COLLEGE OF
MEDIA ARTS & TECHNOLOGY

Bachelor's Degree Program

MULTIMEDIA DESIGN & DEVELOPMENT

Specialization: **Web Design and Development**

ABOUT THIS DEGREE PROGRAM

The way we consume information and entertainment is constantly changing. Electronic media interact with traditional media like television and print, to provide richer and more customized user experiences. Streaming videos, apps, games and social networks deliver content in unique ways based on how, when and where we interact with them. A bachelor's degree in Multimedia Design and Development from DeVry University can help you understand both the technical and the creative aspects of content creation and delivery in the digital age.

Our Multimedia Design and Development degree program allows you to select a specialization that will focus your education on your specific goals.

Specializations offered within the Multimedia Design and Development degree program:

- Graphic and Multimedia Design
- Graphics and Multimedia Management
- Web Design and Development
- Web Game Programming

Tech Path
This degree program offers the option for a tech-centric plan of study. The modern workplace is interconnected and technology-dependent. That's why we put tech at the core of many degree programs and courses. Students in the Tech Path learn to leverage technology, connecting people, processes, data and devices to solve real-world business problems.

GENERAL EDUCATION COURSEWORK

At DeVry University, we believe iAt DeVry University, we believe in the value of a comprehensive education. This means broadening your knowledge and skill sets beyond the area of your degree program, to prepare you to succeed in today's diverse and evolving workplace.

From day one, you can learn important analytical and communication skills, such as problem solving, reasoning and analysis, academic and professional writing, and mathematics and statistics skills. These skills can better equip you to work across cultures and understand a wide range of concepts that influence your area of study.

General Education Coursework:

- Communication Skills
- Humanities
- Mathematics
- Natural Sciences
- Social Sciences

Please refer to DeVry's academic catalog for a detailed list of General Education courses.

The following General Education courses are part of the DeVry Tech Path.

ENGL112	Composition
ENGL135	Advanced Composition
ENGL216	Technical Writing
SPCH275	Public Speaking
HUMN303	Introduction to Humanities
LAS432	Technology, Society and Culture
ETHC445	Principles of Ethics
ECON312	Principles of Economics
SOCS185	Culture and Society
SOC325	Environmental Sociology
SCI228	Nutrition, Health and Wellness with Lab
MATH114	Algebra for College Students
MATH221	Statistics for Decision Making
CARD405	Career Development
COLL148	Critical Thinking

CORE-DEGREE COURSEWORK

ALL of these courses

BUSN115	Introduction to Business and Technology
COMP100	Computer Applications for Business with Lab
WGD201	Visual Design Fundamentals
WGD205	Advanced Design and Rapid Visualization
WGD210	Digital Imaging Fundamentals
WGD229	Information Design
WGD232	Web Design
WGD235	Web Animation
WGD242	Advanced Web Design
WGD251	Responsive Web Design
WGD260	Media Portfolio

Programs, course requirements and availability vary by location. Some courses may be available online only. All students enrolled in site-based programs will be required to take some coursework online and, for some programs and locations, a substantial portion of the program may be required to be completed online. DeVry's academic catalog, available via devry.edu/catalogs, contains the most current and detailed program information, including admission, progression and graduation requirements. Information contained herein is effective as of date of publishing.

Courses in blue are part of the DeVry Tech Path

DeVry University

Bachelor's Degree Program | Multimedia Design & Development

SPECIALIZATION: **WEB DESIGN AND DEVELOPMENT**

COLLEGE OF
BUSINESS & MANAGEMENT

ABOUT THIS SPECIALIZATION

DeVry University's bachelor's degree in Multimedia Design and Development can provide you with a solid foundation in design functionality and digital creation. Our specialization in Web Design and Development can further prepare you to reach your individual goals.

Websites offer a variety of experiences, from the functional (such as information gathering and purchasing) to the purely entertaining. But regardless of their purpose, web users want many of the same features: ease of navigation, intuitive action and an attractive interface. Web designers and developers take into account both the visual experience of the website and the back-end coding and databases that drive it.

