



# Bachelor's Degree Program MULTIMEDIA DESIGN & DEVELOPMENT

COLLEGE OF  
MEDIA ARTS & TECHNOLOGY

## 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.

## QUICK FACTS

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

**8%**  
GROWTH NATIONALLY FROM 2016-2026  
FOR EMPLOYMENT OF MULTIMEDIA ARTISTS AND ANIMATORS<sup>1</sup>

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

<sup>1</sup><https://www.bls.gov/bah/arts-and-design/multimedia-artists-and-animators.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

A specialization must be chosen before the completion of 60 credit hours. Available specializations are:

- Graphic and Multimedia Design
- Web Design and Development

## 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<sup>®</sup>.

**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.

## GENERAL EDUCATION COURSEWORK

### Communication Skills

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

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

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

### Social Sciences

ECON312	Principles of Economics
SOCS185	Culture and Society
SOCS325	Environmental Sociology

### Mathematics and Natural Sciences

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

### Personal and Professional Development

CARD405	Career Development
COLL148	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

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

**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).

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. ©2018 DeVry Educational Development Corp. All rights reserved. Version 08/07/18

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