Graphic Design follow the course descriptions.**

### **Course Descriptions: (MMA)**

- 2310** *Introduction to Multimedia Applications* (3-0) Students will become familiar with multimedia concepts, terminology, and software. Students will apply appropriate design principles and develop technical skills as they create video, audio, text, and digital images. All students will create and publish a digital portfolio. (Fall, Spring)
- 2340** *Introduction to Digital Animation* (3-0) Prerequisite: MMA 2310. Students will develop animation skills as they use Flash to create multimedia and interactive web content. Students will use libraries, pre-existing and created symbols, and vector and raster based drawing tools to produce and manage project assets. (Spring)
- 3310** *Digital Video Capture and Editing* (3-0) An introduction to the techniques of capturing digital video through the use of video cameras and media converters for use in non-linear editing on a computer for a variety of video projects including interviews, advertisements, music videos, live performances, and documentaries. Students will learn how to compress video for use in various formats including Power Point presentations and video incorporated into web sites. Cross listed as THRE 3310. (Spring)
- 3320** *HTML and Web Design* (3-0) Prerequisite: MMA 2310, ART 1310 strongly recommended. A required course for the minor in MMA and the BBA concentration in MMA. Students will use HTML, CSS, and graphic editing software to create increasingly complex web pages. Students will produce a well designed, functional web site for and external client as the final project. (Fall)
- 4388** *Internship in Multimedia Applications* (0-9) Prerequisites: senior standing, MMA 3320, ART 1310, either ART 3330 or MMA 2340, and one other course required for the MMA minor/ concentration in MMA. Student will work with a faculty member to design and develop multimedia projects for the university, the community, or local businesses. (Fall, Spring)
- 3X96** *Honors Tutorial* (variable credit) Prerequisites: Permission of Instructor. Designed for the honors student in multimedia. The student will engage in research related to proposed work on the Honors Thesis. This course may be repeated for credit.
- 4X97** *Senior Honors Project* (variable credit) Prerequisites: Permission of Instructor. Designed for the senior honors student in multimedia. The student will design, execute, and present (both orally and in writing) a research project which explores an issue or concept in multimedia. The project must be approved, in proposal form and upon completion, by the Honors Committee.