SCHOOL OF PROFESSIONAL STUDIES

BACHELOR OF ARTS IN DIGITAL MEDIA DESIGN

Prepare for a Future in the Popular Arts

Social networks, games, animation, and instructional content all rely on the expertise of digital media designers to engage users and guide their experience. With a Bachelor of Arts in Digital Media Design from National University you'll have a hand in shaping the way the modern world works, learns, communicates, and plays. This program provides hands-on experience using the very latest tools and technologies that make up the current media arts workspace. As a student in digital media design, you'll be on top of the latest methodologies used for visual communication in business, marketing, education, and entertainment. The knowledge and experience gained in digital media design courses prepare you for a transmedia, visually literate future that incorporates web design, audio, video, special effects, layout and design, image creation and editing, and game design.

Program highlights:

- Entire program can be completed online
- Practical use of technology in creative and business environments
- Advanced training in theory and production for those currently working in media or design
- The latest technological developments to help you lead as a media arts professional

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MAJOR IN DIGITAL MEDIA DESIGN

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The Bachelor of Arts in Digital Media Design consists of courses that prepare the student for a broad range of positions requiring a background in computer transmedia design theory, production, and project management. Students receive hands-on training in leading software applications, while they learn and apply media development theory and practice for online and mobile delivery. Successful completion of the program will enable graduates to compete for employment because they possess a relevant combination of skills and knowledge vital to today's workplace. Positions in the fields of gaming, video, production, motion graphics and design include art director, web designer, game designer, video editor, project manager and multimedia specialist.

Program Learning Outcomes

Upon successful completion of this program, students will be able to:

- Develop a personal vision in the creation of original multimedia content.
- Apply the principles of graphic and information design in the generation of digital media projects.
- Examine current trends and key technologies in the media industry.
- Demonstrate oral, visual, and written communication skills with clients, project managers, and media production team members.
- Describe and implement the phases of media production, from the initial planning to the final delivery of a professional product.
- Explain the legal and ethical issues related to media production and distribution.
- Create active and interactive content with graphics, animation, sound and video using media authoring software.

Degree Requirements

To receive a Bachelor of Arts degree with a Major in Digital Media Design, students must complete at least 180 quarter units as articulated below, 45 of which must be completed in residence at National University, 76.5 of which must be completed at the upper-division level and a minimum 70.5 units of the University General Education requirements. The following courses are specific degree requirements. In the absence of transfer credit, students may need to take additional general electives to satisfy the total units for the degree. All students receiving an undergraduate degree in Nevada are required by state law to complete a course in Nevada Constitution.

Preparation for the Major

(3 courses; 10.5 quarter units)

ENG 100*   Effective College English I (3 quarter units)
ENG 101*   Effective College English II (3 quarter units)
            Prerequisite: ENG 100
COM 220*   Media Literacy

* May be used to meet a General Education requirement.

Requirements for the Major

(16 courses; 72 quarter units)

MUL 300   Convergence Media
            Prerequisite: COM 220, ENG 100 with a minimum grade of "B" and ENG 101 with a minimum grade of "B"
BRO 305   Media Storytelling
            Prerequisite: ENG 100, ENG 101 and COM 100 or COM 103 or COM 220
MUL 305   Graphic Design and Artistry
            Prerequisite: ENG 100 with a minimum grade of "B"
MUL 309   Camera and Image
            Prerequisite: ENG 100 with a minimum grade of "B"
MUL 365   Digital Video Editing
            Prerequisite: ENG 100 with a minimum grade of B, ENG 101 with a minimum grade of "B" and COM 220 with a minimum grade of "B" Online Course require fluent communication
MUL 461   Motion Graphics
            Prerequisite: ENG 100 with a minimum grade of B, ENG 101 with a minimum grade of "B" and COM 220
MUL 345   Applied Web Design
            Prerequisite: ENG 100 with a minimum grade of B, ENG 101 with a minimum grade of "B" and COM 220
MUL 370   Digital Interactivity
            Prerequisite: ENG 100 with a minimum grade of B, ENG 101 with a minimum grade of "B" and COM 220

MUL 315   Video Game Design
            Prerequisite: ENG 100 with a minimum grade of B, ENG 101 with a minimum grade of "B" and COM 220
MUL 355   Game Scripting
            Prerequisite: ENG 100 with a minimum grade of B, ENG 101 with a minimum grade of "B" and COM 220
MUL 375   3-D Modeling for Game Art
            Prerequisite: ENG 100 with a minimum grade of B, ENG 101 with a minimum grade of "B" and COM 220
MUL 462   Digital Audio Creation
            Prerequisite: ENG 100 with a minimum grade of B, ENG 101 with a minimum grade of "B" and COM 220
MUL 399   Emerging Technologies
            Prerequisite: ENG 100 with a minimum grade of B, ENG 101 with a minimum grade of "B" and COM 220
MUL 445   Digital Project Management
            Prerequisite: ENG 100 with a minimum grade of B, ENG 101 with a minimum grade of "B" and COM 220
MUL 430   Advanced Design Project
            Prerequisite: COM 100 or COM 103 and COM 220
MUL 471   Adv. Digital Interactivity Proj
            Prerequisite: ENG 100 with a minimum grade of B, ENG 101 with a minimum grade of "B" and COM 220

Capstone Core Course

(1 course; 4.5 quarter units)

MUL 420 *   Multimedia Arts Portfolio Proj
            Prerequisite: All general core courses.

* This is a two-month long class occurring after concentration courses.