

Bachelor's Degree Program

MULTIMEDIA DESIGN & DEVELOPMENT

Specialization: **Graphic and Multimedia Design**

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
- Web Design and Development

Through our TechPath approach, we've put technology at the core of our programs in business, tech and health – including this program. Every TechPath class you take revolves around a unique learning rubric developed at DeVry. We call it People-Process-Data-Devices or P2D2. You'll gain real skills in collaboration, be able to adapt to new structures, and be comfortable working with data and a wide spectrum of tech-forward tools. P2D2 is a key component of what makes TechPath a smart, new way of getting the knowledge you need to be ready to hit the ground running in the way successful companies work today.

GENERAL EDUCATION COURSEWORK

Communication Skills

ENGL112¹	Composition
ENGL135	Advanced Composition
ENGL216	Technical Writing
SPCH275	Public Speaking

Humanities

HUMN303	Introduction to the Humanities
ETHC445	Principles of Ethics
LAS432	Technology, Society, and Culture

Social Sciences

ECON312²	Principles of Economics
SOCS185	Culture and Society
SOCS325	Environmental Sociology

Mathematics and Natural Sciences

MATH114	Algebra for College Students
MATH221	Statistics for Decision-Making
SCI228³	Nutrition, Health and Wellness with Lab

Personal and Professional Development

CARD405	Career Development
COLL148	Critical Thinking and Problem-Solving

¹ Students enrolled at a New Jersey location take ENGL108 in lieu of this course.

² Students enrolled at a Nevada location must take POLI332 in lieu of this requirement

³ Students enrolled at a New Jersey location may take SCI200 to fulfill this requirement.

CORE-DEGREE COURSEWORK

Business and Computing

BUSN115	Introduction to Business and Technology
COMP100	Computer Applications for Business with Lab

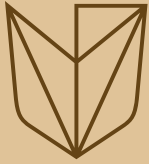
Multimedia Core

MDD310	Multimedia Standards
MDD340	Business of Graphics
MDD410	Emerging Multimedia Technologies
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

Senior Project

MDD460	Senior Project I
MDD461	Senior Project II

Courses in blue are part of the DeVry Tech Path



SPECIALIZATION: GRAPHIC AND MULTIMEDIA DESIGN

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 Graphic and Multimedia Design can further prepare you to reach your individual goals.

Graphic and multimedia designers create the look for websites, mobile applications and online advertising. They design illustrations and animations for the digital space. They deliver functional, educational and entertaining online experiences that users return to again and again. Their combination of artistic and coding skills is used in marketing departments, advertising agencies and animation studios.

With a specialization in Graphic and Multimedia Design from DeVry University, you can develop your passion for illustration, animation or multimedia design into a career as a key part of a design and development team. You can master the visual design software that is used across the industry, understand the nuances of designing for different media types and learn to translate user needs into functionality. In addition, you can sharpen your creative skills in the digital environment, including such skills as 3-D modeling, web video creation and responsive web design.

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

- Multimedia Artist/Animator
- Multimedia Designer
- Multimedia Producer
- Multimedia Specialist
- Web Animator
- Web/Graphic Designer

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. ©2017 DeVry Educational Development Corp. All rights reserved. Version 08/14/17

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

Graphic and Multimedia Design

- GMD311** Web Video Fundamentals with Lab
- GMD341** Advanced Imaging with Lab
- GMD371** Advanced Illustration with Lab
- GMD411** 3D Model Design and Construction with Lab
- GMD451** Animation 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.

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