With a specialization in Web Design and Development from DeVry University, you can learn to design responsive and data-driven websites, the user interface, web animation and infographics. In addition, writing code to incorporate data media and interactivity to websites and web applications is also taught. Also within this program, you can learn the latest programming languages, including HTML5, CSS3, PHP and JavaScript; understand how content affects design; and integrate multimedia aspects, including video, sound, animation and text into a seamless web experience.

Graduates of DeVry University's Multimedia Design and Development degree program with a specialization in Web Design and Development may consider careers including, but not limited to, the following:

- Multimedia Developer
- Web Developer
- Web/Graphic Designer
- Website Editor
- Website Producer

For comprehensive consumer information, visit devry.edu/studentconsumerinfo. Important information about the education debt, earnings and completion rates of students who attended this program can be found at devry.edu/bmdd-ge. For additional program information, visit devry.edu/bmdd.

In New York, DeVry University operates as DeVry College of New York.

DeVry University is accredited by The Higher Learning Commission (HLC), www.hlcommission.org. DeVry is certified to operate by the State Council of Higher Education for Virginia. Arlington Campus – 2450 Crystal Dr., Arlington, VA 22202. DeVry University is authorized for operation by the THEC. www.tn.gov/thec Nashville Campus - 3343 Perimeter Hill Dr., Nashville, TN 37211. To report unresolved complaints to the Illinois Board of Higher Education, visit their webpage at http://complaints.ibhe.org/ or by mail to the Illinois Board of Higher Education, 1 N. Old State Capitol Plaza, Suite 333, Springfield, IL 62701-1377. Program availability varies by location. ©2016 DeVry Educational Development Corp. All rights reserved. Version 12/08/16

KNOWLEDGE AND SKILLS

WEB TECHNOLOGY — Understand current web technologies and web development practices.

CONTENT CREATION AND MANAGEMENT — Write, design or edit web page content, or direct others producing content.

CODE REVIEW — Learn to evaluate code to ensure that it is accessible, valid and properly structured; meets industry standards; and is compatible with browsers, devices or operating systems.

DATABASE METHODOLOGY — Study concepts and methods fundamental to database development and use, including data analysis, modeling and structured query language (SQL). Explore the basic functions and features of a database management system (DBMS).

WEB DEVELOPMENT — Build and maintain websites.

SOFTWARE AND PROGRAMMING PROFICIENCY — Understand and be able to use web programming languages, such as HTML5 and CSS3 as well as industry-specific software, such as Adobe Creative Cloud®.

MULTIMEDIA INTEGRATION — Use multimedia authoring tools and techniques to create interactive websites and dynamic web applications by integrating assets such as movie clips, sound effects, images and animation.

WEBSITE DEVELOPMENT — Learn to use cascading style sheets (CSS), databases, and code to improve the operation of front- and back-end website development.

PROGRAM-SPECIFIC COURSEWORK

ALL of these courses

CIS336	Introduction to Database with Lab
MDD310	Multimedia Standards
MDD340	Business of Graphics
MDD410	Emerging Multimedia Technologies
MDD460	Senior Project I
MDD461	Senior Project II
WBG310	Interactive Web Page Scripting with Lab
WBG340	Programming Multimedia for the Web with Lab
WBG410	Dynamic Website Development and Database Integration with Lab
WDD420	Web Accessibility with Lab

DID YOU KNOW?

DeVry's curriculum is designed with concepts from the Adobe Certification Exam. Earn your bachelor's degree and prepare to sit for the Adobe Certified Associate Exam in Photoshop, Illustrator, Flash Professional, InDesign or Dreamweaver. Certification signifies an industry standard of achievement.

Courses in blue are part of the DeVry Tech Path

DeVry University

Visit DeVry.edu or call 888.DEVRY.04