

Multimedia

Learning Outcomes

Graduates of the Multimedia program work in journalism, public relations, corporate and institutional communications and marketing. They are print and broadcast journalists, digital media video producers, web developers, public relations professionals, creative directors, nonprofit staffers, sports information directors and book editors

Program Purpose

The multimedia major enables students to become critical thinkers and creative producers of multiple modes of media, including communication, film/video, graphic design, journalism, and sports communication. Students are encouraged to create media as self-expression to engage with the world around them, to foster intercultural and interdisciplinary dialogue; and to reflect on social issues.

Student Learning Outcomes

Communicate clearly and concisely, visually, verbally and in writing, using techniques appropriate for the intended audience.

Demonstrate knowledge of discipline-specific skills and vocabulary.

Interpret the ethical, legal, and social impacts of various modes of media delivery and consumption in a wider societal and global context.

Participate as a team member to make collaborative decisions toward shared objectives with civility and interpersonal skills.

Construct a body of work that demonstrates visual intelligence, conceptual understanding, collaboration and technical facility at a professional entry level in media design and production.