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
• 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

ENGL112 Composition
ENGL185 Advanced Composition
ENGL216 Technical Writing
SPCH275 Public Speaking

Humanities

HUMN403 Introduction to the Humanities
ETHC445 Principles of Ethics
LAS432 Technology, Society, and Culture

Social Sciences

ECON312 Principles of Economics
SOCIS185 Culture and Society
SOCIS285 Environmental Sociology

Mathematics and Natural Sciences

MATH114 Algebra for College Students
MATH221 Statistics for Decision-Making
SCI128 Nutrition, Health and Wellness with Lab

Personal and Professional Development

CARD408 Career Development
COLL148 Critical Thinking and Problem-Solving

CORE-DEGREE COURSEWORK

Business and Computing

BUSN115 Introduction to Business and Technology  
COMPI00 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
WGD238 Web Animation
WGD242 Advanced Web Design
WGD251 Responsive Web Design
WGD260 Media Portfolio

Senior Project

MDD460 Senior Project I
MDD461 Senior Project II

Note: Students enrolled at a New Jersey location must take an additional six semester-credit hours of general education coursework from among the following course areas: communication skills, humanities, social sciences, mathematics and natural sciences. Courses selected in humanities or social sciences should be upper-division coursework (DeVry courses are numbered in the range 200-499).

Courses in blue are part of the DeVry Tech Path
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. 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

DeVry University’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.