Bachelor’s Degree Program
MULTIMEDIA DESIGN & 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

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®.

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.

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/bmod-ge. 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: 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/thec

Visit DeVry.edu or call 888.DEVRY.04

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.

GENERAL EDUCATION COURSEWORK

Communication Skills
ENGL112 Composition  
ENGL135 Advanced Composition  
ENGL216 Technical Writing  
SPCH127 Public Speaking

Humanitiesa
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
MATH104 Algebra for College Students  
MATH221 Statistics for Decision-Making  
SCI228 Nutrition, Health and Wellness with Lab

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

1 Students enrolled at a New Jersey location take ENGL108 in lieu of this course.
2 Students enrolled at a New Jersey location may take SCI120 to fulfill this requirement.
3 Students enrolled at a Pennsylvania location must take HUMN451 as part of this requirement.

CORE-DEGREE COURSEWORK

BUSNI15 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

WDG201 Visual Design Fundamentals  
WDG205 Advanced Design and Rapid Visualization  
WDG210 Digital Imaging Fundamentals  
WDG229 Information Design  
WDG232 Web Design  
WDG235 Web Animation

WDG242 Advanced Web Design  
WDG251 Responsive Web Design  
WDG260 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).