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
ENGL155 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
ECON312 Principles of Economics
SOCS185 Culture and Society
SOCS285 Environmental Sociology

Mathematics and Natural Sciences
MATH114 Algebra for College Students
MATH221 Statistics for Decision-Making
SCI128 Nutrition, Health and Wellness with Lab
SCI228 in lieu of this course.

Personal and Professional Development
CARD408 Career Development
COLL148 Critical Thinking and Problem-Solving

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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 may 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 300-499).

Courses in blue are part of the DeVry Tech Path

Quick Facts

124 CREDIT HOURS
minimum credit hours required for graduation

15% GROWTH NATIONALLY FROM 2016-2026
FOR EMPLOYMENT OF WEB DEVELOPERS1

2 + 8 YEARS MONTHS
minimum length to potential

https://www.bls.gov/ooh/computer-and-information-technology/web-developers.htm. Data reflects a national projected percentage change in employment for web developers from 2016-2026 and may not reflect local economic conditions. Not including interns. Hours per year, full-time enrollment. Additional program information may be found at https://www.devry.edu/degree-programs.html
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

Courses in blue are part of the DeVry Tech Path

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.

Bachelor's Degree Program | Multimedia Design & Development
SPECIALIZATION: WEB DESIGN AND DEVELOPMENT

For comprehensive consumer information, visit devry.edu/studentconsumerinfo.

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), http://www.hlc.org. Keller Graduate School of Management is included in this accreditation. DeVry is certified to operate by the State Council of Higher Education for Virginia. Arlington Campus 2400 Crystal Dr., Arlington, VA 22202. DeVry University is authorized for operation as a postsecondary educational institution by the Tennessee Higher Education Commission. www.tn.gov/thec/Nashville Campus: 3343 Perimeter Hill Dr., Nashville, TN 37211. Program availability varies by location. In site-based programs, students will be required to take a substantial amount of coursework online to complete their program.

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