

2024-2025 ACADEMIC MAP

BA - Digital Media

TOTAL HRS: 120



Academic map is a guide to help students stay on track to degree completion. Consult undergraduate catalog and academic advisor for other requirements.

* minimum grade required

FALL SEMESTER						SPRING SEMESTER					
PREFIX	COURSE	CREDIT	AREA	GR*	SEM/GR	PREFIX	COURSE	CREDIT	AREA	GR*	SEM/GR
YEAR 1-Freshman	ENG 101	Composition I	3	Gen Ed		ART 123/221	Digital Art/Computer Graphics	3	Gen Ed		
	HIS 100/200 level	History	3	Gen Ed		COM 101/202	Communication Studies	3	Gen Ed		
		¹ Quantitative Skills	3	Gen Ed		ENG 102	Composition II	3	Gen Ed		
		² Perspectives on Society	3	Gen Ed			² Perspectives on Society	3	Gen Ed		
		Lab Science	3	Gen Ed			Lab Science	3	Gen Ed		
	FYS 100/300	First Year Seminar	1	Univ Req							
		16						15			
YEAR 2-Sophomore	ART 220	Typography	3	Major		ART 214	Intro to Photography	3	Major		
	DMI 100	Introduction to Multimedia	3	Major		ART 235	Fundamentals of Digital Video	3	Major		
	ENG 202	Intro to Creative Writing	3	Major		ENG 203/306	Intro to Literature	3	Gen Ed		
		Humanities & Fine Arts	3	Gen Ed			Fine Arts	3	Gen Ed		
		General Elective	3				³ Personal Development	3	Gen Ed		
		15						15			
YEAR 3-Junior	DMI 202	Computer Audio Skills I	3	Core		ART 236	Stop Motion Animation	3	Major		
	ART 334	Intermediate Digital Video	3	Major		ART 378	Fundamentals of Lighting	3	Major		
	COM 318	Mass Communication	3	Major		ENG 303	Technical Writing	3	Major		
	MKT 300	Marketing Principles	3	Major		MKT 420	Visual Branding Strategies	3	Major		
		Approved Elective	3	Major			Approved Elective	3	Major		
		15						15			
YEAR 4-Senior	MKT 435	Social Media Marketing	3	Core		DMI 435	Sound Design for Film & Visual	3	Core		
		Approved Elective	3	Major		MKT 438	Digital Marketing	3	Core		
		Approved Elective	3	Major			⁴ Capstone	3	Capstone		
		Approved Elective	3	Major			Approved Elective	3	Major		
		Approved Elective	3	Major			Approved Elective	3	Major		
		15						15			

- ¹ Select one: MAT 103, 104, 106, 115

- ² Select one: ECO 210, 211; GEO 201, 303; PSC 103, 201; PSY 101; SOC 101

- ³ Select one: CEL 300; CIS 205; FCS 215, 270, 325, 343

- ⁴ Select one: ART 499; MKT 499, 490; DMI 441