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
ENGL135 Advanced Composition
ENGL216 Technical Writing
SCH275 Public Speaking

Humanities
HUMN303 Introduction to the Humanities
ETHC445 Principles of Ethics
LASS43 Technology, Society, and Culture

Social Sciences
ECON312 Principles of Economics
SOCI185 Culture and Society
SOCI325 Environmental Sociology

Mathematics and Natural Sciences
MATH114 Algebra for College Students
MTH221 Statistics for Decision-Making
SCI228 Nutrition, Health and Wellness with Lab

Personal and Professional Development
CARD405 Career Development
COLL148 Critical Thinking and Problem-Solving

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Courses in blue are part of the DeVry Tech Path

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.
Bachelor’s Degree Program | Multimedia Design & Development

SPECIALIZATION: WEB DESIGN AND DEVELOPMENT

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.


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.

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

KNOWLEDGE AND SKILLS

PROGRAM-SPECIFIC COURSEWORK

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>CIS336</td>
<td>Introduction to Database with Lab</td>
<td></td>
</tr>
<tr>
<td>WBD310</td>
<td>Interactive Web Page Scripting with Lab</td>
<td></td>
</tr>
<tr>
<td>WBG340</td>
<td>Programming Multimedia for the Web with Lab</td>
<td></td>
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<tr>
<td>WBG410</td>
<td>Dynamic Website Development and Database Integration with Lab</td>
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<tr>
<td>WDD420</td>
<td>Web Accessibility with Lab</td>
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For additional program information, visit devry.edu/bmdd.