

Bachelor's Degree Program

# MULTIMEDIA DESIGN & DEVELOPMENT

Specialization: **Web Design and Development**

## QUICK FACTS

**124**  
CREDIT HOURS  
minimum credit hours  
required for graduation

**15%**  
GROWTH NATIONALLY FROM 2016-2026  
FOR EMPLOYMENT OF WEB DEVELOPERS<sup>1</sup>

**2 + 8**  
YEARS MONTHS  
minimum length  
to graduation<sup>2</sup>

<sup>1</sup><https://www.bls.gov/roh/computer-and-information-technology/web-developers.htm>. Data reflects a national projected percentage change in employment from 2016-2026 and may not reflect local economic conditions. <sup>2</sup>Not including breaks. Assumes year-round, full-time enrollment. Additional program information may be found at <https://www.devry.edu/degree-programs.html>

## 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

|                            |                      |
|----------------------------|----------------------|
| <b>ENGL112<sup>1</sup></b> | Composition          |
| <b>ENGL135</b>             | Advanced Composition |
| <b>ENGL216</b>             | Technical Writing    |
| <b>SPCH275</b>             | Public Speaking      |

### Humanities<sup>3</sup>

|                |                                  |
|----------------|----------------------------------|
| <b>HUMN303</b> | Introduction to the Humanities   |
| <b>ETHC445</b> | Principles of Ethics             |
| <b>LAS432</b>  | Technology, Society, and Culture |

### Social Sciences

|                |                         |
|----------------|-------------------------|
| <b>ECON312</b> | Principles of Economics |
| <b>SOCS185</b> | Culture and Society     |
| <b>SOCS325</b> | Environmental Sociology |

### Mathematics and Natural Sciences

|                           |   |
|---------------------------|---|
| <b>MATH114</b>            | Algebra for College Students            |
| <b>MATH221</b>            | Statistics for Decision-Making          |
| <b>SCI228<sup>2</sup></b> | Nutrition, Health and Wellness with Lab |

### Personal and Professional Development

|                |                                       |
|----------------|---------------------------------------|
| <b>CARD405</b> | Career Development                    |
| <b>COLL148</b> | Critical Thinking and Problem-Solving |

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

<sup>2</sup> Students enrolled at a New Jersey location may take SCI200 to fulfill this requirement.

<sup>3</sup> Students enrolled at a Pennsylvania location must take HUMN451 as part of this requirement.

## CORE-DEGREE COURSEWORK

### Business and Computing

|                |   |
|----------------|---|
| <b>BUSN115</b> | Introduction to Business and Technology     |
| <b>COMPI00</b> | Computer Applications for Business with Lab |

### Multimedia Core

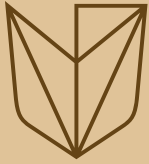
|               |   |
|---------------|---|
| <b>MDD310</b> | Multimedia Standards                    |
| <b>MDD340</b> | Business of Graphics                    |
| <b>MDD410</b> | Emerging Multimedia Technologies        |
| <b>WGD201</b> | Visual Design Fundamentals              |
| <b>WGD205</b> | Advanced Design and Rapid Visualization |
| <b>WGD210</b> | Digital Imaging Fundamentals            |
| <b>WGD229</b> | Information Design                      |
| <b>WGD232</b> | Web Design                              |
| <b>WGD235</b> | Web Animation                           |
| <b>WGD242</b> | Advanced Web Design                     |
| <b>WGD251</b> | Responsive Web Design                   |
| <b>WGD260</b> | Media Portfolio                         |

### Senior Project

|               |                   |
|---------------|-------------------|
| <b>MDD460</b> | Senior Project I  |
| <b>MDD461</b> | 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 300-499).

Courses in blue are part of the DeVry Tech Path



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

For comprehensive consumer information, visit [devry.edu/studentconsumerinfo](http://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](http://devry.edu/bmdd-ge). For additional program information, visit [devry.edu/bmdd](http://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.hlcommission.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: 2450 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/thecc](http://www.tn.gov/thecc) 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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## 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

### Web Design and Development

- CIS336** Introduction to Database with Lab
- WBD310** Interactive Web Page Scripting with Lab
- WBG340** Programming Multimedia for the Web with Lab
- WBG410** Dynamic Website Development and Database Integration with Lab
- WDD420** Web Accessibility 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.

Courses in blue are part of the DeVry Tech Path