

# MEDIA DESIGN (MDIA) MAJOR\*

Good design is at the heart of effective communication, especially in today's distraction-laden world. As a Media Design major, you'll learn to express your creativity through graphic design, text, photography, video, digital illustration and animation — and how to integrate these elements into impressive multimedia communication that captures attention and engages users. This exciting field is ideal for inventive, tech-savvy women who love to communicate through digital and traditional media.

## Customize your studies

This flexible interdisciplinary major allows you to blend courses in media design, art, art history, creative arts and communication, and there's room to customize further based upon your career interests. For example, you might use your 12 credits of electives for a minor in business to work in e-marketing or content development, or in history or art history if you want to work with museums, or in political science if you want to get involved in political campaigns or math if you plan to focus on infographics.

## Beautiful and useful

You'll master the fundamentals of design and learn how to make beautiful, technically sophisticated digital media using creative tools from the Adobe Creative Cloud and other applications. You will expand your media design skills and cultural literacy through courses in digital and traditional arts, communication, art history, exhibition design and planning community events. Courses in self-employment, grant writing, internship and portfolio assessments advance your professional presentation skills.

As a media design major you will develop an expansive portfolio and the communication skills to present your wide range of media expertise. Because this major is rooted in interdisciplinary creative strategies you will develop confidence and fluency in the expression of your style and viewpoint across media. Your knowledge of design and communication theory will help you work in team settings to understand your audience and create useful media to meet the needs of diverse clients.

## How you can use your degree

This versatile major prepares you for a variety of career paths. Depending on your area of interest, you might develop websites, create web content, design media in commercial spaces, theaters, museums or galleries, work on a video production team, plan or document special events through multi-media design or photography or run a social media campaign. Some of our graduates work for advertising agencies or marketing and communication departments of major companies and not for profit organizations, while others freelance in illustration or graphic design for a variety of clients.

**\*This program is suspended and is not currently accepting new students.**

## Requirements

Code	Title	Credits
<b>Core Requirements</b>		
A-121	Analytic Drawing	3
A-140G or A-140S	Glass Forming Special Projects	1
A-146	Self Employment in the Arts	1

A-147	Grant Writing for Artists & Educators	1
A-189S or FA-112	Form and Space Intro to the Arts: Digital Art	4
A-364	Digital Photography	3
A-384	Art Gallery Mgt & Social Media	1
AHS-251	Pages Through Time: Art of the Book	4
AHS-409	Modern & Contemporary Art	3
MDIA-130	Aesthetic Engagement Ext Assessmnt Lev 1	0
MDIA-134	2-D Design	3
MDIA-193C	MDIA in the Professions	2
MDIA-230	Aesthetic Engagement Ext Assessmnt Lev 2	0
MDIA-234	3-D Design	3
MDIA-262	Graphic Designs & Illustration	3
MDIA-330	Aesthetic Engagement Ext Assessmnt Lev 3	0
MDIA-359	Digital Art for MDIA Majors	3
MDIA-381	Content Development Media Design	3
MDIA-395	Ext Assessmnt Aesthetic Engagement Lev 4	0
MDIA-399	Formal Introduction to Advanced Work	0
MDIA-400	Ext Assessmnt Aesthetic Engagement Lev 5	0
MDIA-401	New Media	3
MDIA-450	Ext Assessmnt Aesthetic Engagement Lev 6	0
MDIA-482	Ext Assmnt of Effective Citizenship Lvl 4	0
MDIA-491	Media Design Senior Art Semina	1
<b>Elective Requirements</b>		
COMM Electives	Take 9 credits from COMM options, excluding: COMM-230, COMM-380, COMM-490	9
MDIA Elective	Choice of Media Electives	5
A Elective	Art (A) Elective, 300 or 400 level	3-4
<b>Additional Assessment/Courses</b>		
A-100	Community Art/Design Midsemester (Take A-100 each semester for total of 8X)	0
INTERN-383	Internship Seminar	2
ELECTIVE	Choose Electives to enhance your degree, or declare a Minor	12-18
<b>Total Credits</b>		<b>73-80</b>