**ABOUT THIS DEGREE PROGRAM**

The way we consume information and entertainment is constantly changing. Mobile and Internet media interact with traditional media like television and print to provide richer and more customized user experiences. Streaming video, 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 career 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

**GENERAL EDUCATION COURSEWORK**

At 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
- Personal and Professional Development
- Social Sciences

**CORE-DEGREE COURSEWORK**

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<td>Introduction to Business and Technology</td>
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<td>COMP-100</td>
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<td>WGD-201</td>
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<td>WGD-260</td>
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Note: DeVry's academic catalog, available via [www.devry.edu/uscatalog](http://www.devry.edu/uscatalog), contains the most current and detailed program information, including graduation requirements.
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 career goals.

Web sites 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 architect, design and build sites that exceed your users’ functionality and aesthetic expectations for fun and function. You can learn the latest programming languages, including HTMLs; 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:

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

According to the Bureau of Labor Statistics, employment of graphic designers is expected to grow by 13 percent from 2008 to 2018. According to their Occupational Outlook Handbook, “graphic designers with Web site design and animation experience will especially be needed as demand increases for design projects for interactive media — Web sites, mobile phones and other technology.” In addition, web development careers are expected to grow at a similar pace.\(^1\)

Career-focused coursework

### Knowledge and Skills

**Web Technology**\(^4\) — Understand current web technologies and web development practices.

**Content Creation and Management**\(^4\) — Write, design or edit web page content, or direct others producing content.

**Code Review**\(^4\) — Learn to evaluate code to ensure that it is valid and properly structured; meets industry standards; and is compatible with browsers, devices or operating systems.

**Database Methodology**\(^2\) — 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**\(^2\) — Build and maintain websites.

**Software and Programming Proficiency**\(^2\) — Understand and be able to use web programming languages, such as HTML and XML, as well as industry-specific software, such as Dreamweaver®.

**Multimedia Integration**\(^3\) — Use multimedia authoring tools and techniques to create web-based games and dynamic web pages by integrating assets such as movie clips, sound effects, images and animation.

**Website Development**\(^3\) — Learn to use cascading style sheets (CSS), databases, server-side scripting and front- and back-end website development.

**Coursework**

- MDD-310 Multimedia Standards
- MDD-340 Business of Graphics
- MDD-410 Emerging Multimedia Technologies
- CIS-336 Introduction to Database with Lab
- WBG-310 Interactive Web Page Scripting with Lab
- WBG-340 Programming Multimedia for the Web with Lab
- WBG-410 Dynamic Website Development and Database Integration with Lab
- WDD-420 Web Accessibility with Lab
- MDD-460 Senior Project I
- MDD-461 Senior Project II

Specialization: Web Design and Development